



National Strength and Conditioning Association (NSCA) Volunteer Handbook and Reference Manual

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Welcome

Thank you for your interest in serving as a volunteer at the NSCA. Many of the key functions and responsibilities of the NSCA are performed by volunteers, so your service is key to the growth and advancement of the NSCA. Therefore, a clear and thorough understanding of the guidelines in this Volunteer Handbook is essential for the efficient and effective running of NSCA activities.

An NSCA volunteer is an individual who serves in a defined leadership capacity as directed by the NSCA. Examples include, but are not limited to: director, officer, NSCA committee member, NSCA Professional Development Group executive council member, NSCA Special Interest Group (SIG) executive council member, or as a State/Provincial Director/Regional Coordinator. NSCA may provide additional and/or temporary volunteer opportunities as needs arise.

After reading this Handbook (including any relevant sections in the Appendix), and prior to your volunteer service, please complete the Volunteer Acknowledgement Form in the Appendix and email it to volunteer@nsca.com, attention Volunteer Coordinator. If you have questions or concerns, please direct them to NSCA's Membership Director.

NSCA Volunteer Opportunities

There are numerous ways to participate and to share your knowledge and expertise at the NSCA. The primary focus of this Volunteer Handbook will be on committees, professional development groups, and special interest groups (SIGs). In addition, individual members are encouraged to participate as requested at NSCA events, to serve at the local level, to join the conversation in public and private discussions, and to participate as mentors to other members. As an NSCA volunteer, you may be given access to confidential information. The protection of confidential information is vital to the interests and the success of the NSCA. Therefore, you are advised to discuss confidential information strictly on a "need-to-know" basis within the approved structure of your volunteer role.

NSCA Committees

Each committee is established by the NSCA Board of Directors (Board) to meet the needs of the NSCA and individual departments within the NSCA. All committee roles and functions are designated by the Board.

- A committee is made up of no fewer than three, and no more than nine members, including the Committee Chair.
- Each member has voting privileges on the committee.
- A member may serve on **no more than two committees** at one time. Exceptions to this policy must be approved by NSCA's Executive Director.
- Application qualifications are set by each committee, and subject to Board approval.
- Qualification requirements are dependent on a committee's purpose, but may include FNSCA, CSCS®, CSPP®, NSCA-CPT®, TSAC-F® CPSS® certification, a field-specific degree, or pertinent past experience.
- Members of a committee must be current NSCA members; exceptions to this policy are noted in the Appendix under the guidelines for specific committees.

Committee Mission Statement

The Committee Chair, committee members, and the committee liaisons develop the Mission Statement of a committee, consistent with the role and function of the committee as established by the Board. Each Mission Statement, and subsequent changes, is subject to Board approval. The Mission Statement acts as a description of committee activities, its goals and objectives, and must support the mission and vision of the NSCA.

Committee Members

Committee members must commit to serving a three-year term. Members appointed to fill a vacancy (through a resignation or termination) will only be appointed to complete the vacant term and are not subject to Board approval. The Board, following recommendations by the Committee Chair, approves the appointment of members.

Committee Activity

Committee activities vary as directed by their mission statements and needs from the Board. However, each committee will hold a minimum of one meeting per year, typically in conjunction with the NSCA National Conference. Committee member attendance at these meetings is required; any exceptions must be approved in advance by the Committee Chair.

Committee Chairs

The Board will approve Committee Chairs with the exception of the Nomination Committee, the Finance/Budget Committee, and the NSCA Certification Committee. The approval of these particular Committee Chairs is addressed in the Volunteer Handbook Appendix under the respective committee.

Each Committee Chair is responsible for leading committee meetings, implementing the approved committee Mission Statement through documented goals and objectives, and communicating with the Board Liaison and NSCA Headquarters Staff Liaison in terms of committee activities and performance.

Support Staff

Board Liaison

The current NSCA President appoints each Board Liaison. The Committee Board Liaison's purpose is to represent the Board to the committee and to facilitate communication between the Committee and the Board.

