
Proposal Summary- Chapter of the Future Recommendations

Submitted by (name, title):

CHAPTER OF THE FUTURE TASK FORCE

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Proposal directed to: X Finance Committee X Board of Directors

NSA staff liaison that was consulted: Heilee O'Quinn, Beverly Babb

Finance Committee liaison: Ron Karr **Consulted?** X Yes No

Board Liaison: Kristin Arnold **Consulted?** X Yes No

MOTION TO BE CONSIDERED:

Vote on acceptance of the 8 of the 10 recommendations included in this proposal as well as a strategic shift from treating chapters as decentralized entities to more of a franchise model.

1. Objective/Purpose of proposal. What will it accomplish? What NSA goal does it address?

The purpose of this proposal is to strengthen the relationship with the NSA chapters who are charged with extending the NSA brand into the local marketplace.

2. Background, history, research and references:

These recommendations were developed and filtered during the Chapter of the Future Summit on November 20, 2009 at the Fall Conference in Phoenix, AZ. Each of those that made it to this formal proposal were voted on by 66 representatives of chapters nationwide, present during the 4 hour meeting. They were then further developed, detailed and vetted by individual representatives with correlating areas of expertise. (i.e. Michael Lee, Head of the National Speaker's Academy developed the chapter-level Speaker's Academy recommendation.)

Important Note:

While not every issue expected to be addressed at the Chapter of the Future Summit was actually discussed, the broad areas covered relate to each of the 11 "Minimum Threshold" factors established for the Chapter of the Future. It is also important to note that there was no violent opposition to any of the recommendations in this proposal. Additionally, in the Summit discussion, there was limited

argument and wide spread support of each of the recommendations that made it to the final voting floor. Voting tallies and detailed descriptions of each recommendation are available from Heilee O'Quinn at National Headquarters. Also, in this larger proposal, while there are a possibly overwhelming 8 recommendations requiring board action, they are listed in priority order. It is also understood that an affirmative vote by the board confers consent to the actual motion. As with all proposals, it also implies a "go forward and investigate or take more action in this area when you gather all the appropriate detail". This will keep the board from having to delve "into the logistical weeds" of each issue and instead vote on the larger "go forward" status of each recommendation.

Each recommendation brought to the final Chapter Summit floor has been individually summarized below. Also shown below are the specific actions requested of the board. Further details and individual recommendation forms continue after this summary introduction.

Recommendation 1:

Topic: Chapter Events Before, During, and After National Events

Summary:

Amend #5 of the Chapter "Minimum Thresholds" as stated in the Chapter Position Paper to read: "No Chapter events will be held within THREE DAYS before or after the National Convention and ONE National Conference."

Action Needed: Vote by the Board

Recommendation 2:

Topic: Dues Increase to Motivate Chapter Membership

Summary:

In July of 2010, National will increase dues to \$450 (up from \$425 in 2009) with \$25 to be deducted from the amount due if the national member is also a member of their chapter at the time of renewal.

Action Needed: Vote by the Board

Recommendation 3:

Topic: Uniform Bylaws Template

Summary:

Chapters of the National Speakers Association will adopt and uphold the standardized set of Bylaws provided by the National Speakers Association. Requests for customization and changes to the bylaws must be pre-approved by the National Speakers Association.

Action Needed: Vote by the Board

Recommendation 4:

Topic: NSA Logo Policy and Standardization of Logo Usage

Summary:

Chapters will only use the NSA standard created logos. Chapter mastheads may be created for chapter newsletters and must be submitted to National before for pre-approval before using.

Action Needed: Vote by the Board

Recommendation 5:

Topic: Wordpress Usage in Website Template Standardization for Chapters

Summary:

NSA will fund the development of a Wordpress or website template and provide 5 training webinars for the maintenance of these standard site templates. This will be an opt-in course of action and will be incumbent on enough chapters signing up for this service.

Action Needed: Vote by the Board

Recommendation 6:

Topic: National Public Relations Synergy and Uniformity to Benefit and Promote Chapters

Summary:

National will publicize local events for chapters via social media and traditional PR efforts, including the possibility of posting local events on the national website.

No Action Needed at this time due to other “marketing” proposals and lack of proposal clarity/detail

Recommendation 7 and 8:

Topic: Speakers Academy Name Uniformity at Chapter Level

Summary:

Chapters to Have Option to Offer Speaker Development Programs with the same consistent name nationwide.

