

WACO Member Services

Priority Area	Service	Description	Examples
Education and Capacity Building	Annual Conference	WACO provides all-member, affiliate specific, and cross-affiliate training opportunities during the Annual WACO Conference.	<ul style="list-style-type: none"> • Coordinate training, speakers, and logistical needs for conference affiliate-specific training and meetings • Coordinate cross-affiliate education, training, and forums including possible speakers and logistical needs during the annual conference
	Newly -Elected Officials Training	WACO provides membership-wide training for newly elected officials prior to when they take office.	<ul style="list-style-type: none"> • Provide two full days of general newly-elected official training post general elections on legal and administrative requirements and best practices of office. • Coordination of affiliate-specific training for newly-elected officials. • Ongoing education and support on the WACO Education Hub and by contacting WACO staff with any information / problem-solving needs.
	Filmed Training Sessions	WACO provides audiovisual capture of in-person training sessions for future viewing.	<ul style="list-style-type: none"> • Film, edit, and host in-person training sessions online for future viewing on the WACO Education Hub or affiliate intranet • Film and edit trainings provided as a data file for members to host or utilize determined by their own needs
	Online Video Training	WACO provides online video training for various member needs whether as a single fixed video, or through an online interactive session.	<ul style="list-style-type: none"> • Member needs-assess and identify topics for interactive webinar-based education opportunities • Create training curricula for targeted audience's training outcomes • Script, film, edit, and host training video for the training whether interactive or a fixed video • Track registration and participation in online webinars • Augment training videos with online education resources, brochures, and other documents as needed

	Training Resource Hub	WACO serves as a resource hub for training opportunities available for WACO members and their staff by partner organization and agencies.	<ul style="list-style-type: none"> • Solicit new partner organizations and agencies to provide training and education opportunities for WACO members • Coordinate with existing partners on increased access and opportunity for WACO member training. • Maintain online collection of training offered by external partners for WACO members.
Legislative Advocacy	Education/Training	WACO provides education and training for legislators, legislative staff, and stakeholders to build understand of our members.	<ul style="list-style-type: none"> • Assist members and affiliates with building and sustaining positive working relationships with state legislators • Provide education and training on the legislative process and how to influence outcomes • Convene gatherings of members with legislators and legislative staff to build understand of member roles, responsibilities and issues of interest and concern.
	Technical Assistance	WACO 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"> • Assist affiliate organizations in identifying and articulating their short- and long-term legislative priorities and strategies for success • Develop written information and advocacy materials • Provide support for issue-based work groups • Research emerging policy trends • Produce informational videos
	Representation and Advocacy	WACO provides direct lobbying support for WACO priority bills and advocacy on bills affecting affiliates.	<ul style="list-style-type: none"> • Prep testimony and presentations • Create legislative awareness building on policy issues regarding current and future legislation • Foster relationship building with target legislators, staff, and stakeholders • Coordinate rapid response to emerging legislation • Handle logistics regarding meetings, gatherings, and official legislative functions • Provide bill tracking and daily bill status updates on affiliate and other bills of relevance

Outreach and Engagement	Civic Education	WACO provides education and training for external stakeholders on the roles and responsibilities of elected county officials.	<ul style="list-style-type: none"> • Review, edit, and publish information on the roles and responsibilities of county officials • Disseminated information on the role of members with stakeholders, partners, education institutions, and the general public • Create original content and share county resources on social media that provides education and training on the roles of elected county officials and their offices • Create online audiovisual content describing the roles and responsibilities of elected county officials and their offices • Create 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	WACO provides media support for member and affiliate initiatives.	<ul style="list-style-type: none"> • Draft press release language and distribute news releases to a wide spectrum of media outlets regarding WACO issues, as well as assist affiliates and members to do the same • Curate 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 • Draft language and work with editorial boards to place Op Ed content regarding topics of interest to WACO, affiliates, or its members • Provide member media training and press relations advice
	Technical Assistance	WACO provides communications based technical assistance to affiliates and members.	<ul style="list-style-type: none"> • Provide web design advice and services for affiliates web needs • Provide communications best practices advice on several topics including web design, social media policy and procedure creation, content creation and more • Research and provide tech solutions for complex situations including remote collaboration, cloud storage usage under different IT structures and more • Provide design assistance for affiliate and member publication and online needs

Want to know more about these or other services available to you as a WACO member? Call / email us!

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