

SCOPE OF SERVICES

2020

APA CALIFORNIA CHAPTER MEMBERSHIP PROGRAMS MANAGER, DIGITAL EDUCATION & WEBSITE CONSULTING SERVICES

Magnetic 28, Ben Morrison, is contracted with APA California to provide the following services.

SCHEDULE OF SERVICES

Magnetic 28 shall complete the services to the Chapter and Sections described in Exhibit "A" in coordination with the Chapter President unless otherwise specified in Exhibit "A".

CHAPTER MEMBERSHIP PROGRAMS MANAGER AND DIGITAL EDUCATION SERVICES:

1. Work in coordination with the President, and Chapter and Section designated digital education coordinators and professional development officers
2. Research and identify an appropriate digital education platforms
3. Review other similar association programs including National APA, other State Chapters, and affiliated organizations
4. Prepare cost comparisons between different options
5. Work with Chapter and Sections to identify necessary software and costs
6. Identify locations to participate in live streaming and digital education events
7. Manage live webinars
8. Educate and train section representatives
9. Coordinate with the Board to update the website to incorporate digital education and registration
10. Work with Sections to identify a structure for providing digital education
11. Develop promotion and marketing strategy and materials for APA CA distance education programs, coordinating with VP of Membership and Marketing, Distance Education Coordinator

WEBSITE CONSULTING SERVICES:

1. Working with the Website Committee and the executive director, identify needs for Chapter website and assist in developing an RFP for a new website contractor