Action Needed: Vote by the Board

Recommendation 9:

Topic: Best Practice Sharing and Forum for Vice President of Programs and Chapter Level

Summary:

Creation of a Program Chairs Council to enable quality and consistency of programming at the chapter level.

Action Needed: Does not require a vote.

Recommendation 10:

Topic: Optional eSpeakers Integration into Chapter Websites with Profile of Members

Summary:

Chapters would have the option to use eSpeakers to power and fill in their Chapter Directories and Website Profiles. This would update in real time as NSA members would not show up on local directories unless their national membership were current. No further details on this recommendation are included in this proposal as the sum total of this issue is stated here.

Action Needed: Does not require a vote.

Recommendation 11: (which did NOT come from the Summit floor)

Summary:

That NSA, in collaboration with independent NSA Chapters, develop a “franchise model” of working together, harnessing the strength of the NSA brand in the national, regional and local marketplaces.

Action Needed: Vote by the Board

What will these recommendations accomplish?

These recommendations and the actions that follow, will:

- Continue momentum of the Chapter of the Future Project
- Reward the efforts and time spent by all involved in the Chapter Summit
- Encourage future participation when input is positively recognized, listened to, or put into action
- Move our chapters into the future one step at a time and directly address the goal stated below.

What goal do these recommendations address?

Create an association for working professional speakers that meets the more current needs of our chapters and their members, as well as the national organization, more so than the original model for chapters developed in the 80s. These recommendations will also serve to align the chapters more with the national organization.

What was not addressed or does not require a vote?

There were a multitude of proposals made at the Summit and submitted both pre and post summit that have not been included in this summary document and series of recommendations. A few of those are highlighted below as they are either already in progress or decided upon. However, other proposals will be reviewed at a later date to be determined, and then discussed or formally recommended as a second phase of modifications on the Chapter of the Future Projected.

- Provide a Short Survey to the Membership – does not require a vote and is being put into action – Heilee
- Chapters Identify and Build Relationships with Affinity Groups – does not require a vote and is already in place. Action item is increase awareness of this initiative to Chapters
- Insurance Issue- Chapters have a discounted rate available through AON. Action item is to increase awareness of this benefit to Chapters. The recommendation was made to look into this issue, when it is already available, thus the discussion now is how to promote this benefit so that more chapter are aware of the option.

2. Background, history, research and references:

This meeting was a first step for our goal of creating a Chapter of the Future, whose model serves the needs of the professional working speaker across the United States. It is considered that this proposal and its accompanying recommendations would serve as a preamble to more future changes and that a positive vote for these changes will provide much needed positive reinforcement for the work, time, effort, energy, and resources chapter representatives from

across the nation put in at the Summit meeting. Without such a positive vote, there is some concern that we may not receive as much interest and effort going forward from this same group.

3. Benefits to NSA members:

See individual Recommendation Forms for more information and details.

4. Potential downside(s) of this proposal:

There will be the typical initial reaction to change over areas in which change is required in order to continue making progress. In time, that reaction will either weed out those unwilling to change or provide motivation for those who simply must struggle through the change to see the benefit. We may lose a small percentage of members when acting on issues such as the Speaker Development Program and Membership Dues.

For other downside(s), see individual Recommendation Forms for more information and details.

5. Implementation, including funding needed and general time table:

See individual Recommendation Forms for more information and details.

6. Projected income and expenses expected to impact future budgets

See individual Recommendation Forms for more information and details.

Proposal – Recommendation #1

Proposal Name: Amendment of Chapter Charter “Minimum Threshold” #5

Submitted by (name, title): Kristin Arnold, Chair, 2009 Chapter Summit

Proposal directed to: ___ Finance Committee __x_ Board of Directors

NSA staff liaison that was consulted: Beverly Babb

Finance Committee liaison: _____ **Consulted?** ___ Yes __x_ No

Board Liaison: _____ **Consulted?** ___ Yes __x_ No

Motion to be considered: Amend #5 of the Chapter “Minimum Thresholds” as stated in the Chapter Position Paper, to read: “No Chapter events will be held within **THREE DAYS** before or after the National Convention and **ONE** National Conference.”

