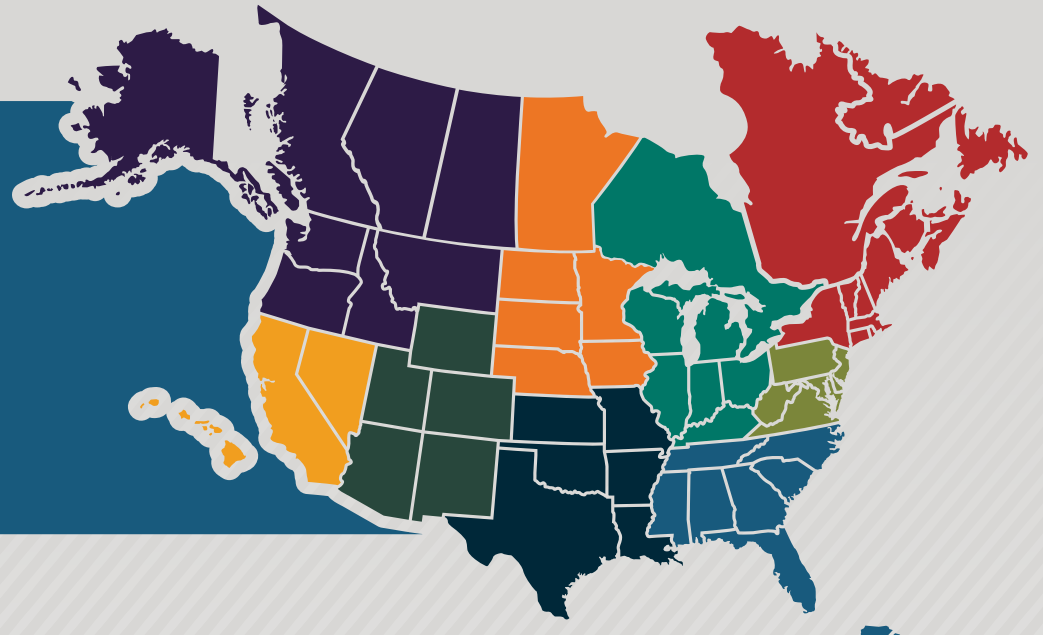


STATE AND PROVINCIAL DIRECTOR PROGRAM



Official Handbook



Supporting the NSCA's Mission at the Local and Regional Level



State and Provincial Director Program Handbook

Adopted: May 1982
Reviewed: May 2024
Next review due by: July 2026

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Welcome

Thank you for your interest and involvement in NSCA's State and Provincial Director (SPD) Program. Started as part of a grassroots effort of the NSCA, the SPD Program plays a critical role in helping members connect with one another, facilitating educational opportunities at a local level, and providing leadership and visibility to the NSCA across North America.

The purpose of this handbook is to establish the role, scope, duties and expectations of those who volunteer with the Program. Beyond this handbook, please also refer to NSCA's Volunteer Handbook for additional expectations and guidance. **As a volunteer leader for the NSCA, you are required to read, understand and acknowledge the policies and procedures found in the NSCA Volunteer Handbook; please visit [NSCA.com/volunteer](https://www.nscanet.org/volunteer) to access a copy or download [here](#).**

Purpose of the SPD Program

The NSCA SPD Program plays a key role in helping members and potential members make connections and get educated. They help connect members of the NSCA through clinics, volunteerism, and as mentors. SPDs help professionals from every aspect of the strength and conditioning field connect with each other — coaches, personal trainers, researchers, etc. State/Provincial Directors (SPDs) provide goals and direction to their Advisory Boards (ABs) and report to their Regional Coordinators (RCs). SPDs are part of NSCA's volunteer network, sharing successes and opportunities with other SPDs and the staff of the NSCA. SPDs and their ABs also represent the NSCA at a local level in specific ways in order to strengthen NSCA's presence in existing and new initiatives (tactical, high school, accreditation, etc.).

Roles and Structure of the SPD Program

As the NSCA's largest volunteer program, the SPD Program is structured to facilitate the best combination of 1) leadership and events that meet local needs and 2) consistency and support from NSCA's national headquarters. As an organization with worldwide reach and more than four decades of experience serving strength and conditioning professionals, the NSCA thrives in large part because of its local relevance.

Key Roles

NSCA Board of Directors (Board) – The [Board](#) provides overall vision for the Association and establishes governance for the SPD Program.

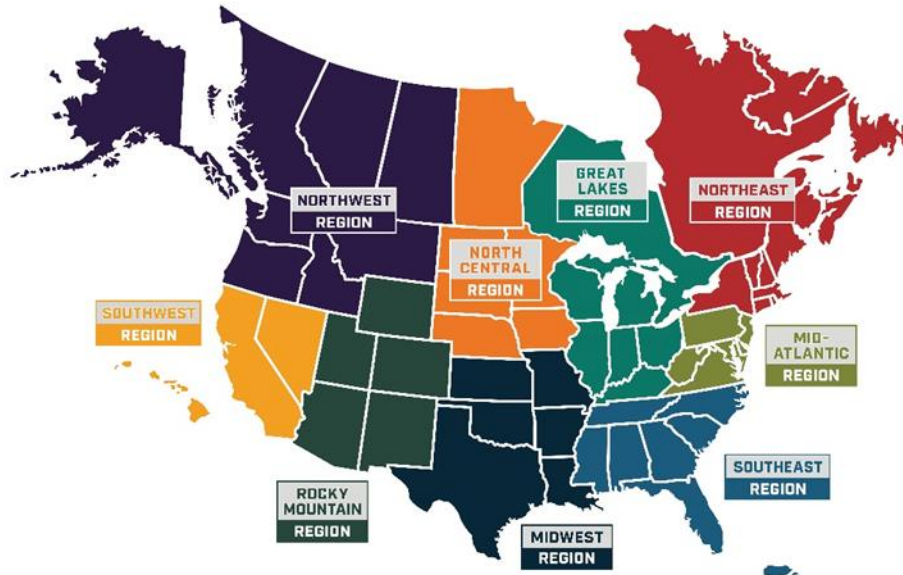
NSCA Board Liaison – The Board assigns one active Board member as a liaison to the SPD program, representing needs and priorities of SPDs to the Board.

NSCA Membership Director – The Membership Director is the staff liaison for representing the needs of the SPD Program across NSCA HQ. The SPD Program budget is also managed by the Membership Director.

NSCA Program Managers and Liaisons – NSCA staff members coordinate and collaborate with specific SPDs and ABs, leveraging a local network of representatives for the purpose of expanding and strengthening strategic NSCA initiatives.

NSCA SPD Program Coordinator – The SPD Program Coordinator is the key administrative contact at NSCA HQ and coordinates state/provincial/regional event information, reimbursements, and other activities as noted in the handbook.

NSCA Regional Coordinator (RC) – One RC presides over each of NSCA’s 9 regions, and the 9 RCs make up the SPD Committee. Each RC has a Regional Advisory Board comprised of the SPDs in that region. The regions are illustrated in the map below:



SPD Committee (Regional Coordinators) – The SPD Committee is comprised of the RCs and exists within the structure of other NSCA committees.

SPDs – State and Provincial Directors are volunteer leaders who represent the Association in their prospective states and provinces, promoting the goals and objectives of the NSCA and providing continuing education opportunities at a local level.

ABs – Advisory Boards are established by each SPD to provide support at events, other state and provincial-level activities, provide specific points of contact for NSCA Program Managers and Liaisons, as well as support social media efforts.

Structure of the SPD Program

Terms of Service and Application Process for SPDs, RCs and AB Members and Rotation Schedule Terms of Service

Volunteers in the SPD Program serve one (1) 3-year term as a State/Provincial Director, RC or AB Member with the opportunity to be appointed for up to 2 terms (for a total of 6 years of service). If a volunteer is appointed to fill a vacancy, which constitutes a partial term, they may serve up to 2 terms beyond the partial-term appointment. Volunteers may also pursue future appointments in other SPD Program positions.

