

# 2019-20 ACCCA

## Newsletter Planning Template

### Recurring/Semi Annual Articles:

- **Member Profile**—feature story [each issue] as lead story. Use alternate formats [video interview or written interview with photo]
- **Professional Development Round-Up**—Recaps, previews, tips and tools [two issues, Sept and March] link to web site.
- **Advocacy Round-Up**—The latest from the advocate, policy deadlines and issues that drill down on the legislative platform, can be used to feature a regulation with a broader explanation. [Plan for two issues, December and June]. Link to advocacy page on the web site.
- **Volunteer Alert**—Announce new volunteers, ad hoc committee appointments, reminders to take the volunteer survey etc. Link button to the volunteer survey [at least one issue].
- **What's RIGHT with this Picture?** Inspirational articles and good news from a campus [at least one issue].
- **JobTrac Update**—newest listings. Link to JobTrac [at least one issue]
- **Advantages of Membership**—drill down on member benefit with link to benefits page on web site and join ACCCA button [two issues-Sept and March].
- **Calendar Update**—dates of note in the next three months, link to online calendar [each issue].
- **Affiliate Shout Out**—Profile of an ACCCA Affiliate [two issues, Sept. and March]
- **Business Member Profile**—Profile of one of ACCCA's business members [two issues, December and June]
- **Suggestion Box**—Opportunity to send ACCCA your thoughts, ideas, suggestions and complaints. We print the suggestions and answer the question [as needed, use for filler]
- **By the Numbers**—Breakdown on statistics related to hot issues [as needed, use for filler].

# 2019-20 Editions:

**SEPTEMBER, 2019: RELEASE DATE TUES. SEPTEMBER 3<sup>RD</sup> [LAUNCH/EXPANDED ISSUE]**

**(Final draft deadline: 8/26/2019)**

1. **Member Profile:** *Russi Egan, CBO, Lake Tahoe CCD*
2. **PD Round-Up:** *Annual Conference Splash feature, recap of summer Academies.*
3. **Advantages of Membership:** *Feature details on the Professional Liability benefit, link to SASS.*
4. **Calendar Update:** Include meetings and events 6 months out
5. **Affiliate Shout Out:** Feature ACHRO/their institute & upcoming conference
6. **ACCCA 1600 STRONG Recruitment Update:** Announce new members, measure growth

**DECEMBER, 2019: RELEASE DATE TUES. DEC 3<sup>RD</sup> [ADVOCACY/STATE BUDGET ISSUE]**

**(Final draft deadline: 11/25/2019)**

1. **Member Profile:** TBD [tap an HR official]
2. **Advocacy Round-up:** 50% Law—a drill down on the politics around 50% and how the CCCCCO is trying to address its challenges now
3. **Volunteer Alert:** Profile the ad hoc committee to reform ACCCA's recognition program [simple mission statement with quote from committee members, allow ACCCA members to weigh in]
4. **What's RIGHT with this Picture?** TBD
5. **JobTRAC:** launch campaign for new format; new appointments [where are they now], link to JobTRAC
6. **Advantages of Membership:** Legal Services program benefit details on how to access.
7. **Calendar Update**
8. **Business Member Shout Out:** SchoolsFirst CU
9. **By the Numbers:** Quick poll results on SCFF impact
10. **ACCCA 1600 Strong: Recruitment Update:** Announce new members, campaign progress

***MARCH 2020: RELEASE DATE MONDAY, MAR 16 [PD/CONFERENCE RECAP ISSUE]***  
***(Final draft deadline: 3/09/2020—COMES OUT IN MID MONTH TO CRUNCH CONF NUMBERS ETC)***

1. **Member Profile:** TBD [tap an Tech/Research & Planning Administrator]
2. **PD Round-up:** Overview of MDC structure and Regional Event programs
3. **Volunteer Alert:** Profile the Volunteer of the Year
4. **What's RIGHT with this Picture?** TBD/feature an internal leadership development program
5. **JobTRAC:** latest positions posted, new appointments [where are they now], link to JobTRAC
6. **Advantages of Membership:** AD&D policy details.
7. **Calendar Update**
8. **Affiliate Shout Out:** CISOA/their Institute
9. **Suggestion Box:** Answer a member's question, link to box
10. **Recruitment Update:** Announce new members, campaign progress

***JUNE 2020: RELEASE DATE TUES JUNE 2ND [ANNUAL REPORT ISSUE]***  
***(Final draft deadline: 5/25/2020)***

1. **Member Profile:** TBD [tap a Student Services or Instruction administrator]
2. **Advocacy Round-up:** Overview of advocacy outcomes for the year, what's on the horizon [get CFLA to write this]
3. **Volunteer Alert:** Whoever is the new Chair of the RMC
4. **Professional Development Round-up:** A year in review of programs and lessons learned
5. **JobTRAC:** Simple link to JobTRAC
6. **Advantages of Membership:** ACCCA Member Survey Results
7. **Calendar Update**
8. **Business Member Shout Out:** Alliant
9. **ACCCA By the Numbers 2019-20:** Year-end report of the Association's progress [membership, financials, policies etc.]
10. **Recruitment Update:** Announce new members, year one recap/numbers