1. Objective/purpose of proposal. What will it accomplish? What NSA goal does it address?

An Amendment of this “Minimum Threshold” will facilitate a possible increase in attendance at national conferences and national convention. By eliminating any local events on the chapter level three days before or after the national events, there will no longer be a conflict created by having to choose one event over the other. Theoretically, with fewer choices, we will increase the attendance by our national at the national events.

2. Background, history, research and references:

The current list of “Minimum Thresholds”, as outlined in the Chapter Position Paper, are:

1. All services chapters provide to their members must be targeted toward the full-time, working speaker.
2. All Chapter Board Members (minimum of 5) must be NSA members.
3. A member of the Chapter must also be a member of NSA or the Global Speakers Federation (GSF).
4. All Chapters will promote NSA National events.
5. No Chapter events will be held within one week before or after a scheduled National Conference or Convention. **(This is the one to be modified from 1 week to 3 days)**
6. Publish and follow appropriate financial policies
7. Reconcile bank statements to accounts monthly and hold an annual review of its books
8. Must have an independent bank account with a minimum two signers
9. Follow an anti-trust compliance statement
10. Follow a conflict of interest statement
11. A Chapter President Succession Plan must be in place.

Recommendation #1 (con't)

During the Chapter Summit, there was much consternation over the duration of the bracketing around our National meetings. Many felt the “one week before or after” was too onerous for the chapter who has a consistent meeting date and would have to move it, or just not have a meeting at all. There was some support that having a meeting close to a chapter program actually enhanced attendance, as the chapters actively promote the National events (see minimum threshold #4).

A compromise position was struck to limit the minimum threshold to just the Convention and one conference. But most people didn't see that as a huge win. Almost all agreed that chapters should not have an event that coincides with a National event – provided the dates are communicated as soon as humanly possible. Where chapter obligations have been made, chapters can request a one-time exemption. The issue is the duration of the “blackout dates” around the events transitioning from one week to three days.

3. Benefits to NSA members:

Eliminating much of the need to make a choice between a national event and a local chapter event, including decisions around time, budgetary, and resource allocations.

4. Potential downside(s) of this proposal:

- Creating a need for some chapters to move or cancel one monthly meeting and thereby possibly impacting their membership and revenue from meetings in a negative manner.
- Resistance to the above possibility, though not likelihood, may create unnecessary negativity.

5. Implementation, including funding needed and general time table:

Communicate policy and communicate meeting dates as soon as possible.

6. Projected income and expenses expected to impact future budgets

None.

END OF RECOMMENDATION #1

Proposal – Recommendation #2

Proposal Name: National Dues Increase to Motivate Chapter Membership

Submitted by (name, title): CHAPTER OF THE FUTURE TASK FORCE

Proposal directed to: Finance Committee Board of Directors

NSA staff liaison that was consulted: Heilee O’Quinn

Finance Committee liaison: _____ **Consulted?** Yes No

Board Liaison: Kristin Arnold **Consulted?** Yes No

Motion to be considered:

In July of 2010, National will increase dues to \$450 (up from \$425 in 2009) with \$25 to be deducted from the amount due if the national member is also a member of a NSA chapter at the time of renewal.

1. Objective/purpose of proposal. What will it accomplish? What NSA goal does it address?

This will encourage a National Professional Member of NSA to join his or her local chapter. In turn, this is expected to grow chapter membership and reduce the number of national members not currently affiliated with any chapter. For those who decide not to join a local chapter, the additional monies collected will help to fund increased services for chapters. Those specific services have not yet been determined; however those funds will be earmarked to enhance the NSA-chapter relationship.

2. Background, history, research and references:

We have increased dues in the past to encourage members to attend National events. It has not been done to encourage members to join a chapter. About 25% of NSA members do not belong to a local chapter. Some of these members miss the education, networking, support and camaraderie the local organization has to offer and as a suspected result, drop out of NSA after the first 3 years because they are not getting any “value” from their membership. This would give members an added incentive to join a chapter and get involved.

3. Benefits to NSA members:

Sense of belonging and support on the local level and support for local chapters, as well as potential increased membership and revenue to local chapters.

Recommendation #2 (con't)

4. Potential downside(s) of this proposal:

Members may be initially or temporarily upset about the dues increase and/or NSA might be intending another dues increase, which would compound the negative effect.