Application Process

- Interested NSCA members must complete an NSCA Community Volunteer application and submit it to the SPD Program Coordinator along with an updated resume.
- The SPD Program Coordinator distributes the application to the relevant RC and SPD for review and approval.
 - The RC at their discretion may consult with other RCs for determination of SPD appointment.
- Approval or rejection of the application is communicated from the relevant committee to the SPD Program Coordinator within 2 weeks of receiving the application.
- The SPD Program Coordinator notifies the applicant of the committee's decision.

Rotation Schedule

In order to reduce the likelihood that any one region will rotate off too many SPDs at one time, the following rotation schedule is suggested:

SPD and RC Appointment Rotation

| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 6 |
|--------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Regions | MA | GL | SW | MA | GL | SW |
| | NC | NW | MW | NC | NW | MW |
| | NE | SE | RM | NE | SE | RM |
| State/Prov. | AB | MA | OK | AB | MA | OK |
| | BC | MB | ON | BC | MB | ON |
| | AL | MD | OR | AL | MD | OR |
| | AK | ME | PA | AK | ME | PA |
| | AR | MI | PR | AR | MI | PR |
| | AZ | MN | QC | AZ | MN | QC |
| | CA (N) | MO | RI | CA (N) | MO | RI |
| | CA (S) | MS | SC | CA (S) | MS | SC |
| | CO | MT | SD | CO | MT | SD |
| | CT | NB | SK | CT | NB | SK |
| | DE | NC | TN | DE | NC | TN |
| | FL | ND | TX | FL | ND | TX |
| | GA | NE | UT | GA | NE | UT |
| | HI | NF | VA/DC | HI | NF | VA/DC |
| | IA | NH | VI | IA | NH | VI |
| | ID | NJ | VT | ID | NJ | VT |
| | IL | NM | WA | IL | NM | WA |
| | IN | NS | WI | IN | NS | WI |
| | KS | NV | WV | KS | NV | WV |
| | KY | NY | WY | KY | NY | WY |
| LA | OH | | LA | OH | | |

SPD Expectations and Benefits

As key volunteer leaders at the state and regional level, SPDs are expected to perform the following functions:

- Maintain current NSCA Membership and Certification.
- Establish, maintain, and lead a state/provincial AB that is structured according to the guidelines in the SPD Program Handbook, and host consistent meetings with ABs.
- Conduct 1 clinic/conference annually in coordination with the regional event plan.
- Participate in quarterly meetings/conference calls at the regional level.
- Submit an annual report to deliver to RC.
- Build local awareness for NSCA's membership and certification opportunities as well as other NSCA initiatives in coordination with the NSCA Membership Director and NSCA Program Managers and Liaisons.
- Represent the NSCA at Association as well as non-NSCA events in coordination with the NSCA Membership Director and NSCA SPD Program Coordinator.
- Attend the NSCA National Conference and participate in the SPD Assembly and other events as requested.
- Contribute to NSCA regional social media on a monthly basis through providing local member highlights, event updates and recaps, and other news of local interest.

For completing the above functions, the following SPD benefits are available:

- NSCA certificate of appreciation
- Eligibility for SPD of the Year Award
- Complimentary National Conference registration and awards banquet ticket
- 2 nights contracted hotel at National Conference
- (Partial year SPDs may be awarded 50% discount on National Conference registration plus 1 night at contracted hotel.)
- .5 CEUs per year credit for volunteer work

SPD Committee (RC) Structure, Expectations and Benefits

SPD Committee Structure

The SPD Committee includes all RCs. The SPD Committee elects three positions that are approved by the Board. The positions and their respective duties are listed below:

SPD Committee Chair

- Responsible to chair all SPD Committee meetings as well as the annual SPD Assembly at National Conference.
- Represents the SPD Committee to the Board and NSCA Headquarters staff.
- Assists NSCA's Membership Director in the filling of vacant RC positions.
- Presents reports to NSCA's Membership Director for inclusion in the annual report to the Board.
- Leads SPD Committee activities and initiatives.

SPD Committee Vice Chair

- Assists the SPD Committee Chair in filling their duties and carries out SPD Committee Chair duties in their absence.
- Calls the SPD Assembly to order in the absence of the SPD Committee Chair and, as a first order of business, elects a new Chair.

SPD Committee Secretary

- Prepares and distributes the agenda and records/distributes the minutes for the annual SPD Assembly.
- Prepares and distributes the agenda and records/distributes the minutes for SPD Committee meetings.
- In absence of the SPD Committee Chair and Vice Chair, calls the SPD Assembly to order and, as a first order of business, elects a new Chair.

RC Expectations

RCs have additional duties and expectations and form the SPD Committee. These expectations include:

- Maintain current NSCA Membership and Certification.
- Form and utilize a Regional Advisory Board, which is comprised of the SPDs of that region, and host regular AB meetings.
- Conduct one regional conference each year in coordination with overall regional/state/provincial event schedule.
- Participate in ongoing live and online RC meetings with NSCA Membership Director and SPD Program Coordinator.
- Submit an annual report.
- Provide oversight of SPD leadership, communication and events in that region.
- Conduct training and support for current and newly-appointed SPDs per region.
- Support and participate in clinics hosted in their region.
- Build local awareness for NSCA's membership and certification opportunities.
- Represent the NSCA at Association as well as non-NSCA events.
- Attend the NSCA National Conference and participate in the SPD Assembly/RC meeting and other events as requested.
- In coordination with other RCs and NSCA HQ, develop an annual NSCA clinic/conference schedule that includes expected dates and locations.
- Oversee and direct the region's LinkedIn group, obtaining participation and content from the region's SPDs and AB members.

RC Benefits

For completing the above functions, the following RC benefits are available:

- NSCA certificate of appreciation
- Complimentary National Conference registration and awards banquet ticket

- \$420 reimbursement toward airfare or an additional 2 nights contracted hotel at National Conference (Partial year RCs may be awarded 50% discount on National Conference registration plus 1 night at contracted hotel.)
- 2 nights contracted hotel at National Conference
- Professional Go Green NSCA Membership
- .5 CEUs per year credit for volunteer work

Role and Structure of the Regional Advisory Boards and SPD

Each Regional Advisory Board is comprised of the SPDs in that region. The role of the Regional Advisory Boards includes:

- Providing assistance to the regional coordinator in developing and executing regional conferences.
- Supporting each region's LinkedIn group with state/province-level content, member highlights, and other local opportunities.
- Participating in scheduled online meetings and conference calls organized by the RC.
- Participating in regional outreach efforts through visiting local ERP schools, key contacts, etc.

Role and Structure of the State/Provincial Advisory Board (AB)

Role

Each SPD is charged to establish an AB for the purpose of providing a team of qualified individuals to assist with local representation and event-execution responsibilities; in addition, ABs are mentored by the SPD for further service in the SPD program. Furthermore, the AB allows for members of different professional backgrounds to advise the SPD on strategies to increase participation as well as provide direct contacts for NSCA initiatives and priorities

Structure

The size of an AB should correspond with the total population of the area and shall have no less than 4, but no more than 8 members. There shall be an even number of AB members, and no more than 2 AB members may be from the same institution. The AB member makeup should reflect the diversity of members within the state/province, including strength coaches, personal trainers, educators/researchers, athletic trainers, and other strength and conditioning specialists. The purpose of this diversity is to encourage outreach and events at the local level that are most relevant to the groups in that state/province.

