

# Discussion Topics for New Association Executives Orientation

November 2019

- Managing your Board of Directors' Expectations
- Membership Recruitment and Retention and Different Types of Members
- Identifying and Meeting the Needs of Your Members
- Generating Non-Dues Revenue
- Workforce Recruitment and Development
- Financial Management and Budgeting
- Developing a Public Policy Agenda for Your Association
- Cultivation Relationships with State Agencies, MCOs, etc.
- Resources from the National Council