5. Implementation, including funding needed and general time table:

6 -12 months would provide ample time to create talking points and communication to the membership about the dues increase. Proposed implementation date based on timing of the Chapter Summit and the desired action, is July 1, 2010.

The decision for the dues increase must be made strategically in combination with all the other things going on in NSA and the economy.

6. Projected income and expenses expected to impact future budgets

There may be minor costs for creating communication pieces and more significant support financially for our members who wish to join both the National organization and the local chapter.

If 10% of members are not members of their chapter, the \$25 increase in their dues would create revenues of nearly \$8000 annually (these numbers are based on a membership size of 3200).

However, a minor increase in dues may also temporarily reduce revenue from a number of membership dues for the upcoming year.

END OF RECOMMENDATION #2

Proposal – Recommendation #3

Proposal Name: Standardized Chapter Bylaws

Submitted by (name, title): CHAPTER OF THE FUTURE TASK FORCE

Proposal directed to: Finance Committee Executive Committee Board of Directors

NSA staff liaison: Heilee O’Quinn **Consulted?** Yes No

NSA Board liaison: Kristin Arnold, CSP, MBA **Consulted?** Yes No

Finance Committee liaison: Ron Karr, CSP **Consulted?** Yes No

Motion to be considered:

Chapters of the National Speakers Association will adopt and uphold the standardized set of Bylaws provided by the National Speakers Association.

Chapters will be sent a draft of the bylaws initially in an effort to seek by-in and input, or specific requests for change to the standard template for all chapters. Requests for customization and changes to the bylaws will then need to be pre-approved by the National Speakers Association and by-laws will be released in a final format to chapter.

1. Objective/purpose of proposal.

A standard set of Bylaws removes confusion from the chapter management process. By providing the Bylaws to the chapters, the basic framework for running the chapter is clear. Specific items like elections and membership categories will be set and not open to the unique input of local chapter leaders. National will also understand what each chapter has for instructions and guidance in their governance.

2. Background, history, research and references:

The request for a standard set of Bylaws came for the chapter members at the Chapter Summit. It is an excellent governance concept for maintaining a clear understanding between a national organization and its chapters. The National Speakers Association Bylaws were used as the template for the new standardized chapter Bylaws.

The Bylaws do not replace the Articles of Incorporation for those chapters incorporated in their state. The Articles should not be in conflict with the new Bylaws as they were most likely filed under the direction of the original chapter charter instructions. Where the Articles are in conflict with the standard Bylaws, the chapter would be required to file an amendment to their Articles for review by their state government.

Recommendation #3 (con't)

3. Benefits to NSA members:

The clarity that comes with a standard set of Bylaws will make it easier for members to serve as volunteers on the chapter level. National and Chapters are all operating off of the same set of instructions and chapter leaders, staff and the NSA Board will all be on the same page.

4. Potential downside(s) of this proposal

Many NSA Chapters have developed a strong sense of independence and replacing their existing Bylaws with this new set (and not allowing them to alter those Bylaws without the prior approval of national) will challenge that notion of independence. This could lead to resistance to a good governance concept.

5. Implementation, including funding needed and general time table:

If approved, this will become a part of the new chapter charter process and will follow the timeline below. Ideally this timeline will be in line with the new charter.

1. Draft a Document (Done)
2. Will be sent to the chapters for review
3. NSA will send it out for legal review
4. NSA will adopt the template and send it out to the chapters
5. Chapters will adopt the new bylaws within one year of receipt.

It would be appropriate for a team to review the Articles of Incorporation for those chapters that have them to verify that they are in alignment with the new Bylaws.

6. Projected income and expenses expected to impact future budgets:

There will be an expense of \$500 for legal review to finalize the chapter Bylaws prior to distribution.

Draft of Standardized Bylaws Template is available for review from Beverly Babb, but is not included in this document.

END OF RECOMMENDATION #3

Proposal – Recommendation #4

Proposal Name: NSA Logo Standardization and Usage Policy for Chapters

Submitted by (name, title): CHAPTER OF THE FUTURE TASK FORCE

Proposal directed to: ___ Finance Committee __X__ Board of Directors

NSA staff liaison that was consulted: Heilee O’Quinn

Finance Committee liaison: Ron Karr Consulted? ___ Yes __X__ No

Board Liaison: Kristin Arnold Consulted? __X__ Yes ___ No

Motion to be considered:

Chapters will only use the NSA standard created chapter logos. Chapters may create a masthead for chapter newsletters and must be submitted to National for pre-approval.