Required AB Roles

Below are roles that will be assigned to individual AB members; at the discretion of the SPD, the SPD may fill a particular liaison role him/herself. The first four (4) roles listed are required for each state/province; exceptions will be granted on a case-by-case basis:

- SPD Assistant – this is for the AB who is slated to take over the SPD after the SPD's term is completed or should the SPD resign prior to term completion.
- Clinic Liaison – this AB member assists the SPD in clinic site visits, media relations, event logistics, marketing and volunteer management. This AB member also helps the SPD in speaker management before and during clinics.
- High School Strength Coach Liaison – this AB member serves the high school s&c community in the state/province for the purpose of expanding opportunities and strengthening awareness, working in coordination with the designated NSCA Program Manager and/or Liaison.
- Tactical Liaison – this AB member serves the tactical s&c community in the state/province for the purpose of expanding opportunities and strengthening awareness, working in coordination with the designated NSCA Program Manager and/or Liaison.
- Strength Coach Liaison – this AB member assists the SPD in reaching out to strength and conditioning coaches to build awareness about the NSCA within the coaching community.
- Personal Trainer Liaison – this AB member assists the SPD in reaching out to local clubs and other institutions

to build awareness about the NSCA within the personal trainer community.

- Education Liaison – this AB member assists the SPD in promoting NSCA activities to local educational institutions and faculty.
- Social Media Liaison – this AB member assists the SPD in promoting NSCA efforts through available social media channels.

AB Member Expectations

- Must be current NSCA members.
- Must serve a 3-year term and is eligible for one additional 3-year term (for a total service of 6 years).
- Attends their state/provincial clinic each year.
- Participates in scheduled calls/meetings with SPD.
- Fulfills duties/expectations as directed by SPD. AB Member

Benefits

- Complimentary state clinic and/or regional conference registration (ABs are expected to volunteer at events they attend)
- .5 CEUs per year credit for volunteer work

Former SPD/RC/AB Leadership

Former volunteer leaders within the SPD program can be consulted for advice and counsel; a contact list of former volunteer leaders will be provided to RCs and SPDs by the NSCA SPD Program Coordinator. It is advised that former leaders be counseled in coordination within existing leadership structures of the SPD Program (e.g.: AB leadership, RC leadership). Examples of advice and counsel available by former leadership include:

- Regional Coordinator Support
 - On-request counsel for SPD management, performance, accountability, etc.
 - Counsel with regional conference development.
 - Development of resources to support consistency in SPD training.
- State/Provincial Director Support
 - Event development mentoring and speaker identification.
 - Assistance with mentoring SPD Assistant.
- Student Support at Conferences and Clinics
 - Career talks and roundtable sessions for students.
 - Poster presentation coordination.

General Guidelines

Key annual dates and deadlines

- Provides one annual written report to the SPD Program Coordinator containing regional/state/provincial activities and achievements (due 4/15 each year). This pertains to RCs and SPDs only.
- NSCA's National Conference is generally held the week after the July 4th holiday.
- NSCA's fiscal year runs April 1 – March 31 each year.

Reimbursement Considerations and Policies

Considerations

- NSCA is a 501c3 nonprofit organization and is subject to auditing and oversight of its reimbursements of expenses. As such, the Association takes a conservative approach to the allocation of funds toward flights, travel costs, hotels, meals etc. in order to provide the greatest benefits to all Association members and the public.

- SPDs, RCs and ABs are volunteers with the NSCA and are not paid staff of the Association. While we recognize that some NSCA volunteers spend considerable amounts of time in their volunteer duties, these activities are performed voluntarily and without the expectation of compensation.
- NSCA is in the business of promoting strength and conditioning and healthy lifestyles; therefore, the NSCA is careful not to reimburse excessive alcohol-related expenses.

Policies

- Ground transportation
 - Mileage to/from an approved event or meeting will be reimbursed at the current government mileage rate. This includes SPDs or ABs using their personal cars for shuttling speakers to/from events.
 - Taxis, rental cars and shuttles will not be reimbursed.
- Meals
 - At clinic/conference speaker dinners, RCs, SPDs, ABs and speakers' meals will be reimbursed. Other guests are not reimbursed, and NSCA strongly encourages the use of restaurants at the "\$\$" level and below. Alcohol-related expenses will be reimbursed within reason; please keep to a "1 drink per person" limit on expenses sent to NSCA for reimbursement.
 - Attendee lunches will be reimbursed as long as the expenses stay within the forecasted amount on the approved event budget.
- Gifts
 - Gifts for speakers/other VIPs should be budgeted on the clinic/conference worksheet and should be kept to a nominal per-person value (\$25 or less). Gifts must not be perceived as additional compensation for speakers nor be cash/cash equivalent/gift cards.
- Speaker Honorariums
 - NSCA honorariums for regional, state and provincial events range from \$100 - \$250 per speaker hour.

If you have questions or concerns regarding NSCA's reimbursement policies, please contact NSCA's Membership Director.

Sponsorship Policy

The NSCA recognizes that there are opportunities and benefits of obtaining local sponsors for the purposes of offsetting costs or providing addition clinic/conference value. In addition, from time to time the NSCA may obligate state/provincial clinics and regional conferences to accommodate a national-level sponsor that desires to support local-level events and activities.

- SPDs and RCs must report local sponsorship support using the NSCA Supporter Form in the Appendix.
- For needs or issues relating to a national-level sponsor, please coordinate through NSCA's Membership Director.

Event Requirements and Deadlines

NSCA's regional conferences and state/provincial clinics vary in size and complexity. A suggested timeline and approach is listed in the Appendix.

Below are the deadlines associated with the planning and submission of state/provincial clinics and regional conferences:

October 1 – tentative dates and locations for the following year's events must be submitted to SPD Program Coordinator.

6 months prior to event – pre-event forms must be submitted to SPD Program Coordinator for a regional conference.

3 months prior to event – pre-event forms must be submitted to SPD Program Coordinator for a state or provincial clinic.

The SPD Program Coordinator is the main liaison to the RC or SPD managing an event. Marketing support, forms, and any policy questions should be directed to the SPD Program Coordinator.

Representing the NSCA

As a volunteer with the NSCA, you are required to read and understand NSCA's Volunteer Handbook as it contains several policies and guidelines pertinent to your role as an SPD, RC or AB. Pay special attention to the section on Conflict of Interest. The NSCA is only as strong as the reputation and integrity of its members and volunteers. Below are some general guidelines for SPDs, RCs and ABs:

| Do This | Avoid This |
|--|--|
| Promote NSCA's membership and certification. | Act as a spokesperson for NSCA's position on a subject. |
| Engage current and potential members on strength and conditioning topics on social media. | Promote your opinions in the context of your volunteer role. |
| Serve as a connection point between members for the purpose of advancing the NSCA community. | Market your own business or coaching services through NSCA channels. |
| Play a visible role as host and M/C at state, provincial and regional events. | Utilize your NSCA role to obtain special favors or treatment from other NSCA members or sponsors/supporters. |
| Bring criticisms, concerns, and areas for improving the Association to NSCA Membership Director and Board. | Share criticism, concerns, and areas for improving the Association across social media and at clinics and conferences. |

State/Provincial Director of the Year

This award is given to state/provincial directors who have accumulated the most points during the year from April 1 to March 31, using the Award Criteria Sheet (sample in Appendix). The SPD Program Coordinator calculates the points and selects the award winner. Past award winners may be found [here](#) and this award follows the general awards guidelines for NSCA awards as outlined on NSCA.com.

All Award Criteria Sheets are due by April 15. The winner will be notified by May 15, and the award will be presented each year at NSCA's National Conference Awards Banquet.

