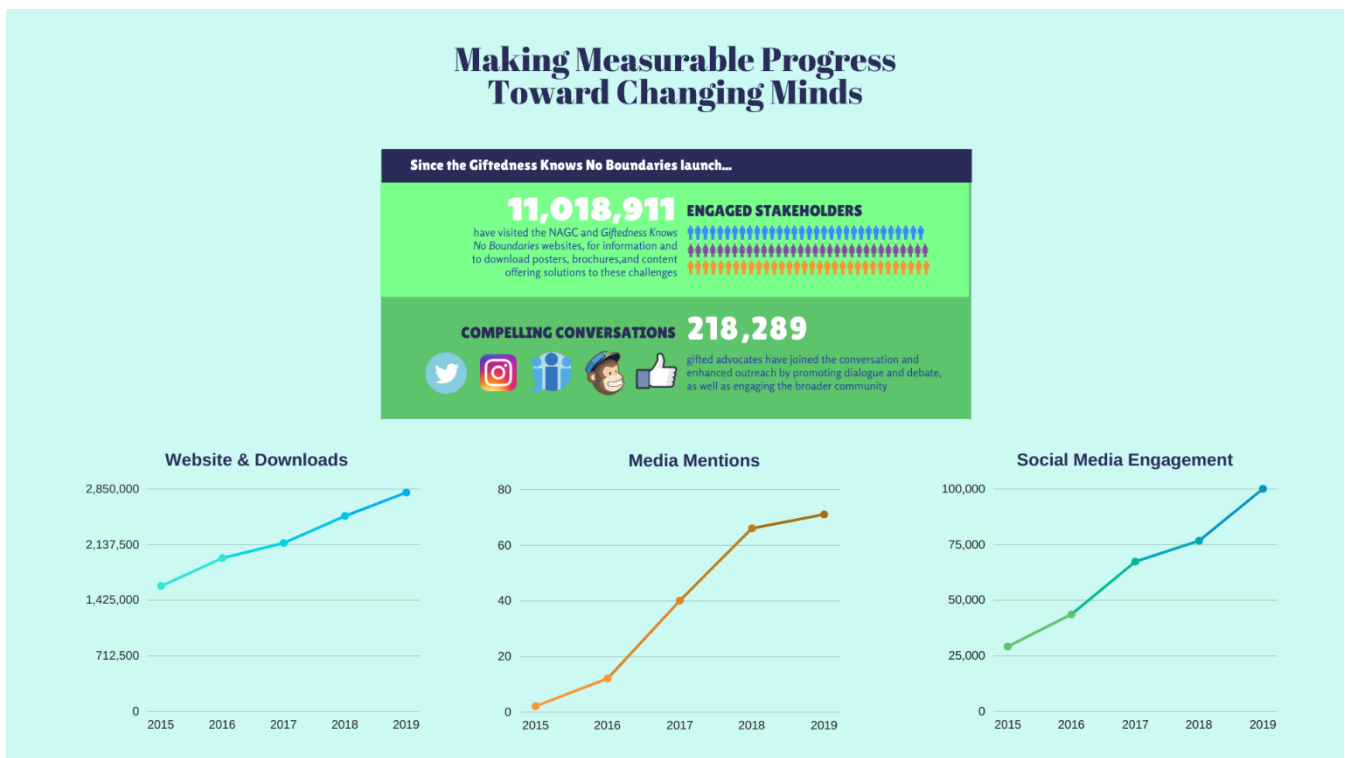


COMMUNICATIONS, MARKETING & DEVELOPMENT

NAGC maintains a strong presence across social channels, and prominent journalists have relied on NAGC as a trusted source, which is reflected in the many media stories referencing NAGC and its leaders.

The [Giftedness Knows No Boundaries](#) campaign has been the catalyst for a national conversation that is reaching a number of stakeholder groups looking to influence change in school districts across the nation.

Since late 2015, engagement has exceeded 11 million stakeholders and more than 200,000 advocates have joined the conversation. NAGC target audiences include: Parents and the public at-large, education practitioners (*teachers, administrators, school boards, counselors*), federal policymakers (*Congress, Department of Education*), state policymakers (*legislators, state administrations and boards of education*), local policymakers (*school boards and local governments*), and donors/prospective donors.



