

## 2022 Virtual President Elect Training

Training Dates: January 20, 21, 27, and 28



### Platform:

- WebEx Link – <https://eatright.webex.com/eatright/j.php?MTID=mbcc240b43d6cb4fc37ded873b15298fb>
- Meeting number: 130 460 1456
- Password: 2cZpHmhmb85

### Join by phone

- +1-415-655-0002 US Toll
- Access code: 130 460 1456

### Start Time by Time Zone:

1pm Eastern	10am Pacific
12pm Central	9am Alaska
11am Mountain	8am Hawaii

### Agenda:

Thursday, January 20, 2022	
Start Time: 1pm ET/12pm CT/11am MT/10am PT/9am AK/8am HI	
0:00 – 0:20	<b>Welcome and Overview</b> Carrie Kiley, MBA
0:20 – 0:30	<b>Staff Introductions</b> Diane Enos, MPH, RDN, FAND Amy Biedenharn, CAE Carrie Kiley, MBA Rachel Kelleher Sarah Gallant, CMP, DES Maya Arcilla
0:30 – 1:00	<b>Academy President Elect Welcome and Q&amp;A</b> Ellen R. Shanley, MBA, RD, CDN, FAND
1:00 – 1:45	<b>Affiliate Operations</b> Carrie Kiley, MBA <i>Gain an understanding of the operational side of leading an affiliate to use with your board to ensure proper governance. After this session, you will be able to apply business practices and understand the legal responsibilities of serving as a board member.</i>
1:45 – 2:45	<b>Affiliate President Elect Introductions</b> Amy Biedenharn, CAE
2:45 – 3:00	<b>Wrap Up and Looking Forward</b> Carrie Kiley, MBA
3:00 – 3:30	<b>Optional Networking</b> Rachel Kelleher

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Friday, January 21, 2022	
Start Time: 1pm ET/12pm CT/11am MT/10am PT/9am AK/8am HI	
0:00 – 0:10	<b>Welcome and Check In</b> Carrie Kiley, MBA
0:10 – 0:40	<b>Strategic Planning and Annual Planning</b> Carrie Kiley, MBA <i>Get an overview of complete strategic planning including environmental and organizational scans, developing effective surveys, interviews, and focus groups, and creating strategic plan goals. From there we will talk about incorporating your strategic plan into your annual planning to ensure daily activities are contributing to your larger, long term goals.</i>
0:40 – 1:10	<b>Breakout Group Discussion</b> Affiliates of similar sizes
1:10 – 1:40	<b>Volunteer Communication and Support</b> Rachel Kelleher <i>Finding and keeping volunteers can be the biggest challenge for affiliates. This session will focus on the skills necessary for training, motivating, and retaining your volunteers.</i>
1:40 – 2:05	<b>Breakout Group Discussion</b> Affiliates of similar sizes
2:05 – 2:35	<b>Event Planning in Today's World</b> Sarah Gallant, CMP, DES <i>In today's virtual world events have changed. Walk through best practices for both in person and virtual events and how to plan them successfully for your affiliate.</i>
2:35 – 2:55	<b>Affiliate Best Practice</b> TBD
2:55 – 3:00	<b>Wrap Up and Looking Forward</b> Carrie Kiley, MBA

Thursday, January 27, 2021	
Start Time: 1pm ET/12pm CT/11am MT/10am PT/9am AK/8am HI	
0:00 – 0:05	<b>Welcome and Check In</b> Carrie Kiley, MBA
0:05 – 0:35	<b>Program of Work (POW), Budgeting, and Fiscal Controls</b> Carrie Kiley, MBA <i>Learn how to use your past actual costs coupled with planning future programs based on your strategic plan to ensure your affiliate keeps moving forward. Use this session along with our session on goal setting to create a realistic and future forward budget to expand benefits to your members in a responsible manner.</i>
0:35 – 0:55	<b>Breakout Group Discussion</b> Similar Geographic Region
0:55 – 1:25	<b>Understanding Copyright and Contracts</b> Rachel Kelleher <i>Learn the basics of requests for proposals (RFPs), reviewing contracts, and creating agreements. Also learn about copyright (writing, photographs, charts, and graphs) and how to ensure your affiliate is protected from copyright infringement claims.</i>

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1:25 – 1:45	<b>Breakout Group Discussion</b> Similar Geographic Region
1:45 – 2:15	<b>Member Communications – Branding, Consistency, and Social Media</b> Amy Biedenharn, CAE <i>Member communication is important for engaging members. This session walks through the project management of various communication, importance of branding and consistency in helping break through the clutter of today’s digital world.</i>
2:15 – 2:35	<b>Affiliate Best Practice</b> TBD
2:35 – 2:55	<b>Breakout Group Discussion</b> Similar Geographic Region
2:55 – 3:00	<b>Wrap Up and Looking Forward</b> Carrie Kiley, MBA
3:00 – 3:30	<b>Optional Networking</b> Sarah Gallant, CMP, DES

### Friday, January 28, 2021

Start Time: 1pm ET/12pm CT/11am MT/10am PT/9am AK/8am HI

0:00 – 0:05	<b>Welcome and Check In</b> Carrie Kiley, MBA
0:05 – 0:50	<b>Academy CEU and FNCE Overview</b> Diane Enos, MPH, RDN, FAND <i>Hear from the Academy’s Chief Learning Officer Diane Enos, MPH, RDN, FAND on how the Academy leverages CEU data from CDR to plan what educational items to develop for Academy members. Gain insights into how the Academy plans FNCE® and considerations your affiliate can also take into account when planning your annual conference.</i>
0:50 – 1:20	<b>Data Driven Decision Making</b> Amy Biedenharn, CAE <i>Gain an understanding on how to collect and leverage data within your organization. After this session you will be able to empower your board to make decisions and changes based on current trends and member feedback.</i>
1:20 – 1:40	<b>Breakout Group Discussion</b> Random Assignment
1:40 – 2:10	<b>Succession Planning for Success</b> Rachel Kelleher <i>Volunteer and staff turnover happens, but you can be prepared. Delve into best practice development and documentation, resource sharing, and effective transitioning techniques for both volunteers and paid staff.</i>
2:10 – 2:30	<b>Breakout Group Discussion</b> Random Assignment
2:30 – 2:45	<b>Pulling it All Together</b> Carrie Kiley, MBA <i>We’ll take a few moments to review prioritization and goal setting as you work through the ideas you generated throughout the training.</i>
2:45 – 3:00	<b>Town Hall – Open Q&amp;A with Staff</b>