Resignation, Termination and Grievance Policies and Procedures

As SPD, RC and AB positions are volunteer assignments within the NSCA volunteer program, resignation, termination and grievance policies and procedures are governed by the NSCA

Appendix

SPD Event Approval Guidelines

Guidelines for State/Provincial/Regional Abstract Presentations

SPD Startup and Event Timeline

Community Volunteer Application

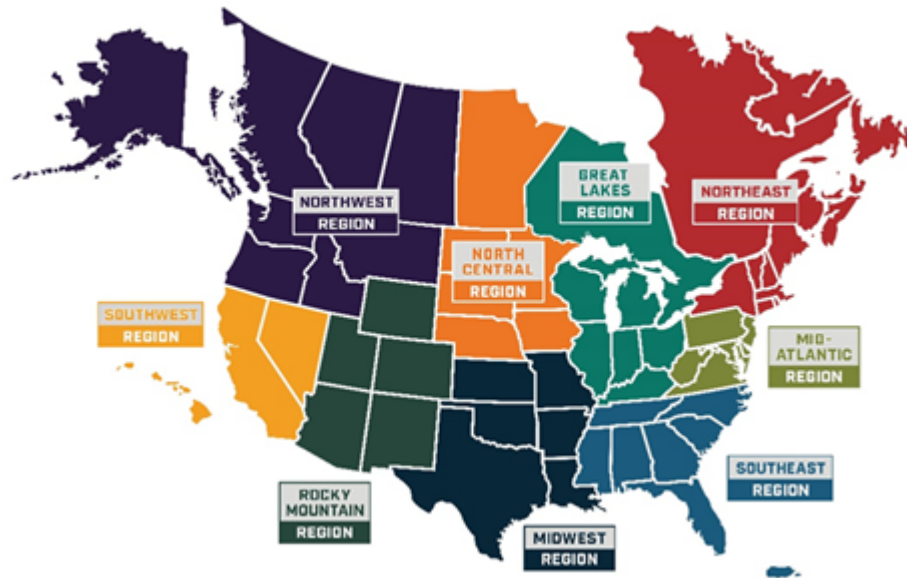
Pre- and Post-Event Forms

SPD & RC Annual Report

Award Criteria Sheet

NCSA LinkedIn Group Guidelines

SPD Event Approval Guidelines



5 Reminders as You Build Your Local NSCA Event

1. Keep a balance among the following topic domains:

- Exercise Science
- Nutrition*
- Exercise Technique*
- Program Design*
- Organization and Administration
- Testing and Evaluation
- Client Consultation/Assessment
- Safety, Emergency Procedures and Legal Issues
- Basic Pathophysiology and Science of Health
- Professional Development*

*Topics often requested by NSCA members.

2. Provide content that addresses the needs of **these specific professional categories**:

- Strength and conditioning coaches
- Personal trainers
- Students/young professionals
- Tactical professionals

3. Secure speakers from within your region.

- Aim for at least 60% of your speakers to come from your region.

4. Seek an equal balance of lecture and hands-on presentations

5. If a speaker on your roster has spoken 4 times or more at other state/provincial/regional events, we will ask you to select an alternate.

Guidelines for State/Provincial/Regional Abstract Presentations

If state and/or regional events choose to have abstract presentations, they must follow the same abstract guidelines and policies as for the NSCA National Conference. This includes, but is not limited to:

- Abstracts must be original research studies and include only unpublished and original data.
- Abstracts may not contain any data currently in press (i.e. data submitted for publication).
- Abstracts may not have been previously presented at another conference, except at the NSCA National Conference.
- Policy on use of artificial intelligence (AI)
 - AI authoring tools do not meet the standards required for authorship as defined by the International Committee for Medical Journal Editors (ICMJE). Authors who use AI tools in the writing of their abstract, production of images or graphical elements of the abstract, or in the collection and analysis of data, must be transparent in fully disclosing how the AI tool was used and which tool was used. All authors are fully responsible for the content of their manuscript, even those parts produced by an AI tool, and are thus liable for any breach of publication ethics.
 - In addition, authors should not upload an accepted or published abstract or any part of it into a generative AI tool as this may violate the copyright agreement or licensing terms in effect at the time of acceptance.
- Use of human and animal subjects
 - All research studies that include data recorded from human participants must comply with the Declaration of Helsinki and the US Department of Health and Human Services Policy for the Protection of Human Research Subjects (US Code, Title 45, Part 46 Protection of Human Subjects). All animal studies must comply with the Public Health Service Policy on Humane Care and Use of Laboratory Animals.

Startup and Event Timeline for New/Current* State/Provincial Directors

***Current SPD, skip to Second Month/Six Months Prior to Event**

First Month as a New SPD

- Set up a meeting with the past State/Provincial Director and Regional Coordinator to:
 - Get involved with the Regional AB.
 - Discuss a strategy for the first six months with RC.
 - Past SPD and RC contact information may be obtained from the SPD Program Coordinator.
- Organize and establish an AB, if applicable.
 - Contact current AB members.
 - All NSCA members residing in your state may be considered. However, certified members should receive a greater emphasis.
 - Obtain approval for each recommended board member from the RC prior to offering positions on the AB.
 - Divide the state into sections, and where possible, select members from each of those regions.
 - Assign members of your AB liaison duties.
- Using your AB members, begin to become affiliated with other professionals in your state:
 - Strength coaches at the high school, college and professional level.
 - Personal trainer and training facilities.
 - College and high school educators and researchers.
 - [Education Recognition Program \(ERP\)](#).

Second Month/Six Months Prior to Event

- Get feedback from last regional conference or state/provincial event and find topics and presenters that the membership has requested from the evaluations.
 - New and Current SPD
 - Call for presentations and provide link to [“Call for Presenters”](#) online application on NSCA.com
- Specify a date for a state/provincial clinic. Consult with your RC and AB to set a date that does not conflict with other events in the area or NSCA national events.
- Establish a site for a state/provincial event with your AB clinic liaison. Make sure the site can facilitate audio/visual equipment, has adequate space for hands-on presentations, and will allow you the space for a nominal fee. Strength and conditioning facilities, state/province high schools or universities are exceptional locations for the event.

- Send site contracts to NSCA SPD Program Coordinator for approval, if applicable.

Third Month/Five Months Prior to Event Date

- Meet with Advisory Board and start organizing the details for the annual state/provincial event.
- Utilize your Advisory Board to select presenters for the state/provincial event.
 - The Advisory Board, under the direction of the SPD, should establish criteria for selecting speakers/presenters
 - Try to provide a mix of lecture and hands-on presentations and a variety of relevant topics.

Fourth Month/4 Months Prior to Event Date

- Contact the clinic presenters to:
 - Confirm speaking engagement and any equipment needs they might have for the presentation.
 - Get finalized title, bio, and summary for Event Speaker List
 - Have the speakers fill out the Speaker Contract and W-9 Form.

Fifth Month/3 Months Prior to Event Date

- Prepare for the clinic:
 - Submit completed NSCA SPD Program Pre-Clinic Forms to SPD Program Coordinator for approval.

- Contact and confirm status of all volunteers that will be assisting with set up and coordination of the event.
- Arrange hotel and travel for attendees (if applicable) and presenters.
 - Coordinate payment with SPD Program Coordinator for presenter travel and hotel.
- Require presenters to forward their PowerPoint presentation and program description to you. Utilize NSCA PowerPoint template.

Two Months Prior to Event

- Order food. Contact vendor/caterer and order lunch, if applicable.
- Purchase event supplies, if applicable. (all purchases need to be pre-approved).

One Month Prior to Event

- Confirm with speakers date, time, location, accommodations, and where they are to meet the SPD prior to their speaking time.
- Get small bills so change can be made for individuals that pay with cash onsite.

One Week Prior to Event

- Ensure that all the equipment and supplies needed for the event are scheduled and will be available. (i.e. A/V equipment, t shirts, giveaways and supplies sent from NSCA Headquarters).
- Add the speaker presentations online to a file hosting service, if applicable, so the link may be sent to event attendees.

