



## **National Society of IT Service Providers (NSITSP) Association Management & Transition Report**

**November 2023 Board Meeting  
November 27, 2023**

The following provides a high-level management report on the current month's activities conducted by Bolder Strategies as well as indicates upcoming activities.

### **Membership Update:**

- All Memberships: 899 (+4)
  - Company Tier 1: 45
  - Company Tier 2: 5
  - Company Tier 3: 1
  - Company Tier 4: 0
- Email Distribution Database: 1,924

<b>Executive Management Services</b>	
Bolder Strategies will assign an Executive Director who will provide oversight for the management team	<ul style="list-style-type: none"><li>• Nicole Singleton Norman provides oversight for the management team</li><li>• Currently, Monica Hill is assisting with day-to-day support &gt; Bolder Strategies plans to migrate and train another team member to support NSITSP</li></ul>
Actively participate in board meetings	<ul style="list-style-type: none"><li>• Participated in the October board meeting and will attend the November board meeting</li><li>• Worked with NSITSP President to issue the board agenda</li></ul>
Represent NSITSP as the key contact for all operational needs of the organization	<ul style="list-style-type: none"><li>• Manage all inbound emails for NSITSP</li></ul>
Collaborate with the Board of Directors to ensure that the organization is fulfilling its mission.	<ul style="list-style-type: none"><li>• Actively participate in committee meetings to ensure committees are working to fulfill their charges</li></ul>
Provide regular updates to the Board of Directors regarding the organization's operations and performance.	<ul style="list-style-type: none"><li>• Presented management report as an update</li><li>• Held meeting 11/20 with Amy and Karl to discuss activities and plans forward</li></ul>

Work with the Board of Directors to develop and implement policies and procedures that support the organization's mission and goals.	<ul style="list-style-type: none"> <li>Working to best understand current policies and procedures for the organization</li> <li>Created draft budget for 2024 and presented it to the Finance Committee in October 2023</li> </ul>
<b>Board of Directors Meeting</b>	
Prepare Executive Report and Agenda	<ul style="list-style-type: none"> <li>Presented management report as an update to the full NSITSP board</li> <li>Emailed NSITSP draft agenda for input</li> </ul>
<b>Financial Management</b>	
General Bookkeeping Processing of Accounts Payable and Receivable Follow-up on Accounts Receivable Balancing Bank, Stripe and PayPal Merchant accounts Preparation and dissemination of financial reports to Finance Committee and Board of Directors	<ul style="list-style-type: none"> <li>October 2023 financial reports posted on website</li> <li>There have been no account changes to date—NSITSP's account still resides with the Bank OZK</li> <li>Bolder Strategies has opened Chase Bank account</li> </ul>
Budget Preparation – with the Finance Committee	<ul style="list-style-type: none"> <li>Completed in October</li> <li>Met with Finance Committee Chair twice to review</li> <li>Met with Finance Committee and reviewed in detail the budget</li> </ul>
<b>Membership</b>	
Database management - Convert from current MemberPress web site	<ul style="list-style-type: none"> <li>Bolder Strategies continues to manage membership database in MemberPress</li> </ul>
Renewal processing (mostly auto-payments). Members are automatically re-billed on anniversary date.	<ul style="list-style-type: none"> <li>Reviewed membership notifications as they came into email account</li> <li>Assist NSITSP members as needed</li> </ul>
New member packets. Assemble and mail.	<ul style="list-style-type: none"> <li>Bolder Strategies manages the distribution of new member packets</li> </ul>
Recruitment	<ul style="list-style-type: none"> <li>Bolder Strategies continues to encourage free members to convert membership</li> <li>Bolder will utilize a three-part email campaign to encourage free members to upgrade their participation level</li> </ul>
Attend committee meetings (four committees – generally six meetings per month)	<ul style="list-style-type: none"> <li>Bolder Strategies continues to participate in most committee meetings</li> <li>Bolder Strategies has encouraged committee chairs to participate in future board meetings to provide their own reports</li> </ul>
Prep/Execute quarterly all-member meetings - Process meeting recording, etc. This includes embedding the recording in our web site along with transcription and chat. Also post on YouTube and promote on social media.	<ul style="list-style-type: none"> <li>The next member meeting is yet to be scheduled for 2024</li> </ul>
Create and disseminate materials to be used as channel events	<ul style="list-style-type: none"> <li>No activity in November</li> </ul>
<b>Marketing</b>	

Maintain a “big list” of channel events. Contact organizers to see if we can get a table. Coordinate members to sit at tables/booths.	<ul style="list-style-type: none"> <li>• More work is needed on this and to ensure all materials have been shared</li> </ul>
Produce videos and marketing funnels as needed to attract more member	<ul style="list-style-type: none"> <li>• No activity to date for creating NSITSP videos</li> </ul>
<b>Marketing</b>	
Marketing/Social Media Presence. Regular posts across Facebook, LinkedIn, and Twitter. Occasional posts to YouTube.	<ul style="list-style-type: none"> <li>• Bolder Strategies continues to post on social media, monitor engagement, and respond as needed</li> <li>• Activity in this area will be increased</li> </ul>
Blogging / posting news. About 4-6 times/month.	<ul style="list-style-type: none"> <li>• No activity to date by Bolder Strategies</li> <li>• Karl Palachuck continues to post for NSITSP</li> </ul>
Manage Client’s online Forums (very lightly used)	<ul style="list-style-type: none"> <li>• No activity in November 2023</li> </ul>

### **Upcoming Activities:**

- Transfer account and automatic drafts to Chase Bank
- Create and distribute upcoming newsletters – working with Howard Cohen on format and content
- Issue new member packets
- Ensure website updates are being made – make changes as needed
- Bolder Strategies will continue outreach to existing “free” members via email campaign and promoting to prospective members via social media
- Marketing Brochure based on information gathered by Marketing Committee
- Develop a proposed plan for NSITSP’s strategic planning efforts – discuss this with Amy
- Develop list of channel events and determine ability to exhibit at these events
- Promote upcoming December programming via email and social media (webinars, Legislative Q&A, etc.)
- Continue to review all documents provided electronically to Basecamp
- Schedule recurring meetings with NSITSP President (plan to meet twice a month)
- Work with Karl Palachuk to move NSITSP emails to Google Business Email
- Complete November 2023 Financial Reports and post to website