



Professional Development Council Chair

This position is appointed by the President and approved by the Board of Trustees. The Professional Development Council Chair is a member of the Board of Trustees and serves as the Executive Officer of the Professional Development Council.

The purpose of the council is to identify key areas of the market in need of course development that will be of value to the membership. The chair will work in coordination with the CEO, the legislative council and advisory working groups along with the Professional Development staff to accomplish its goals. The chair's primary goal is to increase membership and chapter revenues by promoting education value. Ultimately this council, along with improving the knowledge and expertise of the members by providing quality education, it is also providing a source of revenue and membership growth for state and local chapters by providing continuing education content and state CE credit guidance for continuing education meetings.

The chair will:

- Provide reports and updates to the Board of Trustees and manage communication to the Regional Vice Presidents, Professional Development Council members and state/local chapters through monthly calls and electronic communication in coordination with staff liaison regarding professional development offerings.
- Develop a suggested education plan for the year that includes schedules for speakers, CE seminars and forum discussions which serve as a blueprint for local association professional development chairs
- Communicate marketing strategies to members and chapters with ways to attract potential sponsors.
- Make recommendations to the Board on industry/ member needs covering new subject matter relevant to industry trends
- Make recommendations on topics and speakers for the NABIP Learning Institute in coordination with leaders of advisory groups (Legislative, LTC, Medicare, etc.)
- Make recommendations for the Annual Convention Professional Development Day regarding topics and schedule.

Staff liaison will:

- Develop online continuing education programs (content maintenance, SMEs, delivery design and technology) supporting the REBC designation.



- Implement student policies and support services through the Help Desk
- Responsible for department budget and education segment of the association strategic plan approved by the Board.
- Responsible for Running Your Business webinar content, SME and sponsor prospecting
- Responsible for Corporate Partner and Agency Membership programs tied into custom PD training.
- Responsible for government sponsored programs
- Manage the CE administration and approvals through state Department of Insurances
- Manage all aspects of education sessions for national meetings (schedule, CE administration, sponsorships, speaker fees, invoices, and billing).
- Oversight of online speakers' bureau.
- Staff liaison to the Long-Term Care, Medicare, Worksite Marketing and Disability working group advisors.
- Staff liaison to the Education Foundation board (education project development).