The Night Before Event

Give the volunteers, Advisory Board members and presenters an itinerary of the day. Review final times and give each volunteer and Advisory Board member their responsibilities for the day. Volunteers and Advisory Board members are as important as the presenters. Plan on having:

- Registration staff (2 – 6 people depending on the size of the event). These volunteers register walk-ins and check in pre-registered attendees. Consider separate check-in tables for preregistration and walk-ins.
- Maintenance workers to help move tables, chairs, and equipment.

- Audio/video staff to set up and run equipment.
- Individuals to block unwanted/non-registered guests from entering.
- Clean-up crew.
- Photographer (photo taking is strongly encouraged).
- Arrange pick up of presenters from airport.

The SPD should not try to do everything him/herself. You must be available to help with any situation that may arise.

Day of Event

- Post signs:
 - A. NSCA event with arrows
 - B. NSCA banners
 - C. Parking
 - D. Restrooms
- Professional presentation:
 - A. Table cloth on registration, pre-registration, and sponsorship tables
- Post photos from your event on your region's Facebook group.

One Week After Event

- Send a thank you letter to speakers, supporters, and site hosts.
- Send the following to the SPD Program Coordinator:
 - Post Event Reporting Form
 - Expense Reporting Form, if applicable

NSCA COMMUNITY VOLUNTEER APPLICATION

APPLICANT INFORMATION

Region/State/Province Applying For: _____

Position Applying For:

Advisory Board / Role: _____ State/Provincial Director Regional Coordinator

Last Name _____ First Name _____ M.I. _____

Street Address _____

Apartment/Unit # _____ City _____

State _____ ZIP _____ Phone _____

E-mail Address _____

Which of the following NSCA credentials do you hold?

CSCS,*D CSCS Years Certified: _____ CSPS,*D CSPS Years Certified: _____
 NSCA-CPT,*D NSCA-CPT Years Certified: _____ TSAC-F,*D TSAC-F Years Certified: _____

How long have you been a member of the NSCA? _____

Current Employment

Company _____ Phone _____

Job Title _____

Address _____

Education | Highest Degree

Doctorate Masters Bachelors Associates Year Graduated: _____

Field of Study: _____

Other Certifications/Licensures (Please check other certifications or licenses that you hold)

USAW | Level _____ ACSM NASM SCCC ATC ATC/L
 MPT DPT RD

Other: _____

NSCA COMMUNITY VOLUNTEER APPLICATION

NSCA Involvement

Please indicate the number of the following NSCA approved conferences or clinics you have attended:

| | | | |
|----------------------|--|-------------------------------|--|
| National Conference: | | Personal Trainers Conference: | |
| Coaches Conference: | | TSAC Conference: | |
| Regional Conference: | | State Clinic: | |
| Other: | | Number: | |
| Other: | | Number: | |

Please identify the NSCA activities you have been involved in and identify the years of involvement:

| | | | |
|-------------------------|--|--------|--|
| Special Interest Group: | | Years: | |
| Regional Coordinator: | | Years: | |
| State Advisory Board: | | Years: | |
| State Director: | | Years: | |
| NSCA Committee: | | Years: | |
| Other: | | Years: | |

Please indicate the number of NSCA activities you have hosted or assisted with:

- Regional Conference: Hosted Assisted Number: _____
- State Clinic: Hosted Assisted Number: _____
- NSCA ERP: Sponsor
- CSCS Exam Prep: Hosted Assisted Number: _____
- NSCA-CPT Exam Prep: Hosted Assisted Number: _____
- Other:

Please identify the general subject matter and the number of presentations or educational articles you have provided for the following:

| | | | |
|---|-------------|---------|--|
| NSCA National Conference | Subject(s): | Number: | |
| NSCA Regional Conference | Subject(s): | Number: | |
| NSCA State Clinic | Subject(s): | Number: | |
| NSCA Other Conference | Subject(s): | Number: | |
| <i>Journal of Strength and Conditioning Research (JSCR)</i> | Subject(s): | Number: | |

NSCA COMMUNITY VOLUNTEER APPLICATION

| | | | |
|--|-------------|---------|--|
| <i>Strength & Conditioning Journal (SCJ)</i> | Subject(s): | Number: | |
| <i>NSCA Coach</i> | Subject(s): | Number: | |
| <i>Personal Training Quarterly (PTQ)</i> | Subject(s): | Number: | |
| <i>TSAC Report</i> | Subject(s): | Number: | |
| <i>Performance Training Journal (PTJ)</i> | Subject(s): | Number: | |
| Other: | Subject(s): | Number: | |

Please identify any other NSCA related activities you have assisted with:

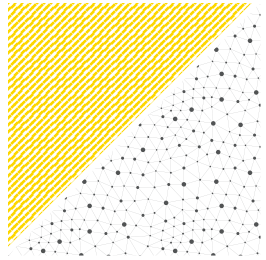
In a brief paragraph, what are at least 3 goals you would have as an NSCA volunteer?

****** Please submit a resume identifying additional professional work and involvement.***

Commitment to the NSCA SPD Program

I have reviewed the appropriate handbook and understand the roles and responsibilities of the position I am applying for.

Signature _____ Date _____



NSCA SPD PROGRAM

VOLUNTEER ACKNOWLEDGEMENT FORM

RECEIPT AND ACKNOWLEDGMENT OF - NATIONAL STRENGTH AND CONDITIONING ASSOCIATION STATE AND PROVINCIAL DIRECTOR (SPD) PROGRAM HANDBOOK

The SPD Handbook is an important document intended to help you become acquainted with the NSCA SPD policies and procedures. This handbook serves as a guide to your service to the NSCA. The SPD Handbook is not the final word in all cases. Individual circumstances may call for individual consideration.

Please read the following statements and sign below to indicate your receipt and acknowledgment of the National Strength and Conditioning Association State and Provincial Director Program Handbook.

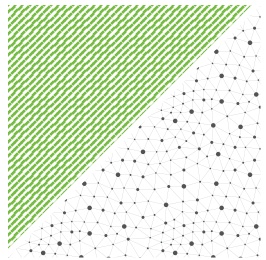
I have received and read the National Strength and Conditioning Association State and Provincial Director Program Handbook.

I understand and acknowledge that the policies and procedures described herein are subject to change at the sole discretion of the National Strength and Conditioning Association.

- I understand and acknowledge that my Regional Coordinator or State/Provincial Director service may be terminated, for any reason, either by myself or the National Strength and Conditioning Association.
- I understand and acknowledge that by virtue of my Regional Coordinator or State/Provincial Director position confidential information may be made available to me and that I may not release this information.
- I understand that my signature below indicates that I have read, understand, and acknowledge the above statements.

Volunteer

Date



NSCA SPD PROGRAM

PRE-EVENT FORMS

EVENT APPROVAL AND CONTINUING EDUCATION UNITS (CEU) REQUEST

Today's Date _____ Organization Name _____

Contact Person/Host _____

Phone Number _____ Email _____

Mailing Address

Insurance will be placed in host's name unless otherwise specified. Clinic supplies will be mailed to the host's address below.

Street/P.O. Box _____ Apt./Ste. # _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Event Title _____

Event Date(s) & Location _____

Event Address _____

Number of Education Contact Hours (do not include breaks) _____

Please attach:

- a. Detailed session descriptions including an hour-by-hour schedule
- b. Presenter(s) biography, to include relevant certification(s), academic degree(s), work experience

EMERGENCIES AND FIRST-AID INFORMATION

Name of at least one person on-site who is CPR certified _____

Affirmation: By signing and submitting this form, I accept the conditions set forth by the NSCA concerning the administration of the CEU Provider Program processes and policies. I attest that the information contained in this application is true, complete, and correct to the best of my knowledge. I further attest that this request is submitted in good faith. I understand that if any information is later determined to be false, the NSCA reserves the right to revoke any previously approved or currently deliberated Continuing Education Units for the above event/activity.