Staff Liaison

The NSCA Headquarters Staff Liaison to a committee facilitates communication between the committee and NSCA Headquarters. The NSCA Executive Director appoints each Staff Liaison.

Volunteer Coordinator

The Volunteer Coordinator ensures that all annual reports, meeting minutes, and committee openings are collected from each committee and communicated through appropriate channels. Committee member changes and openings are communicated by the Volunteer Coordinator. Correspondence is sent from the Volunteer Coordinator to the Committee Chair, the Board Liaison, and the Staff Liaisons to remind all parties of documentation requirements for each committee.

Committee Selection Procedures

The following procedures apply to all committees, with any exceptions noted in the individual committee section of the Appendix.

Committee Member Application, Selection and Approval Process

1. By July 31 of each year, each Committee Chair will communicate committee openings to the Volunteer Coordinator. Committee Chairs are encouraged to include committee openings in their annual reports.
2. The Volunteer Coordinator will post the committee openings no later than October 1 of each year on NSCA.com along with related job descriptions and selection criteria determined by each committee. Related announcements will also be sent to member through appropriate channels.
3. Applications will be received through December 15 of each year. December 15 will mark the close of the application window.
4. Applications received will be delivered by the Volunteer Coordinator no later than December 31 of each year to the Committee Chair, Board Liaison and Staff Liaison for review per committee opening along with related job descriptions and selection criteria. All committee members play a role in reviewing applications and selecting members.
5. Committees have until February 15 of each year to determine their committee member selections. On or before February 15, Committee Chairs are to communicate their committee member selections to the Staff Liaison and Volunteer Coordinator. Committee selections should include at least one (1) alternate should a primary selection not meet Board approval.
6. The Volunteer Coordinator will draft the Board motion and send to the Committee Board Liaison along with supporting documentation for Board Liaison approval and submission. Motions are due by March 15 for the April Board Meeting.
7. Board approval of the committee member selection motions occurs at the April Board meeting. The Volunteer Coordinator announces the selections of the new committee members and informs the Staff Liaison no later than April 30.
8. The Volunteer Coordinator will facilitate communication to incoming and outgoing committee members as well as those not selected; updates will also be made to NSCA's website as needed.
9. The first date of service for the newly selected committee members is the first day of NSCA's national conference each year in July, unless start date is otherwise specified by Committee. If vacant, committee members are to select a Committee Chair from within the committee members at the committee meeting at or prior to National Conference.

NSCA Professional Development Groups

Professional Development Groups are established by the Board to support the career development of NSCA professionals and students. The NSCA currently produces and offers a variety of resources and services aimed at professional development, including:

- Journals
- Textbooks and trade resources
- Certifications
- Events
- Continuing education

- Grants and scholarships (through the NSCA Foundation)

NSCA's Professional Development Groups exist to guide these efforts, ensuring that NSCA's resources and services are effectively meeting the career development needs of specific groups.

Each Professional Development Group is established by the Board, and all roles and functions of leadership within each Group are designated by the Board.

- A Professional Development Group executive council is made up of no fewer than five, and no more than nine members, including the Chair.
- Each member has voting privileges on the Professional Development Group.
- A member may serve on **no more than two Professional Development Groups** at one time. Exceptions to this policy must be approved by NSCA's Executive Director.
- Application qualifications are set by each Professional Development Group and are subject to Board approval.
- Qualification requirements may include FNSCA, CSCS[®], CPSPS[®], NSCA-CPT[®], TSAC-F[®], CPSS[®] certification, a field-specific degree, or pertinent past experience.
- A Professional Development Group may choose to appoint one or more student members for the purpose of leadership development. These will be non-voting positions designated as Student Advisory Members.

Professional Development Group Mission Statement

The Professional Development Group Chair, executive council members, and the Group liaisons develop the Mission Statement of a Professional Development Group, consistent with the role and function of the Group as established by the Board. Each Mission Statement, and subsequent changes, is subject to Board approval. The Mission Statement acts as a description of Group activities, its goals and objectives, and must support the mission and vision of the NSCA.

