

BOARD BYTES Q2



Board Bytes for Second Quarter 2019

In the second quarter of 2019, the NRWA Board of Directors focused on planning, supporting, and driving enthusiasm for the NRWA Conference at Sea, scheduled for the last week of Q3 this year. With the deadline for cruise reservations looming on July 10, 2019, all hands were on deck to secure speakers, develop the agenda, and get the word out about the great things in store for conference goers this year!

In June, **Conference Chair Nancy Grant** and **President Virginia Franco** joined Continuing Education, Inc., our cruise-conference partners, to host a second webinar to provide information and answer questions from potential attendees. The webinar was part of an overall marketing effort that included multiple social media messages, a colorful direct mail postcard, and press releases to share cruise details and remind NRWA members of the booking deadline.

The conference team introduced an exciting slate of presenters for the conference, including keynote speaker Dawn Graham, Career Director for The MBA Program for Executives at the Wharton School and one of the nation's most sought-after career experts. Joining "Dr. Dawn" are more than a dozen other career industry experts who will share expertise on topics including business management and growth, resume writing for diverse job seekers, protecting your online reputation, and more!

Sponsor/Affiliate Relations Chair Ashley Watkins has been working hard to develop leads, contact key decisionmakers, and sign companies to a growing slate of Affiliate Partners this quarter, including:

- **Webpages that Sell** – Specializing in creating skillfully branded sales-based webpages and robust online classes that help business owners market their products and services. Affiliate representative and longtime NRWA supporter Rebecca Metz is offering NRWA members the ability to take 3 free courses of their choice.
- **Indeed** – With more than 250 million unique visitors every month, Indeed is the #1 job site in the world. Indeed offers NRWA members a \$50 credit in sponsored ads to post job opportunities on the platform, access to post content on resume writing, hiring, and job search strategies, and a unique URL allowing clients to update existing or upload new resumes to the platform.
- **Cognito** – Specializing in customizable, online business forms, Cognito is providing an extended 30-day trial (typically just 14 days) to NRWA members.

Planning for the 2020 conference also got under way this quarter. Working with third-party vendors Continuing Education, Inc. and HelmsBriscoe, our admin team at SMG developed a list of appealing yet affordable conference locations for next year's event (including two cruise options) and explored strategies for reducing conference expenses going forward. In Q3, NRWA members will be polled on their location preferences for the 2020 conference.

Education Chair Jean Austin oversaw an ongoing schedule of monthly educational webinars this quarter while other board leaders began developing the NRWA's first-ever comprehensive sales training course. Kicking off Oct. 1 with instructor Ellen Steverson at the helm, the Sales Mastery Program offers 6 weeks of online training to help new and experienced career professionals sell their products and services to clients.

Certifications Chair Sally McIntosh continued to report an enthusiastic response to the NRWA's new NCOPE program, which provides certification-ready instruction on LinkedIn strategy and skills. The second NCOPE session wrapped up in April with 30+ students and a third is planned for July.

Sally also partnered with **President-Elect Lorraine Beaman** this quarter to transform Resume Writing 101 from a static, PDF-based program to an interactive, web-based platform providing basic resume instruction with practical exercises to reinforce learning. In May, the board approved a pricing change to align with the improved programming: \$179 for members and \$359 for nonmembers for 9 modules of instruction and a total of 9 CEUs awarded at the end of the program.

Lorraine was also busy this quarter, assembling and presenting the slate of candidates for the 2020 NRWA Board elections. The slate went out via email and members have until July 9 to cast their votes.

The New Member Welcome Kit launched in May, the result of many months of hard work and coordination led by **Membership Chair Sara Timm**. A marketing piece that highlights NRWA membership benefits, the Member Kit will be emailed to each new member at sign up. The kit is also linked to prominent sections of the NRWA website and shared on our social media platforms.

The Membership Team also initiated a name change for its Directors of Industry to more clearly express the purpose of the role and its relevance to our members. The new title approved by the board in June is Directors of Member Support – chosen to convey to members that board members are here to assist them with questions and concerns to help them get the most out of their membership.

Both the ROAR (Recognizing Outstanding Achievement in Resumes) Awards and the Industry Hero Award submission process kicked off in Q2, both under the capable direction of **Immediate Past President Mary Jo King**. Thanks to Mary Jo and her work with SMG, the ROAR process has been streamlined and automated.

On the financial front, **Treasurer Pat Criscito** reported that the NRWA was still running "in the black" during the second quarter of the year, despite income being down 7% (\$101,421 in 2018 versus \$93,947 in 2019). Total expenses are down 4% in 2019 (\$71,600 in 2018 versus \$69,076 in 2019).

After an initial spike in conference registrations earlier in the year due to an earlier registration period than usual, registrations dropped off in Q2, representing a 65% decrease from last year (\$21,434 in 2018 versus \$7,553 in 2019). Board leadership expects conference attendance to be lower than a typical conference this year, but the lower cost of cruising is anticipated to offset much of that income loss.

Other income decreases in 2019 as of May 31 include a 23% decrease in Education (\$8,536 in 2018 versus \$6,616 so far in 2019). Interest income is down 55% so far in 2019 (\$31 in 2018 and \$14 in 2019) and Membership income is down just slightly, less than 1%, from last year.

On the positive side, income from certifications went up 52% to date in 2019 (collected \$24,622 in 2018 versus \$37,304 in 2019) due to the addition of the NCOPE program, Affiliate/Sponsor income is up 139% in 2019 (\$435 in 2018 versus \$1,038 in 2019) and referral income from Amazon.com is up 73% in 2019 (\$69 in 2018, versus \$119 in 2019).

SMG continued to keep things running smoothly behind the scenes during Q2, processing NCRW resume samples and testing; administering the awarding of NCOPE completion certificates; performing various website updates, routine maintenance, and troubleshooting technical issues; delivering membership and financial reports; facilitating weekly leadership and monthly board meetings; and assisting with conference support and logistics. The team headed by **Jennifer Thornton** and **Robbie Heacock** also continue to provide valuable assistance on special assignments and projects to meet key organizational goals, such as researching 2020 conference venues and social media platforms.