

# **NAGAP Strategic Partnership Council – FINAL DRAFT**

*Revised 08/13/2019*

The Strategic Partnership Council (SPC) program is designed for organizations whose missions and core values are aligned with NAGAP's and who wish to become more strategically engaged with the association.

## **1. NAME**

- 1.1. Strategic Partnership Council (SPC)
- 1.2. "Strategic" reflects our belief that the goals set forth in this document will not happen by chance. They will require a concerted effort, advanced planning, and an investment of resources and time.
- 1.3. "Partnership" reflects our desire to develop true partnership relationships with affiliate members who want to work collaboratively with us in an effort to support NAGAP members and strengthen the broader GEM community.
- 1.4. "Council" reflects our understanding that beyond the experiences, resources, and strengths contributed by each individual member, we can and will accomplish more as a group.

## **2. PURPOSE**

- 2.1. To cultivate a community and foster a culture among peer educational associations, vendor organizations, and other affiliate members that prioritize the mission and vision of NAGAP above individual gain or corporate profit.
- 2.2. To promote the values of collaboration, information sharing, service and volunteerism, thought leadership, and overall support for the broader GEM community.
- 2.3. To generate a long-term and consistent revenue stream for NAGAP from partners invested in the current and future health of the GEM industry.
- 2.4. To share data, insights, trends and other knowledge that will benefit NAGAP members, as well as the broader GEM community.
- 2.5. To offer assistance and expertise in the planning and execution of NAGAP's strategic initiatives.
- 2.6. To provide support for NAGAP's recognized chapters in their efforts to deliver professional development content and high-quality programming.

## **3. QUALIFICATIONS**

### **3.1. Membership in NAGAP:**

- 3.1.1. Must be a current Affiliate Member of NAGAP.
- 3.1.2. Must have been an Affiliate Member or work for an association/organization that has been represented by an Affiliate Member for at least 3 of the past 5 years.

### **3.2. Financial Investment:**

- 3.2.1. Must have contributed financially at one of the following levels:
  - 3.2.1.1. \$20,000 or more annually
  - 3.2.1.2. \$50,000 or more over a 3-year span
- 3.2.2. Investment opportunities may include, but are not limited to, event sponsorships, advertising, exhibiting, and profit sharing.
- 3.2.3. In-kind donations may be substituted for up to 20% of the required financial investment.
- 3.2.4. All financial contributions made directly to NAGAP or its recognized chapters qualify.

### **3.3. Educational Contributions:**

- 3.3.1. Must have delivered annually at least two data-based, educational resources in the form of white papers, presentations, webinars, podcasts, joint research projects, case studies, or articles.
- 3.3.2. Educational content must advance the intellectual and/or professional development of NAGAP members and support the GEM profession.

### **3.4. Service and Volunteerism:**

- 3.4.1. Must have contributed annually to NAGAP by volunteering at GEM Summit, an institute, or a recognized chapter event, serving on a committee, or participating in the association in some other capacity not specifically required for SPC membership.

### **3.5. Nomination for Membership:**

- 3.5.1. Must be nominated by a current SPC member, a NAGAP Board member, or an officer of a recognized NAGAP chapter.
- 3.5.2. Nominations must be based on a previously demonstrated commitment to NAGAP and the broader GEM community.

### **3.6. Membership Confirmation:**

- 3.6.1. New SPC members must be formally confirmed by the NAGAP Executive Committee.

### **3.7. Representation:**

- 3.7.1. Each organization may only have one representative on the SPC.

### **3.8. Removal:**

- 3.8.1. SPC members may be removed by a vote of the NAGAP Executive Committee.

## **4. LEADERSHIP COMMITTEE**

- 4.1. The SPC will be led by a Leadership Committee consisting of the Chair of NAGAP's External Relations and Partnerships Committee (ERPC), or a Board designee, plus two current Affiliate Members of the SPC.
- 4.2. The Affiliate Members on the Leadership Committee will serve alternating two-year terms and will be elected by a majority vote of all current SPC members in attendance at NAGAP's Annual Conference.
- 4.3. The members of the Leadership Committee will serve as the liaisons between the NAGAP Board and the SPC and will help establish goals and strategies for fulfilling the SPC's purpose in supporting NAGAP and the broader GEM community.

## **5. MEMBER RESPONSIBILITIES**

- 5.1. Attend quarterly virtual meetings and a face-to-face meeting at NAGAP's GEM Summit.
- 5.2. Build relationships with representatives from educational associations, vendor organizations, and other affiliate members of NAGAP with the intent of cultivating a community and fostering a culture that prioritize the mission and vision of NAGAP above individual gain or corporate profit.
- 5.3. Participate in activities and projects designed to promote and fulfill the purpose of the SPC.
- 5.4. Engage in meaningful opportunities to fulfill the qualifications for SPC membership.
- 5.5. Work collaboratively with other members of the SPC.

## **6. MEMBER BENEFITS**

### **6.1. Recognition:**

- 6.1.1. Announcement at NAGAP's GEM Summit
- 6.1.2. Feature spotlight in an issue of NAGAP News
- 6.1.3. Highlight article in an issue of *Perspectives*
- 6.1.4. Use of the SPC logo on organization website
- 6.1.5. Organization logo with hyperlink on NAGAP's website

## **6.2. Additional Benefits**

- 6.2.1. Promotion of events on NAGAP's social media and events calendar
- 6.2.2. One 30-minute meeting scheduled with NAGAP Board per year
- 6.2.3. One-time use of the NAGAP membership mailing list per year
- 6.2.4. One free vendor presentation at NAGAP's GEM Summit  
*(must submit and be approved through the review process)*
- 6.2.5. One free event registration to any NAGAP event per year
- 6.2.6. One free full-page ad in an issue of *Perspectives* per year

## **7. OVERSIGHT AND REVIEW**

- 7.1. The Chair of the ERPC, or a Board designee, will oversee all activities and initiatives of the SPC and will submit a quarterly progress report to the NAGAP Board.