FACEBOOK (NAGCGIFTED)

The NAGC Facebook page was created in late 2015. Previously, there was the NAGC Facebook Group, which per the Board’s request, was de-activated in 2018.

Total page likes is 18.8K, and there are 19.9K page followers.

TWITTER (@NAGCGIFTED)

Since the summer of 2015, NAGC’s presence on Twitter has increased significantly, with followers more than doubling to 17.3K (*from 6.9K*). Twitter is a primary communications channel that has generated awareness and engagement. The monthly average for total impressions is 109.7K.

Top Five Tweets

The top Tweets for 2019 are through September. Engagements include link, hashtag, and profile clicks, as well as likes and retweets.

NAGC @NAGCGIFTED (May)

The Timely Information for Parents (TIP) Sheets are FREE resources for parents & caregivers of [#gifted](#) children to download, read & share! http://bit.ly/NAGC_TIP [#GiftedMinds](#) [#gtchat](#)
<pic.twitter.com/Yrl7OkutaA>

Impressions 14,427
Engagements 300

NAGC @NAGCGIFTED (March)

A [#gifted](#) boy says, "sometimes school holds us back" & asks "why put a minimum age on learning? Why make me wait?" <http://bit.ly/2SxyhGn> [#GESS2019](#) [#GiftedMinds](#) [#personalizedlearning](#) [#gtchat](#)

Impressions 10,824
Engagements 263

NAGC @NAGCGIFTED (April)

Every school & district should have an expert in [#gifted](#) education available to provide services & advise colleagues <http://bit.ly/NAGCteachers> [#GiftedMinds](#) [#teachersmatter](#) <pic.twitter.com/n2PFDGD0jC>

Impressions 9,574
Engagements 336

NAGC @NAGCGIFTED (February)

"What is the relationship between intellectual giftedness & meaning in life?" [@sbkaufman](#)
<http://bit.ly/2HXWxRM> [#GiftedMinds](#) [#gtchat](#)

Impressions 8,742
Engagements 143

NAGC @NAGCGIFTED (July)

Congratulations to the winners of 2019 NAGC Book of the Year Award, recognizing excellence in books published in [#gifted](#) & talented education! <http://bit.ly/NAGCpr7-22-19> [#GiftedMinds](#) [#gtchat](#)
<pic.twitter.com/qDgjkIDC93>

Impressions 6,343
Engagements 248

WEBSITE (NAGC.ORG)

The NAGC website is an invaluable resource for parents, teachers, advocates, and others who work with gifted and talented children. It also serves as an important conduit for researchers to disseminate their findings and data which can enhance conversations and provide support for practical solutions.

To date in 2019, there has been 2,290,611 page views, with 1,865,596 unique page views (single user).

Top Five Page Views

Page views are the number of impressions, and because a page can contain multiple files or a user can return to a page during a single visit, there may be multiple hits per page.

Common Characteristics of Gifted Individuals	266,344
Home Page	137,943
Is My Child Gifted	85,592
Gifted Education Practices/Identification/Test and Assessments	85,100
Parent Resources	85,100

Top Five Downloads

This statistic shows actual files downloaded by the visitor.

NAGC TIP Sheet Asynchronous Development	17,836
Pre-K-Grade 12 Gifted Programming Standards	10,085
Position Statement Redefining Giftedness for the New Century	7,198
NAGC TIP Sheet Early Childhood	6,602
Position Statement Identifying and Serving Culturally and Linguistically Diverse Gifted Students	5,646

NAGC NEWSOURCE

NewsSource continues to perform well. This weekly publication of curated news and commentary targets those interested in gifted education and provides relevant articles related to gifted and talented education as well as the broader field of education.

When the weekly newsletter was revamped in late 2015, the goal was to produce a primary source for the latest news on education for NAGC members and friends. The results speak for themselves. The open rate is 42 percent, nearly double the average, and the most recent issue had an open rate of 51 percent, which is nearly 9,000 readers. In addition, the click rate is 42 percent, well above the industry average of 2.5 percent.

This success translates to revenue of \$46,995 in 2019 royalties, including the Buyer's Guide and target marketing, as of September 30.

