



SCOPE OF SERVICES

2021 CONTRACT

APA CALIFORNIA BOARD, PROFESSIONAL DEVELOPMENT, ADVERTISING AND MEMBERSHIP SERVICES

NEW HORIZON ENTERPRISE

New Horizon Enterprise is contracted with APA California to provide the following services in coordination with the President unless otherwise specified:

Board Services: Executive Director and Executive Board Members

1. Answer Board inquiries and emails regarding items in this scope, or refer them to the appropriate contractor/Board member
2. Provide office and staff services to Executive Board members upon request
3. Provide research assistance for Board projects upon request
4. Develop and maintain Board database, including Section Board members
5. Contact incoming Board members and obtain contact information for rosters
6. Provide information to webmaster for online Board roster
7. Maintain and distribute in-house Board roster
8. Maintain historical Board roster
9. Update Staff roster
10. Order lapel pins
11. Assist PEN President upon request, in coordination with Executive Director
12. Respond to National requests for information, in coordination with Executive Director

Professional Development and Certification Maintenance: Executive Director/VP Professional Development/VP Conferences

1. Provide updated content for Professional Development, AICP, FAICP, Certificate Maintenance and CM Activities website pages to the webmaster
2. Coordinate and complete Chapter CM Provider application
3. Apply for Chapter Provider renewal through National APA and coordinate all 8 Section renewals
4. Provide National APA with Section PDO updates to grant access to Section's CM dashboard
5. Update CM data collection forms for each type of activity
6. Update CM evaluation forms
7. Enter Chapter events into CM dashboard for credit and assist members to locate CM events and logging CM credits
8. Assist VP with all Co-Sponsored CM event requests
9. Enter approved Co-Sponsored CM events into dashboard for credit
10. Collect and archive Co-Sponsored event registration lists and CM evaluation forms
11. Answer inquiries regarding AICP Exam training, provide Chapter and National resource

Information

12. Share AICP Exam training events provided by Section PDOs with webmaster for entry into the Chapter's Calendar of Events
13. Obtain list of new AICP members after each exam and share with Webmaster for posting on website
14. Order CPC AICP Study Guides, process member orders and mail CDs
15. Provide members with standardized information regarding CM requirements
16. Field/re-route emails to VP Professional Development as needed
17. Provide support to VP for conference calls and participate in PDO Team conference calls
18. Provide support to VP for AICP and FAICP Coordinators
19. Collect and upload FAICP Nominations into National APA dropbox upon request
20. Distribute Excel file to Section PDOs for CM event collection
21. Prepare Annual Chapter CM Events Summary, including Section events
22. Provide administrative assistance to the VP for Professional Development, Statewide Programs Coordinator, and Distance Education Coordinator in production of Distance Education sessions, in cooperation with the Chapter Membership Programs Manager
23. Provide required Copyright Agreement forms for Distance Education sessions upon request
24. Enter new recorded On-Demand Education Conference sessions into CM dashboard
25. Re-enter prior years' On-Demand Education courses
26. Archive required Distance Education copyright form

Advertising and Subscriptions: Executive Director/VP Public Information

1. Answer phone and email inquiries regarding: advertising deadlines; rates of *CalPlanner* and website job advertising, including Consultant Directory; job ad postings, edits and deactivations
2. Coordinate *CalPlanner* advertising with GranDesigns and VP Public Information
 - Coordinate with new *CalPlanner* calling card and display advertisers to obtain artwork and payment
 - Maintain master Calling Card advertiser database
 - Email *CalPlanner* to Calling Card advertisers in PDF format
 - Create & email renewal invoices for Calling Card advertisers
 - Mail final Calling Card invoice notice 30 days before end of service date
 - Call past due Calling Card advertisers and confirm they will not be renewing
 - Delete past due Calling Card advertisers from database and online Consultant Directory
 - Provide GranDesigns with Calling Card deletion(s) for *CalPlanner*
3. Maintain *CalPlanner* paid / non-member subscriptions
 - Email *CalPlanner* to Subscribers in PDF format
 - Mail final Subscription invoice notice 30 days before end of service date
 - Delete past due Subscribers from database
4. Provide GranDesigns with updated Board Member contact information for *CalPlanner* roster
- 5.
6. Share updates to Jobs Section with webmaster for posting
 - Coordinate online job postings with webmaster, including: Assist job advertisers and webmaster with requests to edit job postings
 - Administer billing and payment for job postings
7. Maintain Consultant Directory

Member Management: Executive Director/VP Membership & Marketing

1. Answer Member Hotline, emails, and dedicated answering machine for calls
2. Maintain master Chapter-Only membership database
3. Send new Chapter-Only members Section welcoming letter
4. Enter and activate new member profiles online; add Section affiliation and update service dates
5. Assist members with National for address changes, membership problems and questions
6. Direct member inquiries to proper Board member
7. Create and import National APA monthly membership rosters into the online aMember database and sync with email server
8. Enter new Chapter-Only members into aMember database
9. Provide and distribute Membership Reports
10. Update and send new member welcome letters
11. Update and send expired member retention letters
12. Provide Section Membership Directors with Chapter-Only member deletion lists, if applicable
13. Provide Section Membership Directors with current Chapter-Only Membership Lists
14. Distribute Chapter-Only member mailing and email addresses for newsletter distribution to Section Editors
15. Send current Chapter-Only membership report to National

Exhibit "B"
SCOPE OF SERVICES
CONFERENCE MANAGEMENT

APA CALIFORNIA CONFERENCE SERVICES

New Horizon Enterprise is contracted with APA California to provide the following services. These services will be billed monthly based on the yearly contracted fee specified in this contract.

