**TO: APA California Board**

**FROM: Association Management Services Committee:**

Ashley Atkinson, President

Derek Wong, Vice President for Administration

Bob Lagomarsino, Vice President for Conferences

Ellie Fiore, Vice President for Public Information

Sande Stefan, Executive Director

**DATE: December 17, 2021**

**SUBJECT: Recommendations from Association Management Services Committee to the Board**

**ACTION:**

Approve the recommendations of the 2022 Association Management Services Committee for new and existing services as outlined below.

**BACKGROUND:**

The Executive Board during the July 2021 Executive Board meeting approved the RFP for 2022 Chapter Association Services and asked the Chapter Association Management Services Committee to make recommendations to the Board for future services and contracts.

The services solicited in the RFP included those provided by existing APA contractors with one-year contracts in 2021 and some new services:

* *APA California Board Governance and Support*
* *Member Services, Recruitment, and Retention (new)*
* *Professional Development and Continuing Education Management*
* *Website Development and Administration*
* *Communications Management, including Social Media Monitoring and Response (new and expanded)*
* *Sponsor and Advertiser Services (expanded)*
* *Graphic Design and Publication Management Services*
* *Conference Management, Oversight, Support and Registration Services (new)*
* *Bookkeeping Services*

An RFP for website redesign services was sent separately.

The Committee interviewed the firms that submitted proposals for full-service management including Core Management Group, Stratiscope and Professional Events. They are now making recommendations to the Board for a new full-service management company, as well as changes to contracts with existing contractors. Once the strategic plan is approved, any new services or functions that are required to implement it will also be considered.

**FISCAL IMPACT:**

There will be impacts to the 2022 budget based on the recommendations outlined below. Those changes will be discussed during the approval of the 2022 Budget.

**SUGGESTED CONTRACT RECOMMENDATIONS:**

***New Contract for Full-Service Association Management Services***

The Committee is recommending that the Chapter hire a new full-service association management services company. This will allow a simplified and streamlined services format going forward with fewer points of contact using a one-stop shop rather than a number of independent contractors. Additionally, it will allow this company to transition into the Executive Director role after Sande Stefan’s retirement at the end of 2022. The Committee recommends hiring Core Management Group (<https://thecmcompany.com>).

Core was chosen for their expertise and experience in nonprofit association management services, their broad and skilled staff, and their ability to offer a complete suite of services to which the Chapter can add over time. The services to be performed for the Chapter by Core will be phased in throughout the next two years. In 2022 and 2023, those services will include:

* Strategic planning implementation
* Specific Board administration tasks TBD
* Governance, including elections and other Chapter tasks TBD
* Membership management, recruitment, and marketing
* Communication strategy and social media services TBD (Note: Certain communication strategies may be a separate special project depending on the Strategic Plan recommendations.)
* Cvent contract and services oversight for conference
* Education & webinar management
* Website content management TBD
* Sponsor and advertiser services
* Records retention and management, and archive submittals
* Executive Director services beginning in 2023

***Existing Contracts and Contractors***

The Committee is also recommending the following changes to existing contracts and contractors:

1. **Cap City Consulting:** Sande Stefan does not plan to renew her Executive Director contract for 2023. The Committee asked Core and the other full-service association management firms to bid on the Executive Director services so they could be incorporated into the decision of which full-service company would best fit the needs of the Chapter. Core is recommended to take over Executive Director services beginning in January 2023.
2. **GranDesigns**: Dorina Blythe will remain the Chapter publication and production manager for both the Chapter and conference. Her proposal included tasks and fee rates that were comprehensive, and that will continue her existing services for the Chapter and conference.
3. **SimplyBookkeeping**: Laura Dee will remain the Chapter, conference, and Section bookkeeper. Laura’s proposal was also comprehensive, and the Committee felt that her knowledge of APA and its financial needs after almost five years with the Chapter was important to maintain.
4. **Deene Alongi:** Deene will continue as conference manager but will also be contracted for additional conference contractor oversight services and new conference tasks. Deene is the most qualified to perform those services given her years of conference management for the Chapter. She will coordinate conference tasks with Core and Atego as needed.
5. **Atego Resources**: Francine Farrell will have a new 2022 contract. She will continue providing Chapter administrative services but will no longer be the Chapter webmaster or provide social media monitoring. Her conference services will consist of administering registration services, including onsite registration services. Many of her existing conference website and mobile app services will be reduced because of new Cvent programs that will automate these functions.
6. **Digital Gear:** The Chapter’s existing website contractor Digital Gear, led by Chris Jaime, was chosen as the contractor for website redesign and day-to-day website management/webmaster services.  Their proposal and examples of other websites they have designed were impressive and their bid was competitive. Digital Gear will begin the redesign in January or February of 2022.
7. **New Horizon Enterprises:** Laura Murphy decided not to submit a proposal for services for 2022. Some of her existing services will be provided by MemberClicks and the Cvent session submittal program. Other services will be moved to other contractors, TBD.
8. **Magnetic 28:** Ben Morrison will be available to contract directly with the Sections for IT and webinar services in 2022. In addition, the Chapter will be providing Ben with an addendum to his 2021 Chapter services contract to allow 40 hours for the completion of MemberClicks implementation early next year. He has hours for that task remaining on his 2021 contract that have not yet been used that will be transferred into 2022. Given that the conference will no longer be all virtual, and expanded Cvent programs will provide hybrid conference services, his conference services will not be continued.
9. **Legislative, legal, accounting, proofreading** contracts will remain as is.