

## MEMORANDUM

**To:** NALP Board of Directors

**From:** Betsy Armour, NALP Liaison to NACE

**Re:** Final Quarterly Board Report

**Date:** April 5, 2018

Knowing that NALP is a dues-dependent organization -- and thus potentially open to or in need of new ideas to generate revenue outside of dues -- I wanted to devote this final board report to share some of NACE's revenue-generating offerings for the board's information and possible consideration.

NACE offers for a fee a number and variety of live/in-person events and electronic-based resources (most notably frequent webinars.) They also provide outlets for vendors (both members and non-members) to advertise and promote themselves in conjunction with the annual conference and via other means. It is possible that only some of these offerings create surplus revenue – versus just being break-even propositions. Should the board want some additional information as to the most likely revenue-generating programs or options I'd be happy to inquire and report back. A sampling of these fee-based programs and resources includes:

### **Mini Conferences (my label)**

- “Face-to-Face” programs
  - Three-hour (9:00 to noon) in-person meetings held in locations around the country (e.g. Cambridge, MA, Chicago, Phoenix)
  - Goal is to explore “key trends and emerging issues” relevant to both employers and schools
  - Hosted in employers’ offices
  - \$75 for members/\$100 for non-members
  - Four to five offered throughout the year
  
- CSO Roundtables
  - Three-hour (9:00 to noon) in-person meetings held in locations around the country
  - Goal is to explore “key trends and emerging issues” relevant specifically to school members
  - Hosted at colleges or universities (e.g. U of Iowa, Saint Louis University, University of Detroit)
  - \$60 for members/\$90 for non-members

- Four to five offered throughout the year
- Niche-focused programming
  - To focus on a particular applicant population like HUGS (historically under-represented groups), STEM students, and students with disabilities.

**Webinars (offered for a per-webinar fee or in “bundles”)**

- Personal Development Series
  - Effective communication. Free for members/\$199 for non-members
  - Coaching for Business Professionals. \$300 for members/\$500 for non-members
- Hot Topic Offerings
  - The Changing Public Policy Landscape. Free for members/\$199 for non-members

**Advertising Outlets (outside annual meeting)**

- In *Spotlight* -- A primer for topical content that when clicked on drives members to a more in-depth article housed on NACE’s Center for Career Development and Talent Acquisition
- In NACE’s *E-Newsletter* -- A periodic e-newsletter similar to NALP Now!
- \$315 for members/\$500 for non-members in 1-4 issues
- \$175 for members/\$225 for non-members in 5+ issues

**Advertising Outlets (in conjunction with the annual meeting)**

- Like at our AEC, NACE has a well-subscribed vendor room
- The conference offers scaled sponsorship options (at platinum, gold, silver, bronze and patron levels) and these employers are prominently featured in the conference brochures and
- They also offer member and non-members advertisers to appear in other branded publications and conference presentations/slide shows
- I expect there are additional outlets that I am missing so I would be happy to explore this further when I attend the upcoming NACE conference in New Orleans in June. Please let me know if the board would find this helpful. And, thank you for the opportunity to represent NALP at this conference.