While there may be unique activities for specific Professional Groups, standard annual activities and deliverables for all Groups include:

- Annual audience needs analysis and recommendations reports in coordination with NSCA staff.
- Recommendations for professional development priorities.
- Speaker/topic recommendations/evaluation for NSCA conferences and clinics.
- Continuing education resource evaluation/prioritization.
- Advocacy and position statement support/recommendations.
- Marketing evaluation and channel support/recommendations.
- International/DEI growth initiatives per professional category.

Professional Development Group Executive Council Selection Procedures

The following procedures apply to all Groups, with any exceptions noted in the individual Group section of the Appendix.

Professional Development Group Executive Council Application, Selection and Approval Process

1. By July 31 of each year, each Group Chair will communicate openings to the Volunteer Coordinator. Chairs are encouraged to include openings in their annual reports.
2. The Volunteer Coordinator will post the Group's openings no later than October 1 of each year on NSCA.com along with related job descriptions and selection criteria determined by each Group. Related announcements will also be sent to members through appropriate channels.
3. Applications will be received through December 15 of each year. December 15 will mark the close of the application window.
4. Applications received will be delivered by the Volunteer Coordinator no later than December 31 of each year to the Group's Chair, Board Liaison and Staff Liaison for review per opening along with related job descriptions and selection criteria. All Group executive council members play a role in reviewing applications and selecting members.
5. Groups have until February 15 of each year to determine their executive council member selections. On or before February 15, Chairs are to communicate their member selections to the Staff Liaison and Volunteer Coordinator. Selections should include at least one (1) alternate should a primary selection not meet Board approval.
6. The Volunteer Coordinator will draft the Board motion and send to the Group Board Liaison along with supporting documentation for Board Liaison approval and submission. Motions are due by March 15 for the April Board Meeting.
7. Board approval of the executive council member selection motions occurs at the April Board meeting. The Volunteer Coordinator announces the selections of the new Group executive council members and informs the Staff Liaison no later than April 30.
8. The Volunteer Coordinator will facilitate communication to incoming and outgoing executive council members as well as those not selected; updates will also be made to NSCA's website as needed.
9. The first date of service for the newly selected Group executive council members is the first day of NSCA's national conference each year in July, unless start date is otherwise specified by a specific Group. If vacant, executive council members are to select a Group Chair from within the Group's executive council members at the Group meeting at or prior to National Conference.

Special Interest Group (SIG) Definition and Purpose

A SIG is a group of NSCA members who share a common interest within the larger field of strength and conditioning. The purpose of a SIG is to provide opportunities for information sharing and discussion, networking, mentoring and camaraderie among SIG members. The NSCA supports the formation and growth of SIGs in support of NSCA's mission and to increase the value of NSCA's member community.

SIG “Do’s and Don’ts”

Do This	Not This
Provide knowledge and assistance to NSCA peers in open discussion	Publish outside of peer-reviewed channels (publication guidelines and opportunities may be found at NSCA.com/publications)
Build up the NSCA community and encourage professional standards	Use aggressive or hostile language when engaging peers in online forums and at SIG meetings
Suggest policy changes and new ideas to NSCA leadership	Create policy
Report and communicate SIG activities	Engage sponsors or raise funds
Host SIG meetings at NSCA national conferences and support recognized/established SIG groups on social media	Create relationships with other organizations on behalf of the NSCA

Establishment of a New SIG

The following steps must be performed to establish a new SIG:

1. A current NSCA member must complete a SIG application (located in the Appendix). Before starting an application, please ensure the following requirements can be met:
 - a. The clearly defined and articulated purpose statement of the new SIG must be distinct from all existing SIGs. (The list of existing SIGs and their purpose statements can be found at NSCA.com/professional-development/special-interest-groups)
 - b. The Chair and at least two Executive Council members must be identified.
 - c. The SIG must have at least 50 committed members initially, and 100 in subsequent years.
 - d. Applications must be submitted by the following dates for consideration at the following Board meeting: January 1, April 1, July 1, October 1.
2. The NSCA Volunteer Coordinator will evaluate the application for completeness and forward to the NSCA Membership Committee Chair for approval.
3. If the Membership Committee approves the application, the NSCA Board Liaison for the Membership Committee will submit the SIG application for approval at the next available Board meeting.
4. Once approved, the NSCA Volunteer Coordinator will notify the SIG Executive Council of an official start date as well as next steps.

