

NAGAP Governing Board – Job Descriptions **(As of December 13, 2011)**

Education Chair

The NAGAP Education Chair is appointed by the NAGAP President for a two-year term of office and is responsible for working in close collaboration with the Annual Conference Chair, Annual Conference Programming Chair and the Professional Development Institute Chair in the executive development, organization, and selection of educational curricula and programming that effectively meets the professional and developmental needs of NAGAP's diverse membership. Specifically, the Chair will:

- Ensure that NAGAP's continuing education opportunities provide both breadth and depth.
- Provide leadership and overall vision in the coordination of NAGAP training and professional development for professionals involved in graduate enrollment management and graduate education
- Work- in close collaboration with the Annual Conference Chair, Professional Development Institute Chair and the International Relations Chair to identify keynote speaker(s), secure and approve session speakers/presentations, and create an overall set of marketing and educational themes for the conference and institutes that relate to the overall educational and training goals of the organization.
- Initiate a focused and ongoing effort to bring senior leaders with expertise from the higher education community to present on a variety of timely and important topics
- Attend NAGAP board quarterly meetings and the business meeting.

Research and National Issues Chair

The Research and National Issues Chair is appointed by the NAGAP President for a two-year term of office and designs and implements research projects in a continuing effort to provide relevant comparative data on both professionally related activities and national issues that affect graduate school policies and requirements. The results of completed surveys are published and shared with NAGAP members and the broader graduate education community.

- Responsible for gathering data, producing and distributing results of a graduate admission profession salary survey every other year.
- Responsible for obtaining Board approvals to conduct a major project/effort of national relevance to graduate admissions during the year in which a salary survey is not being produced.
- Keep abreast of issues found in the Chronicle of Education and other higher education-related publications. Share information with membership

in the Perspectives, via the NAGAP mailing list, or on the NAGAP Web site.

- Contribute to the Perspectives as appropriate throughout the calendar year.
- Develop and monitor a budget to insure that all research projects are cost-efficient. Work with NAGAP treasurer regarding parameters of budget guidelines.
- Attend NAGAP board quarterly meetings and the business meeting.

Marketing Communications Chair

The Marketing Communications Chair is responsible for working closely with colleagues and organizations, associations, non profits and government agencies and corporate entities to enhance the profile and impact of NAGAP. The chair is also responsible for promoting NAGAP's mission, purpose, and initiatives to a variety of media outlets. Specifically, the Chair will:

- Develop a marketing and advertising plan for NAGAP
- Identify, initiate and coordinate strategic alliances for NAGAP
- Serve as primary contact for any organization wishing to partner with NAGAP
- Establish contacts with and work with other associations that share common concerns
- Propose initiatives, encourages activities, and report research studies that increase NAGAP members' awareness of enrollment trends, legislative initiatives, and regional state, and local ventures
- Participate in other national organizations as needed and/or approved by the Board i.e., Council on Law in Higher Education (CLHE) and Council of Graduate Schools (CGS).
- Share information with membership as appropriate
- Coordinate with other members of Board, to be sure that NAGAP initiatives are known and furthered within appropriate arenas outside the association
- Serve as primary contact for any agency/organization wishing to promote NAGAP programs
- Develop press releases on NAGAP initiatives so that NAGAP becomes the expert on graduate admissions and graduate enrollment issues
- Coordinate NAGAP publications for consistency, branding and name recognition
- Coordinate with all board members, specifically PDI Chairs and E-Communications Chair to be sure that NAGAP initiatives are marketed properly
- Attend NAGAP board quarterly meetings and the business meeting.

Membership Chair

The Membership Chair is responsible for managing information on all aspects of membership in NAGAP and for promoting the benefits of membership with individuals working in graduate recruitment, admissions, and education. The chair, along with the membership committee and the NAGAP Executive Office Staff will:

- Oversee the maintenance of the database and other membership records.
- In conjunction with the Marketing Committee, ensure that current, accurate information about NAGAP membership is available in print and on the web.
- Work with the NAGAP Executive Office to send timely renewal notices to current members and follow-up notices to non-renewed members.
- Monitors membership revenue through quarterly reports at the NAGAP board meeting, and on an as requested basis.
- Will respond, along with the NAGAP Executive Office, to questions and requests for information from prospective members.
- Reviews communications cycle to ensure packets to new and returning NAGAP members are sent out upon member registration.
- As requested and appropriate, ask the NAGAP Executive Office to provide mailing labels and electronic files to the Governing Board, chapter representatives, members, and non-members.
- Work with the NAGAP Executive Office to produce statistical reports on the membership, with comparisons to previous years.
- Work with other members of the Governing Board to increase the association's membership base.
- Conduct quarterly meetings via phone or in person with the Membership Committee
- Attend NAGAP board quarterly meetings and the business meeting.