1. Objective/purpose of proposal. What will it accomplish? What NSA goal does it address?

The objective of this proposal is to provide brand consistency and recognition by creating “One NSA” through the use of chapter logos that cannot be altered or changed with pre-approval.

2. Background, history, research and references:

In the past, the use of the NSA created logos for chapters has always been an option. Many chapters decided to create their own and by doing so, the NSA brand has been lost and is virtually unrecognizable in many ways on the local level.

This proposal will change the current Chapter Logo use policy to include the requirement (vs. ability to option) to use the nationally created logos, as well as the ability for chapters to design their own newsletter mastheads. Attached is the revised Chapter Logo Use Policy. In addition a sample of the current chapter logo has also been attached.

3. Benefits to NSA members:

This will help NSA members and prospective members clearly identify chartered chapters of NSA. It provides credibility to the chapter and its members on the local level. In addition, chapters will not have the added expense of paying a graphic designer to create a new logo.

4. Potential downside(s) of this proposal:

Chapters may feel they do not have creative rights to their logo and that NSA is telling them what to do.

Recommendation #4 (con't)

5. Implementation, including funding needed and general time table:

3-6 months

6. Projected income and expenses expected to impact future budgets

\$200 needed for communications budget.

Proposed LOGO USE POLICY for Chapters: *(changes noted in italics)*

“One NSA”: The NSA Chapter Logo

An individualized logo variation has been created for chapters. Chapters are *required* to use this logo variation. The NSA design department will provide art with each chapter's name. There are no color restrictions for the NSA Chapter Logo, as long as the logo remains easily identifiable.

NSA Chapter Logo Elements

The Chapter Logo is an NSA logo inside of an outlined rectangle. The microphone shape is tinted 15% gray and outlined in black. "National Speakers Association" appears on top of the logo justified to the ends of the rectangle and set in Futura Condensed. The name of the chapter-less "NSA/"-is set at the bottom in Futura Extra Bold Condensed. Minimum size will be 1" wide and the logo must appear in its entirety. The RGB is R0G117B171. The HTML color code is 0075AB.

Chapter Use of the NSA National Logo

NSA policy requires that chapter use of the NSA National Registered Logo must be approved by NSA headquarters. The NSA logo may not be utilized by any chapter in a manner that would tend to confuse or mislead a recipient into thinking a document bearing the logo is from NSA headquarters. Exception: NSA chapters may use the NSA National Logo on their Web site. If the NSA National Logo is used, it must link to the NSA website. HTML code to link the NSA logo to nsaspeaker.org is available on request.

Guidelines for Chapters Designing Their Own Newsletter Mastheads

The chapter may create a newsletter masthead used for electronic or written newsletters printed by the chapter. NSA policy requires that the newsletter masthead and symbols used by NSA chapters must be compatible with and approved by the National Association.

NSA Chapter Logo:



END OF RECOMMENDATION #4

Proposal – Recommendation #5

Proposal Name: Wordpress Theme used for Standardized Website Template for Chapters

Submitted by (name, title): CHAPTER OF THE FUTURE TASK FORCE

Proposal directed to: Finance Committee Board of Directors

NSA staff liaison that was consulted: Dulce de Leon, Heilee O’Quinn

Finance Committee liaison: Ron Karr Consulted? Yes No

Board Liaison: Kristin Arnold Consulted? Yes No

Motion to be considered:

NSA will fund the development of a Wordpress template or other website template and provide 5 training webinars for the maintenance of the sites. In addition NSA will offer optional web hosting on the NSA system for a reduced price.

1. Objective/purpose of proposal. What will it accomplish? What NSA goal does it address?

To have a brand identity across NSA chapter websites. To provide support and easy-to-use template for chapters that lack the volunteers, resources and time to develop and maintain a website.

2. Background, history, research and references:

The following is a sample of how the pricing menu would be in addition to a high end estimate of the cost for a graphic designer.