SIG Executive Council Structure

The members of each SIG will elect an Executive Council. The composition required for any SIG Executive Council is:

- A SIG Chair
- At least two (2) and up to six (6) Executive Council Members

The terms of service for Executive Council members are the same as NSCA committee members. Members may only serve on one SIG Executive Council at a time in the role of Chair, and the SIG Chair length of service is one term or a maximum of three (3) years. In addition, newly-formed SIGs must develop a staggered rotation schedule with NSCA's Volunteer Coordinator to ensure that all Executive Council members do not rotate off the same year.

SIG Executive Council Member Application, Selection and Approval Process

1. By July 31 of each year, each Executive Council Chair will communicate openings to the Volunteer Coordinator. SIG Executive Council Chairs are encouraged to include openings in their annual reports.
2. The Volunteer Coordinator will post the committee openings no later than October 1 of each year on NSCA.com along with related job descriptions. Announcements will also be sent to members through appropriate channels.
3. Applications will be received through December 15 of each year. December 15 will mark the close of the application window.
4. Applications received will be delivered by the Volunteer Coordinator no later than December 31 of each year to the SIG Executive Council Chair and Staff Liaison for review per Executive Council opening along with related job descriptions.
5. SIG Executive Councils have until February 15 of each year to determine their member selections. On or before February 15, Executive Council Chairs are to communicate their selections to the Staff Liaison and Volunteer Coordinator.
6. The Volunteer Coordinator will facilitate communication to incoming and outgoing SIG Executive Council members as well as those not selected; updates will also be made to NSCA's website as needed.
7. The first date of service for the newly selected Executive Council members is the first day of NSCA's national conference each year in July. If vacant, Executive Council members are to select an Executive Council Chair from within the Executive Council members at the SIG meeting at or prior to National Conference.

SIG Activity

SIGs are required to perform the following functions in order to stay active. Any SIG that fails to perform the following is subject to disbanding by NSCA's Headquarters staff:

- Hold at least one annual meeting either at a) one of NSCA's national conferences or b) through an online meeting coordinated by NSCA's Headquarters. To arrange either a meeting at a national conference or an online meeting, please contact NSCA's Volunteer Coordinator at volunteer@nsca.com. Please allow 90 days prior to the event for proper scheduling and promotion.
- Lead and participate in NSCA's online groups; guidelines for the establishment, promotion and maintenance of these online groups is located in the Appendix.
- Submit an annual report to NSCA's Volunteer Coordinator by May 1 each year. The SIG report template is located in the Appendix.

SIG Support

NSCA's Headquarters supports SIGs in several ways as noted below:

- Managing the SIG formation process.
- Collecting SIG interests from NSCA members for the purpose of growing SIG participation.
- Consulting SIG leadership to leverage expertise and advice.
- Facilitating the development and use of online platforms for SIGs to engage in conversation, share information and build community.
- Coordinating SIG meeting logistics. For contact information, please visit [NSCA.com/professional-development/special-interest-groups](https://www.nasca.com/professional-development/special-interest-groups).

Disbanding a SIG

A SIG may be disbanded if any of the following occur:

- Activity that falls outside the parameters set for NSCA SIGs.
- Failure to submit an annual report to the NSCA Volunteer Coordinator.
- Failure to hold a SIG meeting (either at an NSCA national conference or online meeting) annually.
- SIG Executive Council falls below three (3) members.

Disbanding a SIG is determined and handled by the NSCA Headquarters staff with approval of the Board, and NSCA reserves the right to hold an open election to rebuild a SIG Executive Council.

Terms of Service for NSCA Committee Members, Professional Development Executive Council Member, and SIG Executive Council Members

Members each serve a three-year term with the possibility of appointment to a second term for a total of six years maximum service (not counting a partial term due to filling a vacancy created by a termination or resignation). In addition, members may serve on up to two volunteer leadership positions at one time (excluding appointed positions). Service of less than three years is considered a partial term.