Publications Chair

The Publications Chairperson is appointed by the NAGAP President for a two-year term of office and is responsible for publishing the NAGAP *Perspectives* four times a year and for publishing NAGAP's Electronic Newsletter (E-Newsletter) twelve times a year. In general, the Publications Chairperson will provide NAGAP members with timely and relevant information, as well as an opportunity to share views and experiences regarding graduate admissions and enrollment management in both print and electronic formats.

- Responsible for the content of each issue of the *Perspectives* and the E-Newsletter.
- Oversee all editorial processes necessary for the creation, production, and distribution of each issue of *Perspectives* and the E-Newsletter.
- Develop and monitor budget for all NAGAP publications.

- Work closely with the Executive Office to establish and maintain a timeline for the production and delivery of all NAGAP publications.
- Work closely with all NAGAP board members to ensure timely placement of relevant articles in *Perspectives* and the E-Newsletter.
- Define guidelines for article submissions for all NAGAP publications.
- Assist with the selection and oversight of session recorders at the NAGAP annual conference and ensure that session summaries are published in the summer issue of *Perspectives*.
- Attend NAGAP board quarterly meetings and the business meeting.

Annual Conference Chair

The chair of the annual conference committee is a one-year appointment to the Governing Board of NAGAP. The conference committee is responsible for all aspects of the conference. This includes bringing in quality educational sessions, keynote speaker, networking events and opportunities for the exchange of information between colleagues. The goal is to bring members and interested individuals together to learn new ideas, update their knowledge on practice and process of enrollment management, and reconnect with colleagues and network with other enrollment management professionals.

- Responsible for selection of conference committee members.
- Makes a recommendation for following year conference committee chair.
- Work with the NAGAP Executive Office to create an annual conference budget and submit to the Governing Board for approval.
- Work the NAGAP Executive Office and the Treasurer to stay within budget guidelines.
- Oversee all interactions and transactions with the NAGAP Executive Office to insure fiscal responsibility.
- Work with the NAGAP Executive Office and conference committee to create all related publications for session proposals, exhibitor prospectus and conference brochure, to recruit Keynote speaker, secure session speakers, conference and exhibit hall layout, plan and select menus, plan social events, and solicit corporate sponsors.
- Responsible for conference evaluations, including overall conference, individual session and vendor evaluation. Use the evaluations to assure that the needs of the NAGAP conference attendees are being considered in program planning and conference details.
- Attend NAGAP board quarterly meetings and the business meeting.

International Relations Chair

The International Relations Chair is appointed by the NAGAP President for a two-year term of office and is responsible for establishing a long-term international vision for NAGAP. The committee is responsible for creation and

implementation of strategies that will enhance the NAGAP brand internationally. Other duties include:

- To define NAGAP objectives in internationalization.
- To increase NAGAP's international membership base.
- To increase visibility of NAGAP within the international education community.
- To create partnerships with major international education organization.
- To educate and inform NAGAP members about international education issues.
- To help create NAGAP chapters in other countries.
- To become a major source and reference for international graduate enrollment management issues, in the USA and abroad.
- Works in close collaboration with the Education Chair and the Annual Conference Chair to identify keynote speaker(s), secure and approve session speakers/presentations, and create an overall set of marketing and educational themes for the conference that relate to the overall educational and training goals of the organization.
- Attend NAGAP board quarterly meetings and the business meeting.

Professional Development Chair

The Professional Development Chair is appointed by the NAGAP President for a two-year term of office and is responsible for three NAGAP professional development events per year, one for beginning admissions professionals (new to the field), one for experienced admissions professionals, and one for upper level and decision-making executives.

- Responsible for overseeing the selection of the institute sites.
- Responsible for overseeing of all arrangements for hotel rooms, meeting spaces, publicity, and registration.
- Responsible for determining institute content and securing institute faculty.
- Responsible for evaluation of the workshops and reporting the outcome to the Board.
- Contributes to the Perspectives four times per year.
- Develops and monitors the institute budget to insure sound fiscal management.
- Works with NAGAP treasurer regarding parameters of budget guidelines and goals.
- Attend NAGAP board quarterly meetings and the business meeting.

External Relations Chair

The External Relations Chair is appointed by the NAGAP President for a two-year term of office and is responsible for working closely with colleagues and organizations, associations, non-profit and government agencies and corporate entities to enhance the profile and impact of NAGAP. Specifically, the Chair will:

- Identify, initiate and coordinate strategic alliances for NAGAP.
- Serve as primary contact for any organization wishing to partner with NAGAP.
- Establish contacts with and work with other associations that share common concerns.
- Propose initiatives, encourage activities, and report research studies that increase NAGAP members' awareness of enrollment trends, legislative initiatives, and regional state, and local ventures.
- Participate in other national organizations as needed and/or approved by the Board (e.g., Council on Law in Higher Education (CLHE) and Council of Graduate Schools (CGS)). Share information with membership as appropriate.
- Attend NAGAP board quarterly meetings and the business meeting.
- Coordinate with other members of Board, to be sure that NAGAP initiatives are known and furthered within appropriate arenas outside the association.