

SNPA Committee Structure

The initial work of implementing the new SNPA Strategic Action Plan will be delegated to four committees. Each of these committees will develop a list of prioritized action items; develop “how to” detail, responsibilities and timelines; provide updated reports for the eBulletin and board meetings; and identify the resources that are required for successful implementation.

These are the four committees and a summary of their focus:

PROGRAMS AND SERVICES

Develop exceptional programs and services that clearly differentiate SNPA as an industry innovator and thought leader. Create tools to help members engage audiences, maximize revenue, build sales skills, improve self-promotional marketing, and employ emerging technologies. Assess current programs and services and recommend continuation, modification or elimination. Become an ongoing resource for convention and program planning.

NEEDS ASSESSMENT/MEMBER VALUE

Understand the needs of different SNPA constituencies – chains/independents, large/small, metro/community, R&D partners, etc. – and identify the best ways for SNPA to provide meaningful value to these constituencies. Establish strategies to grow total SNPA membership and increase member engagement.

INDUSTRY LEADERSHIP

Ensure that SNPA maintains a dominant role in leading newspaper organizations to a prosperous future. Spearhead a comprehensive marketing initiative for the newspaper industry. Define the problem, refine and scale the message, and determine the deliverables – including communication, training and education, and consistent messaging that promotes the integrity of newspaper journalism.

EXECUTIVE DEVELOPMENT

Develop tools and programs for newspaper publishers and other top executives that focus on leadership skills, personal development, ideas and inspiration. Expand networking opportunities into confidential environments for one-on-one or small group discussions.