Committee, Professional Development Group, and SIG Participation, Resignation, Termination and Grievance Resolution

Participation

Throughout your term(s) of service, members are expected to comply with all code of ethics, code of conduct and conflict of interest expectations described in this document and are accountable to their Chairs/staff liaisons for completion of expectations to fulfill stated goals and objectives. NSCA volunteers will also not forward or distribute requests from outside parties for surveys, promotion of products or services, assistance with research projects, etc. to NSCA members.

Resignation

We understand that professional or personal circumstances may change over the course of a committee, Professional Development Group or SIG Executive Council member's term of service that may necessitate that person's resignation of their duties. The following procedures must take place to complete a resignation:

1. The committee member must inform the Chair, Board Liaison and Staff Liaison (SIG Executive Council Chair and NSCA staff liaison in the case of a SIG Executive Council) in writing of their decision to resign their position. If the resigning committee member is the Committee Chair, Professional Development Group Chair, or the SIG Executive Council Chair, the Chair must inform the Board Liaison and/or Staff Liaison of their decision.
2. The Chair will hold a special meeting/call with the remaining members to select a replacement member to finish the resigning member's remaining term. The selection of the replacement member must come from applicants from the previous application period, and the selection must take place within thirty (30) days of receipt of resignation notification. In the case of SIG Executive Council members, the decision process is complete.
3. For committees and Professional Development Groups, the replacement member's name along with the name of the resigned member will be sent from the Chair to the Board Liaison, Staff Liaison and Volunteer Coordinator. The Volunteer Coordinator will update NSCA's records accordingly.

Should a committee, Professional Development Group Executive Council, or SIG Executive Council member fail to meet the expectations as outlined in the job description and/or communicated to them, the Chair may initiate the termination process.

1. The Chair communicates in writing to the member the decision to terminate their term of service along with the reason(s) for termination. The Chair will then inform the Board Liaison and/or Staff liaison of the termination decision.
2. The Chair will hold a special meeting/call with the remaining members to select a replacement member to finish the terminated member's remaining term. The selection of the replacement member must come from applicants from the previous application period, and the selection must take place within thirty (30) days of receipt of termination notification.
3. The replacement member's name along with the name of the terminated member will be sent from the Chair to the Board Liaison (if applicable), Staff Liaison and Volunteer Coordinator. The Volunteer Coordinator will update NSCA's records accordingly.

Committee/Professional Development Group Executive Council/SIG Executive Council Member Grievance Procedure

We recognize that conflict and disagreement may occur within NSCA committees, Professional Development Groups, and SIGs. The procedures below are intended to facilitate resolution to grievances when they arise; please follow them in this order:

1. First, address your concerns to your Chair. Please refer to specific sections of the Employee Handbook when referencing potential issues around scope of volunteer duties, conflict of

interest or ethical violations. If your grievance is with your Chair or Staff Liaison, please proceed to Step 2.

2. If the grievance cannot be resolved with your Chair, or if the issue is with the Chair or Staff Liaison, please contact NSCA's Membership Director. As with Step 1, be prepared to refer to specific instances and have appropriate documentation. The Membership Director and Staff Liaison will likely set up a conference call to discuss the issue.
3. If the grievance cannot be resolved with the Membership Director, or if the issue is with the Membership Director, please contact NSCA's Executive Assistant to establish a phone meeting with NSCA's Executive Director. The Executive Director will review the issue, make a decision and the decision made will be final and binding.

NSCA's Codes, Policies, and Procedures

As an NSCA Volunteer, you must ensure your activity during your volunteer service falls within the guidelines of NSCA's Codes, Policies, and Procedures. Specifics on these guidelines can be found in the Appendix as well as the procedures for reporting ethical violations.

Exceptions for Committees

Certification Committee

[Establishment of the Certification Committee \(PDF\)](#)

Education Committee

[NSCA Education Committee Guidelines \(PDF\)](#)

Finance Committee

The Secretary/Treasurer of the Board shall sit as Chair of the Finance Committee. The Board Executive Council plus one outside NSCA Member constitute the Finance Committee.