Signature _____

**Contact provider@nsca.com for cost of non-NSCA State/Provincial/Regional event CEU fees.*



EVENT SCHEDULE FORM

This form is to be completed by the SPD/RC and submitted with other pre-event forms. The purpose of this form is to ensure that the overall schedule is complete and that required topic and audience areas are covered. Refer to the **SPD Event Approval Guidelines** for further guidance.

Date:

Location:

| Time | Title | Speaker | Topic Domain* | Professional Category** |
|------|-------|---------|---------------|-------------------------|
| | | | | |
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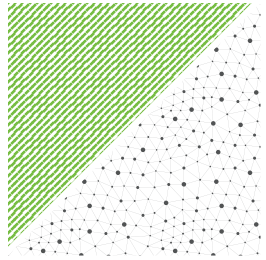
Topic Domains need to cover one presentation at *minimum* on the following:

- Exercise Technique
- Program Design
- Nutrition
- Professional Development

Professional Categories need to include a *minimum* of one presentation for the following:

- Strength and conditioning coaches
- Personal trainers
- Students/young professionals
- Tactical professionals

(Note that we expect that some presentations will cover *both* a topic and professional category.)



NSCA SPD PROGRAM

PRE-EVENT FORMS

EVENT BUDGET

| CLINIC BUDGET FOR | |
|-----------------------|------------------|
| EXPENSES | |
| | ESTIMATED |
| TOTAL EXPENSES | |

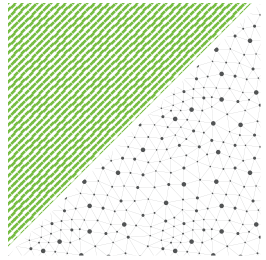
| ESTIMATED | |
|--------------------|--|
| SITE | |
| Room and hall fees | |
| Site staff | |
| Equipment rental | |
| Tables and chairs | |
| TOTALS | |

| ESTIMATED | |
|----------------------|--|
| REFRESHMENTS | |
| Food | |
| Drinks | |
| Linens | |
| Staff and gratuities | |
| TOTALS | |

| EXPENSES | |
|----------------------|--|
| Printing | |
| Postage | |
| Stationery supplies | |
| Handbook/CD supplies | |
| Other | |
| TOTALS | |

| SPEAKERS EXPENSE | |
|------------------|--|
| Honorarium | |
| Travel | |
| Hotel | |
| Meals | |
| Other | |
| TOTALS | |

| MISCELLANEOUS | |
|----------------|--|
| Telephone | |
| Transportation | |
| | |
| TOTALS | |



NSCA SPD PROGRAM

PRE-EVENT FORMS

CLINIC BUDGET FOR

INCOME

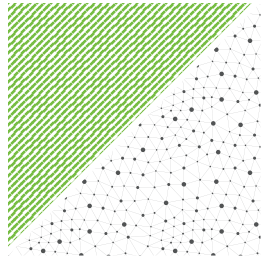
| | |
|---------------------|------------------|
| | ESTIMATED |
| TOTAL INCOME | |

ADMISSIONS

| ESTIMATED | | | ESTIMATED |
|-----------|--------------|--|-----------|
| | Member @ | | |
| | Student @ | | |
| | Non-Member @ | | |
| | | | |
| | | | |

EXHIBITORS/VENDORS

| | | | |
|--|-----------------|--|--|
| | Large booths @ | | |
| | Medium booths @ | | |
| | Small booths @ | | |
| | | | |
| | | | |
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NSCA SPD PROGRAM

PRE-EVENT FORMS

CLINIC BUDGET FOR

PROFIT - LOSS SUMMARY

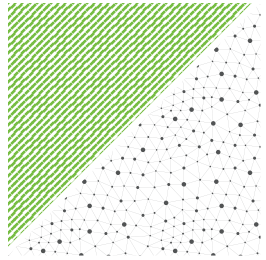
| |
|--|
| |
|--|

ESTIMATED

Total Income

Total Expenses

TOTAL PROFIT (OR LOSS)



NSCA SPD PROGRAM

PRE-EVENT FORMS

EVENT SPEAKER FORM

The speaker form must be completed for each speaker in order to receive Continuing Education Units.

For reimbursement for their time, the speaker must have signed the Speaker Contract (this includes Regional Coordinator or SPD, if speaking at their event) and must have fulfilled their end of the contract for reimbursement for their services.

Name _____ NSCA Member ID # _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Phone _____ Email _____

Degree(s) _____ Certification(s) _____

Current employer and title _____

Amount Rendered for Services (honorarium/hotel/travel)(to be completed by SPD/RC)

| | | |
|--|--|----------------|
| Speaking Date: | | Speaking Time: |
| Title and learning objectives: | | |
| Short biography & qualification to present on topic: | | |

NSCA SPD PROGRAM PRE-EVENT FORMS

SPEAKER CONTRACT

This contract is entered on _____, 20____, between _____ and the National Strength and Conditioning Association (NSCA), 1885 Bob Johnson Dr, Colorado Springs, CO 80906-4000.

SPEAKER INFORMATION (TO BE COMPLETED BY SPEAKER. PLEASE TYPE OR PRINT.)

Name _____

Institution/affiliation _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Business phone _____

Email address _____

If unavailable please speak to _____

PRESENTATION INFORMATION (TO BE COMPLETED BY THE NSCA STATE/PROVINCIAL DIRECTOR)

Presentation title _____

Presentation date _____ Start time _____

Length of program _____ End time _____

COMPENSATION (TO BE DETERMINED BY THE NSCA STATE/PROVINCIAL DIRECTOR / REGIONAL COORDINATOR)

CONFERENCE REGISTRATION PROCEDURE

As contracted speakers, your registration is complimentary and includes all sessions. You do NOT need to send in a registration form. When you arrive, please check-in at the NSCA registration desk to pick up your name badge and conference program materials.

SPEAKER RELEASE

I have agreed to present at the _____ located in _____

The views, materials and opinions expressed in this presentation will be solely mine. I have the full right and authority to use all materials presented in my presentation. This includes videos, pictures, images, figures, tables, and any other material written or visual that may have a copyright or in which any other person or entity may have rights. I understand that it is my responsibility as a speaker to acquire permission to use any material in or to which I do not have the copyright or other rights allowing use of such material in my presentation. I agree to indemnify and hold harmless the NSCA against any and all claims, losses, expenses, damages, fines or penalties that may be incurred by NSCA as a result of my presentation or the use or re-use by NSCA of my presentation or any materials contained therein, now or at any time in the future in any form or medium.

NSCA SPD PROGRAM PRE-EVENT FORMS

SELF PROMOTION

It is against the policy of the NSCA to self-promote or give "infomercial" type presentations. Your presentation, handouts, and slide or power point presentation may not promote yourself, your company, or any company by which you are sponsored. If a speaker disregards this request, the NSCA reserves the right to withhold honorarium and speaker will not be asked back. The NSCA does not allow presenters to distribute "promotional or sales" materials during their sessions. Your Power Point may have your company/university logo on only the first and last slide. Feel free to include your email, address and phone number on your handouts so attendees may contact you directly on the last slide. If promotional information is included with your submitted outlines and/or handouts, it will not be included in the Clinic/Conference materials given to attendees.

In addition, restrictions are placed on both video and audio recording. This applies to speakers as well as conference attendees. If you plan to record your session on your own, you will need to contact us for permission.

PERMISSION TO RECORD

I hereby give my permission for the NSCA or NSCA's official recording company to record my presentation. I understand that wearing a microphone in order to capture the recording will be necessary. I convey all rights to the recordings over to the NSCA and acknowledge that NSCA may use the recordings in programs and materials, videos, video conferences, and other presentations, whether visual or written, in association with the programs and activities of the NSCA. I consent to any and all uses of the recordings and any portraits, still pictures, or other photographic reproductions and sound recordings in which I may be portrayed, as well as any content appearing in any such recordings.

