

## **NAGAP Governing Board – Job Descriptions**

**(As of January 23, 2008)**

### **Research and National Issues Chair**

The Research and National Issues Chair 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 and Membership Chair**

The Marketing and Membership Chair is responsible for disseminating 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 is also responsible for promoting NAGAP's mission, purpose, and initiatives to a variety of media outlets. The chair, along with the marketing and membership committee and the NAGAP Executive Office Staff will:

- Oversee the maintenance of the database and other membership records.
- 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.
- Oversee the maintenance of accurate financial records of dues received from members and promptly forward payments.
- Will respond, along with the NAGAP Executive Office, to questions and requests for information from prospective members.
- Will oversee the sending of confirmation packets to new and renewed members.
- 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 and general visibility within higher education.
- Will develop a marketing and advertising plan for NAGAP.
- 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 issues.
- Coordinate NAGAP publication for consistency and name recognition.
- Coordinate with all members of Board, 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.

### **Technology Services Chair**

The Technology Services Chair is responsible for consulting with and advising to the NAGAP organization in developing and supporting Web, e-mail and other technologies in furtherance of NAGAP's mission. This position also serves as membership liaison with regard to the use of technology in furtherance of the profession as a whole. Specific activities include:

- Propose and coordinate use of technologies to improve communication to and between members.
- Provide consulting with and advising to the NAGAP organization in the matters of technical support coordination for Web, forum, and e-mail list users.
- Engage the membership studies and research related to the effective use of technology throughout the profession.
- Represent the organization in forums and groups where matters of technology that indirectly or directly affect the profession are being dealt with.
- Contribute to the NAGAP publications.
- Attend NAGAP board quarterly meetings and the business meeting.

### **Publications Chairperson**

The Publications Chairperson 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.

### **Professional Development Chair**

The Professional Development Chair 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 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.