Nomination Committee

[Nomination Committee Handbook \(PDF\)](#)

Research Committee

[NSCA Research Committee Application Checklist \(PDF\)](#);

[NSCA Research Committee \(RC\) Policies and Procedures \(PDF\)](#)

State/Provincial Directors (SPD) Committee

[State and Provincial Director Program Handbook \(PDF\)](#)

Support Documents

[National Strength and Conditioning Association Bylaws](#)

[National Strength and Conditioning Association \(NSCA\) CODES, POLICIES, and PROCEDURES](#)

- Professional Code of Ethics
- Volunteer Leader Code of Conduct
- Disciplinary Procedures
- Conflict of Interest Policy

Appendix

NSCA Volunteer Acknowledgment Form

The NSCA Volunteer Handbook and Reference Manual is an important document intended to help you become acquainted with the National Strength and Conditioning Association's volunteer policies and procedures. This Handbook serves as a guide to your service to the NSCA.

Please read the following statements and sign below to indicate your receipt and acknowledgment of the National Strength and Conditioning Association Volunteer Handbook and Reference Manual and your agreement with the following statements:

- I have received and read the National Strength and Conditioning Association Volunteer Handbook and Reference Manual.
- I accept and agree to abide by the policies and procedures contained in the National Strength and Conditioning Association Volunteer Handbook and Reference Manual.
- I understand and acknowledge that the policies and procedures described in the National Strength and Conditioning Association Volunteer Handbook and Reference Manual are subject to change at the sole discretion of the National Strength and Conditioning Association.
- I understand and acknowledge that my volunteer service may be terminated, for any reason, either by myself or the National Strength and Conditioning Association.

Volunteer _____ Date _____

Completed acknowledgment forms can be sent to volunteer@nsca.com.

NSCA Committee Annual Report

Annual Report for April 1, 20__ through March 31, 20__

Committee Name:

Chair:

Term Dates for Chair:

Board Liaison:

Staff Liaison:

Executive Council Members:

Purpose Statement:

Please provide an overview of committee activities and contributions to the NSCA.

Click here to enter text.

Please provide an annual plan of activities/objectives for the coming year.

Click here to enter text.

Please identify opportunities for increasing membership for the upcoming year.

Click here to enter text.

Please list all informal and formal Committee meetings held this year, including conference calls.

Click here to enter text.

NSCA Special Interest Groups (SIG) Annual Report Form

Annual Report for April 1, 20__ through March 31, 20__

SIG Name:

Chair:

Term Dates for Chair:

Phone: Email:

Board Liaison:

Staff Liaison:

Executive Council Members (term dates):

[Click here to enter any current Executive Council members/council positions not listed below.](#)

SIG Purpose Statement:

Current SIG Membership Numbers:

Current Facebook Group Members:

Number of eNewsletters produced this year: [Click here to enter text.](#)

Please provide an overview of SIG activities and contributions to the NSCA.

[Click here to enter text.](#)

Please provide an annual plan of activities/objectives for the coming year.

[Click here to enter text.](#)

Please identify opportunities for increasing membership for the upcoming year.

[Click here to enter text.](#)

Please list all informal and formal SIG meetings held this year, including conference calls.

[Click here to enter text.](#)

Please list the contributions made to your SIG webpage and/or social media this year.

[Click here to enter text.](#)

Please provide a plan for SIG webpage and/or social media in the coming year.

[Click here to enter text.](#)

Application for NSCA Special Interest Groups (SIG)

Thank you for your interest in forming an NSCA SIG. Please submit a document with the completed application in word document format to volunteer@nsca.com. Allow 4-6 weeks for full review by the NSCA Headquarters Staff and Membership Committee.

A minimum of three founding members is required. Incomplete applications will not be considered. It is understood that by completing this application your group has read the NSCA Volunteer Handbook and Reference Manual.