GRANT OF RIGHTS

I grant and assign to the NSCA the exclusive right to use, publish, or otherwise produce and re-produce, and sell, the materials as presented in my presentation, including but not limited to videos, pictures, images, figures, tables, and any other material, written or visual, in all forms and in all languages throughout the world under the name of the NSCA, in and for NSCA programs and/or publications, to include all copyright rights therein.

PRESENTATION OUTLINE AND HANDOUTS

The NSCA State/Provincial Director requires all conference presenters to provide an outline of their presentation and supporting handouts. Handouts may include, but are not limited to: charts, graphs, illustrations, references, suggested readings, etc. Handout materials for the Clinic/Conference must not be more than 15 pages in length. An NSCA PowerPoint template will be provided for your presentation.

CANCELLATION

Cancellation of this contract, unless for serious physical disability, illness, or emergency over which you have no control, will cause undue hardship on the NSCA State/Provincial Director in securing a replacement speaker. In the event you cancel, you will be responsible for all expenses already incurred in connection with the event (i.e., airfare). We request that you work with the NSCA State/Provincial Director to assist with finding a replacement speaker that is acceptable to the NSCA State/Provincial Director. You will forfeit any compensation promised as part of this contract.

NSCA reminds all speakers that they are a) representing the entire NSCA community and b) they must be sensitive to the variety of different individuals who may be listening to their words. Your signature on this agreement indicates consent you will manage your comments in accordance with NSCA Guidelines.

PLEASE REVIEW AND SIGN THIS CONTRACT AND RETURN ALL PAGES TO THE ADDRESS BELOW AS SOON AS POSSIBLE. RETAIN A COPY FOR YOUR FILES.

Signature

Date

Return completed contract to:

NSCA State/Provincial Director / Regional Coordinator _____

For questions or concerns please call (_____) _____ - _____



NSCA SPD PROGRAM

PRE-EVENT FORMS

W-9 FOR SPEAKERS

Any speaker receiving an honorarium from the NSCA is required to fill out a W-9 every three years or when your address changes. No check will be processed unless a current W-9 is on file.

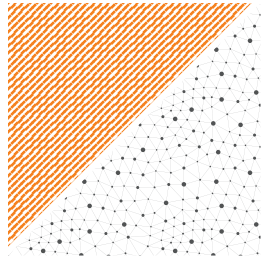
Instructions for this form may be found online: <http://www.irs.gov/pub/irs-pdf/fw9.pdf>

Scan and email or fax W-9 to:

NSCA Headquarters

Email: spd@nsca.com

Fax: +1 719-632-6367



NSCA SPD PROGRAM

POST-EVENT FORM

POST-EVENT REPORTING FORM

Form completed by _____

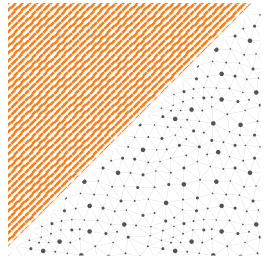
Today's date _____ Date(s) of event _____

Event title _____

What went particularly well at this event?

What could have been done to make this a better event?

Speakers recommended to present at regional/national events (list name/topic area)



NSCA SPD PROGRAM

POST-EVENT FORMS

EXPENSE REPORTING FORM

All expenses acquired must have receipts. Before acquiring an expense, the NSCA staff liaison must approve the expense. Fill out a new expense form for each individual payee.

Form completed by _____

Today's date _____ Date(s) of event _____

Event title _____

Region/State/Province _____

Payee (who to make check out to) _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

ADMINISTRATIVE EXPENSE(S)

To include, but not limited to, copying, printing, administrative supplies for the event. (Not to include newsletter which will be sent out by the NSCA.)

| COMPANY NAME | PURPOSE | COST |
|--------------|---------|------|
| | | |
| | | |

FOOD

To include, but not limited to, event provided breakfasts, lunches, snacks, and speaker dinners.

| STORE/RESTAURANT | PURPOSE | COST |
|------------------|---------|------|
| | | |
| | | |

EQUIPMENT RENTAL

To include, but not limited to, equipment required for the sole purpose of the event.

| NAME OF COMPANY | TYPE OF EQUIPMENT | COST |
|-----------------|-------------------|------|
| | | |
| | | |

FACILITY RENTAL FEES

| NAME AND LOCATION | COST |
|-------------------|------|
| | |

NSCA SPD Program

State/Provincial Directors & Regional Coordinators Annual
Report April 1, 2025 – March 31, 2026

Instructions:

Check mark the boxes that apply in the far-right column for your respective section (State/Provincial Director or Regional Coordinator) and the NSCA Activity List.

All required boxes must be checked in your respective section for you to be eligible for the SPD Involvement Benefits.

Submit completed Annual Report to NSCA Headquarters, including supporting documentation where applicable. All materials must be submitted no later than April 15.

NSCA SPD Program

State/Provincial Directors & Regional Coordinators Annual Report

April 1, 2025 – March 31, 2026

Name of SPD/RC: _____ State/Province/Region: _____

| | |
|--|---------------------|
| State/Provincial Director | Required |
| NSCA Certified and Current NSCA Member | |
| Form, Grow and Maintain a Functioning State/Provincial Advisory Board (up to 8 members) | |
| Host NSCA State/Provincial Clinic (unless regional conference was hosted in your state/province or qualify for option to host Professional Development Meeting due to membership counts in your state/province) | |
| Active Participant in Regional Advisory Board (2) | |
| Complete and Email Annual Report (due April 15th) | |
| | Additional |
| Active Recruiting of Members (non-NSCA events – ERP schools, High Schools, Universities, etc.)* | |
| Host State/Provincial Advisory Board Meetings (2+) (include all conference calls and other online forums)* | |
| Assist in Regional LinkedIn group* | |
| Assist in Planning and/or Hosting NSCA Regional Conference | |
| Host In-Person/Virtual Professional Development Meeting | |
| Attend SPD Annual Meeting at National Conference | |
| | |
| Regional Coordinator | Required |
| NSCA Certified and Current NSCA Member | |
| Host NSCA Regional Conference | |
| Host Regional Advisory Board Meetings (2+) (include all conference calls and other online forums)* | |
| Complete and Email Annual Report (due April 15th) | |
| | Additional |
| Active Recruiting of Members (non-NSCA events – ERP schools, High Schools, Universities, etc.)* | |
| Participate in Online Regional Coordinator Planning Meetings | |
| Coach SPDs in Region | |
| Attend SPD/RC Annual Meetings at National Conference | |
| | |
| NSCA Activity List | Complete Two |
| Host State/Provincial Clinic or Regional Conference | |
| Host In-Person/Virtual Professional Development Meeting | |
| Host NSCA Certification Exam Preparation Clinic | |
| Host NSCA Foundations of Coaching Lifts Course | |
| Present or Co-Present at NSCA State/Provincial Clinic or Regional Conference | |
| Present or Co-Present at NSCA National, Coaches, Personal Trainers, or Tactical | |
| Present or Co-Present at a Non-NSCA Conference* | |
| Present at NSCA or Other Conference or Exhibit* | |
| Author or Co-Author NSCA Strength & Conditioning or Research Journal Article | |
| Author/Co-Author PTQ, NSCA Coach, or TSAC Report Article | |
| Author/Co-Author/Be Featured Non-NSCA Publication Promoting the NSCA* | |
| Present Online Videos Mentioning the NSCA (1+)* | |
| Present Interactive News Mentioning the NSCA (1+)* | |
| * Please provide documented proof of completion (i.e. scan copy of article, presenter's card, receipt, etc.) | |

Regional Coordinators and State/Provincial Directors MUST attend the National Conference

(or send a representative from Advisory Board in their stead)



