

## MEMORANDUM

**To:** NALP Board of Directors

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

**Re:** Second Quarter Board Report

**Date:** October 12, 2017

As a still-fledgling member of NACE I am struck by the number and variety of electronic communications and suggested resources I receive from NACE seemingly on a daily basis – so much so that I decided to use this topic as my focus for this *short* quarterly report to NALP’s Board of Directors.

Examples of these communications and related resources include:

- **NACE Community Digest** – A daily blast with topics and questions presented by members (akin to our NALP Connect blasts)
- **NACE 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
- **NACE Jobwire** – a job posting site for professionals in career services & university relations and in employer recruiting
- **Free Webinars** – For members and nonmembers on topics such as their Principles and Ethical Practices (NACE’s equivalent to NALP’s Principles & Standards)
- **E-communications Showcasing NACE Services and Resources** -- a self-marketing tool pushed out to members
- **Policy Statements and Comments outside the confines of NACE** – As in an Open Letter to President Donald J. Trump concerning his new policy on DACA

## Takeaways for NALP

- These frequent and varied communications keep NACE front and center on members' minds.
- The association does a nice job of providing tools for members to do their jobs.
- Perhaps we could consider offering access to our webinars to non-members garnering positive PR for NALP among potential members and/or other interested stakeholders. I checked with Mary Beal and she reports that we do not normally allow non-members to participate in our webinars. She makes exceptions when asked for people like deans or others on a case-by-case basis. Archived NALP webinars are password protected but a few are open to all; that division is noted in the archives.
- While we joke that "NALP is not NATO", NACE seems willing to take a public stand on national issues that intersect with and impact their members' work and missions (e.g. DACA.)