Title: Hiring of Chief of Community Engagement

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Problem to be addressed:
NAD continues to have issues engaging with the community in general.

Proposed Solution:
The NAD Board shall hire a Chief of Community Engagement, with a primary role of promoting
NAD, through relationship building with various entities, including state associations, affiliates,
donors, sponsors and partners. This position will complement the CEO position with a primary
role of building capacities in order for NAD to move forward while the CEO focuses on
operations and the law center.

Rationale:
The current CEO is a skilled litigator and he is an expert in that area. What NAD really needs to
strengthen is in areas of community engagement. It is predicted that with NAD building
connections with members, donors, and partners that it would generate more revenue
opportunities for NAD which further will allow NAD to be able to be more productive in a non-
legal arena with a focus on education and advocacy work. We recommend to not use the word
COO because the current CEO still does great things in terms of operations and the law center.
This position would fill in the gaps that NAD currently experiences and perform many front-
facing tasks and functions.

Fiscal Impact:
Either .5 or Full Time Position

NAD Board/HQ Response:
The NAD already has a Director of Communications, as well as a Content Coordinator on staff.
The NAD has made great progress in its communications and engagement with the community
through press releases, vlogs, website updates, and social media activity. The NAD also relies
on all of the staff and board members in engaging with the community. The NAD also has a
State Legislative Affairs Coordinator who works closely with state associations and affiliates,
along with utilizing the Region Representatives on its board to communicate with and provide
support to state associations and affiliates. The NAD President and Appointed Board has
strengthened relationships with affiliate organizations that represent marginalized communities.
The NAD has also cultivated non-legal relationship building with corporations that ensure
ongoing support including but not limited to: JPMorgan Chase, Sorenson, Google/YouTube,
Comcast, Apple, NFL, Microsoft, ZVRS/Purple, Verizon, NTID/RIT, Gallaudet, Lyft, Uber, AT&T,
Ultratec, Sprint, Charter/Spectrum, TracFone, VITAC, CTIA, Volkswagen, Ford, AirBnB,
Facebook, Twitter, SnapChat, Zoom, and InstaCart.