MEDIA

NAGC is a reliable resource for education reporters. The significant increase in media mentions, a trend that started in late 2015, continues. An op-ed in the *Albuquerque Journal* is expected to run sometime between October 30 - November 6.

2019 Articles

- **Good to see school system placing more emphasis on advanced academics** (*The Baltimore Sun*, 10-23-19)
- **The Contradiction at the Heart of Public Education** (*The Atlantic*, 10-10-19)
- **Money Over Merit? Study says gifted programs favor students from wealthier families** (*Chalkbeat*, 10-4-19)
- **What Boosts Human Capital Development?** (*Psychology Today*, 9-30-19)
- **Congressman Raul M. Grijalva visits gifted program in Tuscon** (*Arizona Education News*, 9-26-19)
- **James Moore III to Be Honored by NAGC** (*The Journal of Blacks in Higher Education*, 9-20-19)
- **Funding woes dog the future of Brevard teacher's acclaimed, long-running pet program** (*FLToday*, 9-20-19)

- [Why School Districts Are Rethinking Gifted & Talented Programs](#) (*Yahoo News*, 9-13-19)
- [Seidman: Seeking greater diversity in gifted learning programs](#) (*Daily Commercial*, 9-12-19)
- [Rider Symposium aims to increase focus on Gifted Education](#) (*News at Rider University*, 9-11-19)
- [What we got wrong about our recommendation to eliminate G&T programs](#) (*Fast Company*, 9-10-19)
- [What does it mean to be a GATE student?](#) (*Study International News*, 9-9-19)
- [Hidden talent? JCPS gifted and talented program overlooks artistic students](#) (*Courier Journal*, 9-5-19)
- [District to upgrade gifted program](#) (*Wellsboro Gazette*, 9-5-19)
- [Should a Single Test Decide a 4-year-old's Educational Future?](#) (*The New York Times*, 9-4-19)
- [Doctoral student wins national award](#) (*University of Georgia*, 9-3-19)
- [In Debate Over New York's Gifted-Students Program, an Expert Gets Spotlight](#) (*Wall Street Journal*, 9-2-19)
- [Fight over gifted education in NY is escalating a national debate...](#) (*NBC News*, 8-31-19)
- [What NYC must learn about gifted and talented education](#) (*Daily News*, 8-30-19)
- [Plans for New Private School Revealed](#) (*The Royal Gazette*, 8-29-19)
- [Should de Blasio Eliminate Gifted Programs?](#) (*City & State*, 8-28-19)
- [Eliminate Gifted Programs in New York? Momentous Decision for de Blasio](#) (*The New York Times*, 8-27-19)
- [Hébert & Moore to Receive Distinguished Scholars Award](#) (*Diverse Issues in Higher Education*, 8-26-19)
- [Quest Elementary's Virginia Hamilton to be Honored with NAGC Award](#) (*Space Coast Daily*, 8-26-19)
- [Back to School: Associations Help Teachers, Parents Get Ready](#) (*Associations Now*, 8-21-19)
- [Roberts honored for distinguished service to NAGC & gifted education](#) (*WKU News*, 8-21-19)
- [Greenwich administrator for gifted children earns national award](#) (*Greenwich Time*, 8-21-19)
- [Greenwich Administrator Awarded Gifted Coordinator Award](#) (*Greenwich Sentinel*, 8-21-19)
- [Greenwich Administrator Receives 2019 Gifted Coordinator Award](#) (*Greenwich Free Press*, 8-20-19)
- [Stereotypes abound during National Parenting Gifted Children Week](#) (*The Gazette*, 7-21-19)
- [One more key reason kids who could do well in school don't](#) (*The Washington Post*, 7-17-19)
- [Activities to increase your child's intelligence](#) (*WTMJ-TV Milwaukee*, 7-11-19)
- [Serving the Math Whiz Kids](#) (*Education Next*, 7-9-19/*Fall 2019, Vol. 19, No. 4*)
- [What Exactly is an 'Underachiever,' ...](#) (*The Washington Post*, 7-5-19)
- [APS Lauds pilot program boosting ranks of minority students tabbed as gifted](#) (*The Sentinel*, 6-28-19)
- [Disabilities, treatments and philosophies](#) (*Seattle Times*, 5-31-19)
- [District making changes to ensure poor kids have better chance...](#) (*Spokesman-Review*, 5-21-19)
- [New Superintendent tapped at Mill Valley School District](#) (*Marin Independent Journal*, 5-10-19)
- [Equity and excellence, together: How to serve kids from all backgrounds...](#) (*Daily News*, 5-5-19)
- [Inequity Persists in Gifted Programs](#) (*Inside IES Research*, 4-11-19)