Items to be Considered	Estimated Financial Cost to NSA	Estimated Financial Cost to Chapters
NSA would provide a template optional for chapter use (free to chapters)	\$3500 to hire a graphic designer to create template	N/A
NSA would create package deals that Chapters could purchase: items range from hosting website to hiring NSA contracted work to do all updates,	N/A	Package 1: \$240/year for hosting only Package 2: \$500/year hosting + 4 hours of maintenance and support

<p>changes, etc. All packages would include 4 How-to-Webinars and 2 hours of one-on-one training with staff.</p>		<p>time Package 3: \$1000/year= hosting + 10 hours of maintenance and support time Package 4: \$2000/year= hosting + unlimited hours of update time.</p>
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Recommendation #5 (con't)

NSA has not had the tools to be able to provide a standardized website template and support in the past. There are so many varying websites among our chapters it is difficult to easily identify the NSA brand. In addition, chapters are spending valuable amounts of time and money to create and maintain their websites. This is more economical than each chapter hiring their own web designer.

3. Benefits to NSA members:

Save member/volunteer time and resources and expense at the chapter level. This will also provide an option to chapters who do not want to create their own website.

4. Potential downside(s) of this proposal:

Chapters may not want to use the NSA template or may resist using this due to the expenses already allocated or spent on local websites. There may be an extensive amount of staff time dedicated to training and updating the website if needed. However, the Wordpress platform is very user friendly and already familiar to a number of our members.

5. Implementation, including funding needed and general timetable:

The following information would still need to be gathered before final implementation of this recommendation. This is an opt-in course of action for chapters (not required) and will be incumbent on if enough chapters sign up for this service.

A positive vote by the board would say “yes” to finalize this information, with any conditions that may be imposed, before putting this recommendation into action. It is expected that this information would take approximately 1 month to finalize.

- Confirm solid pricing for template.
- Determine menu/options and functionality to be presented to the chapters
- Get the chapter to opt in or out
- Determine financial feasibility before NSA obligates resources to begin construction.

6. Projected income and expenses expected to impact future budgets

The funding for this project would be revenue neutral and the initial cost would be \$3500 for design work and web site set up that would wash once chapters opted in for the service(s).

END OF RECOMMENDATION #5

Proposal – Recommendation #6

Proposal Name: National Public Relations Support for Chapter Events and Promotion

Submitted by (name, title): CHAPTER OF THE FUTURE TASK FORCE

Proposal directed to: ___ Finance Committee ___ Board of Directors

NSA staff liaison that was consulted: Andrea DiMichele, Marketing and Foundation Specialist, Heilee O’Quinn

Finance Committee liaison: Ron Karr Consulted? Yes ___ No

Board Liaison: Kristin Arnold Consulted? Yes ___ No

NOTE: No Action Needed at this time due to other “marketing” proposals and lack of proposal clarity/detail

Motion to be considered:

National will publicize local events for chapters via social media and traditional PR efforts.

1. Objective/purpose of proposal. What will it accomplish? What NSA goal does it address?

The objective is to provide brand awareness and recognition in the local market place as well as nationally.

2. Background, history, research and references:

This has not been done in the past. Based on a franchised model there would be several options that would be available to the chapters.

Option	Estimated Financial Cost
NSA would provide templates of PR pieces for Chapters to use. A binder of templates would be provided, and also housed on NSChapterOne.org	\$5,000 to hire an outside contractor to create templates and binder
Hire a National PR agency to work with the local markets	\$30,000 to implement PR strategies for Chapters
Create a PR committee made up of liaisons from each chapter and a staff liaison. This committee would help chapters communicate and share ideas for PR.	\$200

3. Benefits to NSA members:

It will increase the awareness of the NSA brand into the local and national markets. This could also bring more members to the national organization, as well raise local and national meeting attendance.

Recommendation #6 (con't)

4. Potential downside(s) of this proposal:

We are concerned that this may set expectations too high and that we would not be able to deliver what we are promising our chapters or what they might expect if we promise to cover all of their PR needs. We do not have the resources (time and money) to sustain this effort without continued local chapter efforts in addition to the national effort recommended.

5. Implementation, including funding needed and general time table:

The following information would still need to be gathered before final implementation of this recommendation. A positive vote by the board would say “yes” to finalizing this information, with any conditions that may be imposed, before putting this recommendation into action. It is expected that this information would take approximately 6 months to finalize.

- Who would be the PR company or source of choice?
- What elements would national cover and what elements would be left to the chapter responsibility?
- What is the annual budget that would be allocated to this effort going forward?