Application to Establish the NSCA _____ SIG

For each Founding Member (3 minimum required) Provide the Following:

- ✓ Name
- ✓ Title (i.e. Chair, Secretary, Forum Moderator)
- ✓ Complete Address
- ✓ Phone
- ✓ Email
- ✓ Qualifications – Include information that will help support your qualifications for founding this SIG.
- ✓ Degrees
- ✓ Certifications and Licenses - Include information on those other than NSCA.
- ✓ Work Experience – Include both paid and non-paid in support of this SIG application.
- ✓ Affiliations – Include organizations and societies other than the NSCA.
- ✓ Community Outreach – Include past committee and group activity, public speaking, presentations, published articles, seminars, workshops, and clinics for both NSCA and Non-NSCA.
- ✓ Curriculum vita or resume (separate from the information required above) Provide a Definitive Statement for the Following Areas

Proposed NSCA _____ SIG Purpose Statement:

- ✓ The group's purpose statement must be clear, focused, and complement the definition for a NSCA SIG and the NSCA Mission Statement.
- ✓ Include goals, objectives, and a short term plan that will meet this Purpose Statement.
- ✓ Describe how the proposed SIG is unique and necessary.

- ✓ Describe how this SIG will meet the needs of the NSCA membership and enhance the NSCA Mission.

Provide an overview of reason for forming this SIG.

Include the Following:

- ✓ A list of interested current NSCA members and their email addresses (this can be provided as a separate spreadsheet).
- ✓ All supporting statements and other documentation in support of the application.

Guidelines and General Best Practices

One of the NSCA's strategic goals is to be seen as a leader in the strength and conditioning industry and the public. We see these Facebook group pages helping us to achieve our goal. Since the NSCA's name is associated with the Facebook group page we want to ensure these group pages reflect the NSCA's values and high level of standards. The group page is meant to be a place to network, ask questions, share content, ideas and your insights/experience where the members or the group are active participants in this open forum.

To help define when the NSCA should engage and where it's appropriate for the employee to weigh in, the following Guidelines and General Best Practices should be your guide. If anything is unclear, defer any questions to the Marketing Communications Manager who administers the social media pages or Marketing Director for clarification before posting. Understand all social media engagement is supervised by the Marketing Communications Manager.

Facebook Group Page Guidelines

- 1. Be Yourself.** You are engaging as a person who is affiliated with the NSCA and representing the NSCA as the moderator of this page. In that respect, you should speak with authority from your professional experiences. You are not speaking on behalf of the intentions, policies, stances, operations, official recommendations/opinions, or strategies driven by the organization. Those types of communication are to be handled by the NSCA as the company. If clarification is needed, please direct inquiries to the Marketing Communications Manager who administers the social media accounts or the Marketing Director.
- 2. Let the Discussion Happen.** Social media, and this Facebook page in particular, is a forum for members/the public/certified professionals to communicate with each other. You do not need to weigh in on every question that can be answered organically through discussion, but...
- 3. Every Question Deserves a Response.** If within a day no one from the group has answered a question, provide a response, even if it is simply "That's a good question, I'll look into it" and then reach out to the appropriate NSCA employee to get the answer.
- 4. Create Meaningful Engagement.** Stay on topic. Be respectful. Promote healthy discussion. Speak on your individual expertise. Avoid offensive language, dismissing other's opinions, or appearing "spammy" with unrelated posts.
- 5. Remain Diplomatic.** Should the subject of another organization or company enter conversation, you must be factual and objective. Never disparage another organization.
- 6. Stay Out of a Crisis.** Never participate in social media when the topic that is being discussed may be considered a crisis situation. Never comment on anything surrounding litigation. Often, the Marketing

Communications Manager who administers the pages will be aware, but if there is a question, please escalate crisis communication first to the Marketing Communications Manager, next Marketing Director, and finally to the Executive Director for counsel.

7. Nothing is Gone Forever. Be smart about protecting yourself, your privacy and the NSCA's confidentiality. Google has a long memory and even if a post is edited or deleted, it has already been published in the world and can come back to haunt you/the Association.