**State/Provincial Director of the Year
Award Criteria Sheet (rev. 5/24)
April 1, 2024 - March 31, 2025**

Name of SPD: _____ State/Province: _____

| Criteria | Point value | Completed or Points |
|---|----------------------------|---------------------|
| Required for Nominee Consideration | | |
| NSCA Certified and Current NSCA Member | Required | |
| Form, Grow and Maintain a Functioning State/Provincial Advisory Board | Required | |
| Host NSCA State/Provincial Clinic | Required | |
| Active Participant in Regional Advisory Board (2) | Required | |
| Complete and Email Annual Report (due April 15th) | Required | |
| Attended SPD Assembly at National Conference (in person or virtual) | Required | |
| State/Provincial Activities (70% total points) | | |
| Create communication through established channels (e.g., social media) | 1 pt/each (max 6) | |
| Conduct State/Provincial Advisory Board meeting(s) (minutes required) | 1 pt/each | |
| Co-host an approved NSCA Regional Conference w/Regional Coordinator | 3 pts/each | |
| Host an NSCA certification Exam Prep Clinic and/or FCL Course | 2 pts/each | |
| Member recruitment activity (documentation required) | 1 pt/activity (max 6) | |
| NSCA booth exhibitor at non-NSCA event (documentation required) | 2 pts/event | |
| Subtotal | | |
| Other Involvement (30% of total points) | | |
| Presenter Activities | | |
| <ul style="list-style-type: none"> • Presenter or co-presenter at NSCA State/Provincial Clinic or Regional Conference (<i>not</i> clinic you host) | 1 pt/presentation | |
| <ul style="list-style-type: none"> • Presenter or co-presenter at National, Coaches, or Personal Trainers Conferences, or Tactical Annual Training | 2 pts/presentation (max 6) | |
| Authorship/Editor | | |
| <ul style="list-style-type: none"> • Author/co-author NSCA's quarterly journal article | 1 pt/article (max 6) | |
| <ul style="list-style-type: none"> • Author/co-author NSCA JSCR/SCJ journal article | 2 pts/article (max 6) | |
| <ul style="list-style-type: none"> • Author/co-author NSCA other journal article | 1 pt/article (max 6) | |
| Non-NSCA Involvement (Documentation is required) | | |
| <ul style="list-style-type: none"> • Author/co-author article for non-NSCA publication promoting the NSCA | 2 pts/article (max 6) | |
| <ul style="list-style-type: none"> • Presenter/co-presenter at non-NSCA conference promoting/representing the NSCA | 2 pts/presentation | |
| Subtotal | | |
| Total Score (calculated by NSCA HQ) | | |

NSCA LINKEDIN GROUPS

GUIDELINES AND GENERAL BEST PRACTICES

The NSCA LinkedIn groups for SIGs, PDGs, and other groups are integral to helping the NSCA create the opportunity for community and engagement. Because the NSCA's name is associated with these LinkedIn group pages, it is important to ensure they reflect the NSCA's values and high level of standards. Each group page is meant to be a place to network, ask questions, and share ideas, insights, and experience. It's an open forum dedicated to furthering understanding and camaraderie within the profession.

Only NSCA-sanctioned LinkedIn groups are approved for Volunteer Group communications on social media platforms. Do not create profiles using your group's name or NSCA logos on any platform. A new social media strategy for groups is coming in 2026.

Use the following guidelines and best practices to guide the administration of your group. If anything is unclear, defer any questions to your volunteer liaison for clarification before posting. All social media engagement is supervised by the NSCA. Users posting crude, misleading, or inflammatory content will be banned.

LINKEDIN GROUP QUICK TIPS

1. **Remember Who You Represent.** While we encourage you to be yourself, keep in mind you are also engaging as a person affiliated with the NSCA and representing the NSCA as a moderator. This means we expect you to follow the **NSCA Professional Standards and Guidelines** as it relates to content you might share or promote. This does not, however, give you the authority of the NSCA. Speak only with the authority of your professional experiences. You are not speaking on behalf of the intentions, policies, stances, operations, official recommendations/opinions, or strategies driven by the NSCA. Those types of communications are to be handled by the NSCA as an organization.
2. **Let the Discussion Happen.** Social media, and LinkedIn groups in particular, are a forum for NSCA Members, certified professionals, and the public to communicate with each other. You do not need to weigh in on every question that can be answered organically through discussion.
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. If it's not something the NSCA can directly answer, another response might be "I'm wondering the same, does anyone else have an opinion?"

4. **Create Meaningful Engagement.** Stay on topic, be respectful, and 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 the conversation, you must be factual and objective. Never disparage another organization.
6. **Stay Out of a Crisis.** Never participate in comments when the topic that is being discussed may be considered a crisis situation. Never comment on anything surrounding litigation. If there is a question, please ask the Membership Director.
7. **Nothing is Deleted Forever.** Be smart about what you post. Protect yourself, your privacy, and the NSCA's confidentiality by ensuring any post or comment you make would not cause harm later. Do not respond if you are angry or annoyed. Deleting a post or comment does not necessarily mean it is gone. LinkedIn servers, web crawlers, and the potential of users taking screenshots means once it is posted, it is public.
8. **Controversy is Not Always Negative.** Controversial content can create great conversations, but use common sense on what topics to address. Avoid posting content for the sake of controversy. If the content will help the community discuss and debate one idea versus another, you are creating good dialog. If the content has the potential to turn divisive or hateful, it is best to avoid that topic.
9. **Redirect for Media Relations.** Any inquiries by mainstream or trade media entities, editors, journalists, etc. are to be directed to Marketing@NSCA.com.

POST AND CONTENT BEST PRACTICES

1. **Be Brief.** When post copy gets too long, people move on. Short and eye-catching captures better attention from those scrolling through LinkedIn on mobile devices. Oftentimes actionable items (e.g., "read more" link) are at the end of the post. If the text is too long, that part will be buried.
2. **Be Memorable.** Use pictures or video and post text that makes scrolling users want to stop. The best content is shareable—which also helps generate better awareness of the NSCA.
3. **Post with a Frequent Cadence.** Post as often as is manageable, 2 – 3 times per week is a good goal, but be sure your posts have a consistent cadence. If you post nine times one week, and then not at all the next week, LinkedIn will not include your posts in feeds as often as if you spread those posts out over three weeks. Pick your cadence and stick to it.

NSCA LINKEDIN GROUPS (CONTINUED)

4. **Post Relevant Information.** Post information relevant for the needs of your audience. As this group is representative of the NSCA, keep memes, BuzzFeed-type articles, and other similar content to a minimum. At least one out of every three posts of content should be linking back to NSCA.com. Articles and NSCA TV videos are great options. Sharing NSCA posts is another option, especially if you comment or promote the post in your own words.
5. **Create a Conversation.** Ask the group participants to answer polls and to share photos and favorite posts. Most importantly, ask questions. Questions and opinion posts generate a lot of engagement. "What do you think of X," "What's your favorite way to X," etc. Post a journal article or a workout article that is not necessarily directly related to you and ask your audience's opinion. The organization has important information, but so do the people that make the organization.
6. **Be a Resource.** 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.
7. **Include a Call to Action (CTA).** Always have a CTA when posting links about upcoming events or looking for an opinion. Tell them to "Register now," "Read more," "Find more here," or "Tell us your thoughts," so that they know where they can continue to discover more or engage further.
8. **Shorten your Links.** Using a link that is 300 characters long looks bad and hurts credibility. Shorten your links through websites like TinyURL or Bitly.
9. **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. Before uploading, be sure you have a web-ready size for your image (1200px x 628px), and verify you are not infringing on image or video copyrights (do not pull images from Google as these are rarely copyright-free).
10. **Schedule Posts. To schedule a post,** create your post, click the small clock icon, and then select the date and time for the post to appear. This can be very helpful to keep a consistent cadence of content.