6. Projected income and expenses expected to impact future budgets

Approximate costs would be \$30,000 for implementation. This includes ad buying, design work, collateral materials etc.

END OF RECOMMENDATION #6

Proposal – Recommendation #7

Proposal Name: Designating a Consistent Nationwide Name for Speaker Development Programs

Submitted by (name, title): Michael Soon Lee, MBA, CSP

Proposal directed to: ___ Finance Committee X Board of Directors

NSA staff liaison that was consulted: Heilee O’Quinn

Finance Committee liaison: _____ **Consulted?** ___ Yes X No

Board Liaison: Kristin Arnold **Consulted?** X Yes ___ No

Motion to be considered:

It is proposed that chapter speaker development programs be designated by the same consistent name to be determined by NSA national.

1. Objective/purpose of proposal. What will it accomplish? What NSA goal does it address?

Having a consistent name for chapter speaker development programs would strengthen the NSA brand and reduce confusion among members as well as the public.

2. Background, history, research and references:

Currently, about sixteen NSA chapters across the country have viable speaker development programs variously known as:

- “Pro Track” (4 chapters)
- “Speaker U” (2 chapters)
- “Charbonneau Speakers Academy” (1 chapter)
- “Emerging Speakers Club” (1 chapter)
- “Fast Track” (1 chapter)
- “Institute of Professional Speaker Development” (1 chapter)
- “Pro Path” (1 chapter)
- “Pro Speak” (1 chapter)
- “Q-School” (1 chapter)
- “Speaker Enrichment Institute” (1 chapter)
- “Speakers’ Academy” (1 chapter)
- “The Candidate Program (1 chapter)

These programs are usually designed to teach aspiring speakers the business of professional speaking and some help NSA members reach a higher level of success in the speaking industry. As one can see from the above list, the plethora of labels by which the programs are known can become quite

Recommendation #7 (con't)

confusing to both NSA members and the general public. The curricula ranges anywhere from teleseminars with coaching to twice-monthly live meetings and everything in between.

3. Benefits to NSA members:

Having one consistent name for speaker development programs would provide stronger branding for all of the programs.

4. Potential downside(s) of this proposal:

Some chapters have built strong branding around the unique name for their speaker development program. Some have even been named in honor of chapter leaders who have passed away. There could be some emotional and/or political resistance to a change to a consistent name.

5. Implementation, including funding needed and general time table:

A name for the aspiring speaker training programs needs to be decided upon. Then, NSA national needs to change the chapter charters to reflect the requirement that aspiring speaker training programs be called by that consistent name.

6. Projected income and expenses expected to impact future budgets

None foreseen at this time to NSA national. There may be some expense for chapters who have to change the name of their program in terms of new letterhead, logo design, website changes, etc.

END OF RECOMMENDATION #7

Proposal – Recommendation #8

Proposal Name: Chapters Maintain Speaker Development Program Offering Option

Submitted by (name, title): Michael Soon Lee, MBA, CSP
2010-2011 Chair- Academy for Professional Speaking

Proposal directed to: Finance Committee Board of Directors

NSA staff liaison that was consulted: Heilee O’Quinn

Finance Committee liaison: _____ **Consulted?** Yes No

Board Liaison: Kristin Arnold _____ **Consulted?** Yes No

Motion to be considered:

It is proposed that chapters have the option to offer speaker development programs, currently called “Speakers Academy”, “Fast Track”, “Pro Track” and many other labels. These programs will include the national core competencies and will have supplemental materials as well as resources recommended or provided by NSA national. These programs may include content from the NSA Academy for Professional Speaking and other resources.

1. Objective/purpose of proposal. What will it accomplish? What NSA goal does it address?

The purpose of the proposal is to give chapters the option of offering speaker development programs to its members and others. Those that choose to provide such programs should include in the curriculum the national core competencies of expertise, eloquence, enterprise and ethics. NSA national shall make available supplemental materials and resources for such programs including, but not limited to: audio CD’s, articles, and white papers. Such programs may use materials provided by the Academy for Professional Speaking and other resources.

Those chapters which do not offer speaker development programs can promote the Academy for Professional speaking and encourage their aspiring speakers to join the Academy.

2. Background, history, research and references:

There has been a fear on the part of some chapters that they would not be allowed to offer, or continue to offer, speaker development programs. Some have used these programs as a source of revenue which can provide a benefit to members. Others have been able to use the training to help aspiring speaker attendees to qualify for membership in NSA.