8. Redirect for Media Relations. Any inquiries by mainstream or trade media entities, editors, journalists, etc. are to be directed to the Media Relations Manager (michael.hobson@nsca.com).

9. Create a Calendar. Organization and habits are social media's best friend. Putting out more than two Facebook posts a day is sometimes too much. With an average lifespan of 4-5 hours, posts do better when they have time to "marinate" on the page. If one post after another comes up, people don't notice the earlier posts. As the group moderator, the group should be posting content at least **3 times/wk**.

10. Post Relevant Information. Post information relevant for the needs of your audience, but as this group is representative of the NSCA, keep memes, BuzzFeed articles, and other similar content to a minimum. At least 1/3 of content being posted by moderators should be linking back to NSCA.com – whether that is directly sharing our NSCA Facebook post or you get creative with the post.

11. Be a Resource. People come to social pages looking for answers in the content or by asking questions. If questions are asked, be able to provide a timely response. This may include answering them yourself, or getting the answers from the respective NSCA department.

12. Call them to Action (CTA). Always have a CTA when posting links about upcoming events or looking for an opinion. Tell them to "Register now" or "Read more" or "Find more information here" or "Tell us your thoughts". It drives them to where the magic happens and where they're more likely to generate revenue.

13. Shorten your Links. Using a link that is 3000 characters long is visually unappealing and gives an impression that we lack interest and operation awareness. Shortened links through sites like TinyURL or Bitly track click-throughs as well – an added bonus!

14. Create a Conversation. Social media is not all about pushing content out, it's about asking questions and creating a conversation with followers. Ask them to participate in polls, to upload photos, to share posts, etc. The organization has important information, but so do the people that make the organization.

15. Experiment. NSCA's page(s) are relatively new and growing. The best way to figure out what NSCA members want and how they are best spoken to is a process. Some things will work and some things won't. Don't be afraid to test the waters.

16. Controversy is not Negative. Controversial content can create great conversations, but we do ask that you avoid posting content for the sake of controversy. From an organizational standpoint,

controversial items may seem negative, but anything that gets the community talking and voicing their opinions is something to strive for. There will always be naysayers, but there will also always be “evangelists” and people who stand up for the NSCA. There must be a level of trust put into the community’s members.

General Best Practices

1. Be Brief. When post copy gets too long, people move on. We live in a 140 character world now, so people who are scrolling through Facebook or Twitter on mobile devices will notice something short and eye catching. Oftentimes the most important elements (the CTA and link) are at the end of copy, and when it is too long it gets cut off in mobile devices under the “read more” button. There’s no time to click “read more.”

2. Be Memorable. Try to spice up content as much as possible. As mentioned before, people scroll through quickly, so to grab their attention you must use media content (pictures, videos, etc.) and have copy that makes them stop. Giving that extra dose of awesome will encourage viewers to share our content also, which generates huge buzz and the spreading of the NSCA.

3. Be a Human. Social media, albeit important, is a very casual outreach platform so let some of your personality come through. Let the community believe that there is a person behind the computer screen, rather than an automated robot.

4. Post Frequently. Ideal amount to post: 3-5x per week; people typically check Facebook on lunch breaks and after dinner (late afternoon when people are getting off work is also high traffic time)

5. Be Visual. Posts with photos generate more engagement

- To post a photo with a link, copy and paste the link into the post, allow it to generate a box with a small photo and the link, and click “upload image” to upload the image you would like to use. Resize these images (See Below) before uploading.
- Do not simply pull images from Google; you will likely be infringing on image rights.

6. Schedule Posts. Create your post, click small clock icon, select date and time for post to appear.

7. Ask Questions. Questions and opinion posts generate a lot of engagement.

What do you think of this, what’s your favorite way to..., etc.

Post a journal article or a workout article that’s not necessarily directly related to you and ask your audience’s opinion.

Image Sizes

Facebook Link Image: 1200X628px

Facebook Image: 1200X628px

Contact Info

Social Media Coordinator | marketing@nsca.com | 719.632.6722

Marketing Director | marketing@nsca.com | 719.632.6722