

Priority Area	Service	Description	Examples	
Education	Conference Training	Annual Conference	Provides all-member, affiliate specific, and cross-affiliate training opportunities during the Annual WACO Conference.	<ul style="list-style-type: none"> • With the lead of the WACO Education Committee coordinates keynote and general session speakers • With the lead of WACO affiliate education chairs coordinates training, speakers, and logistical needs for conference affiliate specific training and meetings • Coordinates cross-affiliate education, training, and forums including possible speakers and logistical needs during the annual conference
		Newly Elected Officials Training	Provides member wide training for newly elected officials prior to when they take office.	<ul style="list-style-type: none"> • With the lead of the WACO Education Committee coordinates day-long general session topics and speakers to provide member wide training for newly elected county officials • With the lead of WACO affiliate presidents and education chairs coordinates logistical needs for affiliate specific education opportunities relating to newly elected county official training needs
	Online Training	Filmed Training Sessions	Provides audiovisual capture of in-person training sessions for future viewing.	<ul style="list-style-type: none"> • Films, edits, and hosts in-person training sessions online for future viewing on the WACO webpage or intranet • Films and edits trainings provided as a data file for client to host or utilize determined by their own needs
		Online Video Training	Provides online video training for various member needs.	<ul style="list-style-type: none"> • In consultation with the WACO Education Committee identifies topics for online training in either stand alone or modular form • Creates training curricula for targeted audience's training outcomes • Scripts, films, edits, and hosts training video for the training • Augments training videos with online education resources, brochures, and other documents as needed
		Webinar Based Training	Provides interactive webinar based education opportunities for WACO members.	<ul style="list-style-type: none"> • In consultation with the WACO Education Committee identifies topics for interactive webinar based education opportunities • Creates training curricula for targeted audience's training outcomes • Tracks registration and participation in online webinars • Hosts recorded record of online webinars for future viewing with the ability to track viewership for certification purposes

	Training Resource Hub	Serves as a resource hub for non-WACO training opportunities available for WACO members and their staff.	<ul style="list-style-type: none"> • Coordinates with partner agencies the dissemination of information regarding training available to WACO members • Creates partnerships with non-traditional sources of training for WACO members and provides information on how to participate • Works with partners to create and provide an avenue for multi-agency training for WACO members
Legislation	Education/Training	Provides education and training not only for WACO members – but also for legislators, legislative staff, and stakeholders.	<ul style="list-style-type: none"> • Building and sustaining positive working relationships with your state legislators • Overview of the legislative process and how a bill becomes law • From idea to implementation: achieving policy change through the legislative process • Recorded webinar – Navigating the Washington Legislature’s Website • Upcoming recorded webinar – Legislative Process 101
	Technical Assistance	Provides legislative and policy technical assistance to members, affiliates, legislators, legislative staff, and stakeholders in the form of interim legislative outreach, education, and support.	<ul style="list-style-type: none"> • Determining association’s short and long term legislative priorities and strategies for success • Written info and advocacy materials • Provide support for issue based work groups • Research emerging policy trends nationally • Produce information videos
	Representation and Advocacy	Provides direct lobbying support for WACO priority bills, advocacy on bills affecting affiliates.	<ul style="list-style-type: none"> • Preps testimony and presentations • Creates legislative awareness building on policy issues regarding current and future legislation • Fosters relationship building with target legislators, staff, and stakeholders • Coordinates rapid response to emerging legislation • Handles logistics regarding meetings, gatherings, and official legislative functions • Provides bill tracking and daily bill status updates on affiliate and other bills of relevance

Communication	Education/Training	Provides education and training not only for WACO members – but also for external stakeholders on the roles and responsibilities of elected county officials.	<ul style="list-style-type: none"> • Reviews, edits, and publishes a compendium of information on the roles and responsibilities of county officials: <i>Washington County Government</i> • Coordinates sharing of <i>Washington County Government</i> with members, stakeholders, partners, education institutions, and the general public • Creates original content and shares county resources on social media that provides education and training on the roles of elected county officials and their offices • Creates online audiovisual content describing the roles and responsibilities of elected county officials and their offices • Creates graphic content, brochures, handouts, talking points, etc. describing the roles and responsibilities of elected county officials and their offices for various external stakeholders
	Media Advocacy	Provides media support for WACO, affiliate, and member initiatives.	<ul style="list-style-type: none"> • Drafts press release language and distributes news releases to a wide spectrum of media outlets regarding WACO issues, as well as assist affiliates and members to do the same • Curates a contact list of local, regional, statewide, and national media contacts for radio, television, newsprint, and influential online media portals that can be used to disseminate press releases for WACO, affiliates, or members • Drafts language and works with editorial boards to place Op Ed content regarding topics of interest to WACO, affiliates, or its members • Provides members media training and press relations advice
	Technical Assistance	Provides communications based technical assistance to affiliates and members.	<ul style="list-style-type: none"> • Provides web design advice and services for affiliates web needs • Provides communications best practices advice on several topics including web design, social media policy and procedure creation, content creation and more • Researches and provides tech solutions for complex situations including remote collaboration, cloud storage usage under different IT structures and more • Provides design assistance for affiliate and member publication and online needs