Recommendation #8 (con't)

3. Benefits to NSA members:

Revenue from aspiring speaker programs is often used to provide benefits to NSA members. Training from these programs can help NSA members to progress to higher levels in their speaking careers. Graduates of aspiring speaker programs often become full NSA members expanding the pool of knowledge and resources upon which members can draw.

4. Potential downside(s) of this proposal:

For the minority of chapters with strong aspiring speaker programs there would be a disincentive to promote the Academy for Professional Speaking. They should be encouraged to consider the Academy as a way to attract those speakers to their chapter who do not yet qualify for NSA membership and do not wish to join their aspiring speaker programs.

5. Implementation, including funding needed and general time table:

In order for this to work smoothly the content would need to come from the current programs chapters have in place. The chapters will pull together to develop a curriculum. There will need to be staff coordination to help with this.

In addition, a couple of pages on the NSA national website would need to be devoted to providing resources for this effort and possibly electronic storage space for audio/video files. Responsibility for maintenance of these pages and liaison with NSA national would need to be assigned to a staff person.

6. Projected income and expenses expected to impact future budgets

It is anticipated that a nominal cost would be incurred for set-up of the chapter aspiring speaker program web pages and possibly a minimal fee for maintenance of these pages. No income is expected to be generated from implementation of this proposal.

END OF RECOMMENDATION #8

Proposal – Recommendation #11

Proposal Name: Chapter Strategic Shift

Submitted by (name, title): Kristin Arnold, MBA, CSP, CPF, CMC

Proposal directed to: Finance Committee Board of Directors

NSA staff liaison that was consulted: Heilee O’Quinn

Finance Committee liaison: _____ **Consulted?** Yes No

Board Liaison: Kristin Arnold **Consulted?** Yes No

Motion to be considered:

That NSA, in collaboration with independent NSA Chapters, develop a “franchise model” of working together, harnessing the strength of the NSA brand in the national, regional and local marketplaces.

1. Objective/purpose of proposal. What will it accomplish? What NSA goal does it address?

The purpose of this proposal is to strengthen the relationship with the NSA chapters who are charged with extending the NSA brand into the local marketplace.

2. Background, history, research and references:

After the Summit, the Chapter of the Future Task Force stepped back and looked at the strategic direction of the recommendations. It appeared that the next evolution of the NSA/chapter relationship would best be served using a “franchise model” where the franchisor (NSA) provides the independent operator (NSA chapters) the use of a system, trademarks, assistance, training, marketing, etc. The franchisee is required to follow the system as prescribed by the franchisor and must get approval for any changes to the requirements from the franchisor. Franchise agreements typically last from five to thirty years, with premature cancellations or terminations of most contracts bearing serious consequences for franchisees.

3. Benefits to NSA members:

If we can develop a franchise model in a collaborative fashion, we can significantly reduce the burden of running a chapter, while maintaining brand consistency in the local marketplace. Additionally, a franchise model would unite our independent chapters into one NSA.

Recommendation #11 (con't)

4. Potential downside(s) of this proposal:

Some chapters are fiercely independent and may resist NSA's efforts to provide services.

5. Implementation, including funding needed and general time table:

The Chapter Summit was the beginning of a collaborative conversation to explore how we can strengthen the NSA brand at the local level. Continuing the conversation is critical in showing our support for "the heart of NSA". In order to develop a franchise framework collaboratively, we recommend the following possible actions which will involve a shifting of existing staff and volunteer resources:

- ◆ Establish a Chapter Advisory Council to provide a continuous mechanism for communication between and among NSA and NSA Chapters
- ◆ Rethink the role of the CLC in light of this new model
- ◆ Stronger NSA staff support
- ◆ Create a continuum of chapter practices from minimal requirements to best practices
- ◆ Create a simple solution to monitor compliance with minimal requirements
- ◆ Provide recognition for chapters who excel at extending the brand into the local marketplace
- ◆ Make available training/guidance/support services in key chapter processes where needed/funded by the chapters
- ◆ Promote of chapters and their events collaboratively

6. Projected income and expenses expected to impact future budgets

This would be a reallocation of existing resources. New programs would be funded by any revenues generated in recommendation #2, if approved.

END OF RECOMMENDATION #11