SCHEDULE OF SERVICES

New Horizon Enterprise shall complete the services described in Exhibit "B" in coordination with the **VP for Conferences** unless otherwise specified in Exhibit "B."

1. Provide administrative support to the VP for Conferences, Conference Program Coordinator, and Program Chair(s) for conference sessions and membership services as described below.
2. Participate in regularly scheduled conference calls with the VP for Conferences, Conference Program Coordinator, Conference Program Chair(s), and Contractors.
3. Set up the online Session Proposal System to receive and track session proposals, which includes the following services:
 - a. Provide template for online session submittals incorporating new fields as directed by VP for Conferences or Program Chair(s);
 - b. Create and revise online session submittal form;
 - c. Update and enter any new proposal types, tracks and topics in the Session Proposal System and submit 'test' submittals to confirm all fields are working properly;
 - d. Activate the Session Proposal System to coincide with launch date;
 - e. Enter Program Chair(s) and notification language for session submittal confirmation/ revision notices;
 - f. Enter moderator email notification language into online proposal module;
 - g. Work with VP for Conferences and Program Chair(s) to set up scoring module and provide technical support;
 - h. Update the Scoring Module Manual and distribute to VP for Conferences and Program Chair(s); and
 - i. Conduct a Scoring Module training session with the Program Committee.
4. Provide support during the session submittal, review, and selection process, which includes the following services:
 - a. Answer phone and email from session moderators regarding submittal questions;
 - b. Provide technical support for session moderators with online session submittal problems;
 - c. Download spreadsheet of all session submittals and distribute to VP for Conferences and Program Committee;
 - d. Collect and enter late and mandatory sessions in Word docs, online, and on Excel spreadsheet;
 - e. Notify session moderators regarding Session Selection Committee's decisions;
 - f. Provide session moderators with passcode required for editing purposes;

- g. Send notices to moderators requesting that they confirm participation and provide any edits to their proposals by the deadline;
 - h. Delete sessions not selected from Excel sheet and send to Program Chair(s) to use for tracking purposes;
 - i. Obtain session reviewers list from Program Chair(s) and enter reviewer names and email address in Conference website member database;
 - j. Assist session reviewers with any inquiries;
 - k. Provide Program Chair(s), Conference Program Coordinator, and VP Conferences with scoring/rating report;
 - l. Create Excel spreadsheet of sessions and speaker bios for conference website and mobile app by adding required fields and placeholders for additional sessions;
 - m. Maintain current session data by entering revisions on spreadsheets and adding CM credit hours; Law or Ethics credits; Session Block (day and time) slot assignments and room assignments as the information becomes available;
 - n. Create and send CM data collection session form to Conference Program Coordinator and Program Chair(s) for mandatory, keynote, mobile workshops, student, pre-conference and other sessions as necessary; and
 - o. Assist in obtaining finalized mandatory session forms.
5. Provide support after conference sessions have been selected, which includes the following services:
- a. Generate and maintain Word and Excel documents of accepted sessions for proofreading and tracking; enter CM credits hours; Law or Ethics credits; session block (day and time) assignments and room assignments as the information becomes available;
 - b. Provide session updates and revisions to Conference Program Coordinator as outlined in the VP for Conferences review process and schedule;
 - c. Contact session moderators and obtain the required Law or Ethics criteria for any selected sessions for those who did not include the required description in their online submittal;
 - d. Request pending CM credits for mobile workshops from CHC Mobile Workshops Chair and enter information on the mobile workshop Word docs and Excel spreadsheets;
 - e. Remove moderator access to online sessions after the deadline;
 - f. Send email to moderators/speakers who are on multiple session panels requesting they provide a single version of their biographies for the conference program;
 - g. Send scheduled notices to moderators with session and speaker preparation information;
 - h. Enter single version biographies for the conference program.
 - i. Assist with the review and proofing of the Conference-At-A-Glance and online programs
 - j. Provide GranDesigns with session and mobile workshop information as needed to produce program information
 - k. Obtain revised session descriptions and speaker bios for CM entry;
 - l. Enter all CM sessions into National APA Dashboard; and
 - m. Update and provide National CM evaluation form for use at Conference venue.
6. Provide the following membership support services for the conference:
- a. Create and provide the conference registration firm with National APA membership and Chapter-Only membership lists, and update list as needed showing only additions and deletions for registration membership verification;

- b. Research and provide membership database information to conference registration support when requested;
 - c. Create program sessions spreadsheet for website and mobile app import and upload or assist with uploading program sessions online;
 - d. Review uploaded session and speaker information and enter all website and mobile app revisions as they are received; and
 - e. Provide updated membership materials for on-site conference use and deliver to conference venue;
7. Provide the following services after the conclusion of the conference:
- a. Collect and file completed CM evaluation forms for reference by APA if requested;
 - b. Participate in debriefing call with VP Conferences and Contractors; and
 - c. Offer any suggestions to the VP for Conferences for improving the session submittal and review process.