



NAGAP Strategic Partnership Council

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 deep and meaningful relationships with affiliate members who want to work collaboratively with us in an effort to support NAGAP members and strengthen the broader graduate enrollment management (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 education associations, vendor organizations, and other affiliate members who 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.

3.2. Financial Investment:

- 3.2.1. Must have contributed a minimum of \$12,500 from May 15th of the previous year to May 15th of the current year.
- 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 plus up to \$2,500 in financial contributions made to its recognized chapters qualify.



3.3. Educational Contributions:

- 3.3.1. Must have delivered annually at least two educational resources in the form of white papers, presentations, webinars, podcasts, joint research projects, case studies, or articles. *Both resources may be related to a single joint research project.*
- 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 the GEM Summit, a professional development institute, or a recognized chapter event, serving on a committee, or participating in the Association in some other capacity not required for SPC membership.

3.5. Sponsor for Membership (First-Time Applicants Only):

- 3.5.1. Must be sponsored by a current SPC member, a NAGAP Board member, or an officer of a recognized NAGAP chapter who supports membership based on a previously demonstrated commitment to NAGAP and the broader GEM community.
- 3.5.2. A statement of support must be submitted by the sponsor.

3.6. Membership Confirmation:

- 3.6.1. 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 TEAM

- 4.1. The SPC will be led by a Leadership Team 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 Team 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 semi-annual meetings, including one during NAGAP's GEM Summit.
- 5.2. Build relationships with representatives from education 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 the NAGAP Board per year
- 6.2.3. One-time use of the NAGAP membership mailing list per year
- 6.2.4. One approved thought leadership or GEM research presentation
(*may include a national or chapter PDI, webinar, podcast or workshop*)
- 6.2.5. 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.