- [MacFarlane Receives Early Leader Award...](#) (*UALR University News*, 4-9-19)
- [Mexico native awarded by National Association for Gifted Children](#) (*The Mexico Ledger*, 3-28-19)
- [Houston Attending National Conference on Gifted Children](#) (*Southern Miss Now*, 3-18-19)
- [USM Gifted Education Graduat Program Earns National Ranking](#) (*Southern Miss Now*, 3-14-19)
- [Dr. Susan Genco to Receive the NJAGC Administrator of the Year Award](#) (*Central Jersey*, 3-1-19)
- ['Pardigm shift' sought to address disparities in gifted education](#) (*The Daily Progress*, 2-24-19)
- [Gifted and talented diversification reaches full potential](#) (*District Administration*, 2-14-19)
- [Gifted and talented program numbers fail to add up](#) (*District Administration*, 2-14-19)
- [Creating Change for Gifted Children](#) (*Education Talk Radio*, 2-14-19)
- [Rider professor leaves mark on field of gifted education](#) (*News at Rider University*, 2-13-19)
- [Edison School District to Hold Info Sessions on Gifted and Talented Program](#) (*TapInto Edison*, 2-12-19)
- [Are Intellectuals Suffering a Crisis of Meaning?](#) (*Scientific American*, 2-8-19)
- [Marshalltown Extended Learning Program: On the right track](#) (*Times-Republican*, 1-16-19)
- [Creativity just takes practice, according to a college researcher](#) (*Virginia Gazette*, 1-15-19)
- [If Mom's Kid is Doing 10 of These 20 Things, They Might Be Advanced](#) (*Moms*, 1-12-19)
- [How Teacher Can Support and Challenge Twice-Exceptional Students](#) (*Education Week*, 1-8-19)
- [Helping ourselves as we help gifted, talented youngsters](#) (*Star News*, 12-18-18)
- [15 early, but clear signs of a gifted child](#) (*The Kozweek*, 12-10-18)
- [To find gifted students amid the district's diversity, Aurora looks beyond...](#) (*Chalkbeat CO*, 12-7-18)
- [Gifted Children and the Value of SEL Education](#) (*Education Talk Radio*, 12-5-18)
- [Parents Wield Online Tools to Advocate for Children with Disabilities](#) (*Education Week*, 12-4-18)
- [For Gifted Kids, Better to Be Hands-On or -Off?](#) (*CNN*, 12-4-18)

PUBLICATIONS

At the NAGC Convention in Albuquerque, Susan Corwith, Susan Johnsen, Chin-Wen Lee, and others will present the updated ***Pre-K-Grade 12 Gifted Programming Standards***. A booklet with the updated standards will be shared at the session, as well as distributed at the NAGC Networking Niche in the Exhibit Hall. A condensed version of the Gifted Programming Standards will be available on the NAGC website, and the content will be expanded following the convention.

ELECTIONS

The 2020 NAGC Elections process for open Board and Network positions has launched with information now available online ([Board/Network](#)), and promotion at the NAGC Convention. Nominations will be accepted December 10, 2019, through March 2, 2020.

AWARDS

Nominations for NAGC Awards open January 7 through March 16, 2020. When available, the link will be sent to the Board members to share with their personal networks and individuals who may be worthy of consideration

for an award. In particular, promotion of the [Administrator Award](#), given to a school administrator outside of the gifted program who has supported gifted children, is encouraged. This award has the potential to generate media interest on a broader scale, i.e. [a profile of the 2017 winner](#) in a major newspaper.

NAGC 66TH ANNUAL CONVENTION (NAGC19)

The convention is being held in Albuquerque, NM, November 7-10, 2019.

NAGC19 Sessions

This year there are:

- 106 Combined Concurrent sessions (*approximately 50 professional learning hours*)
- 207 Concurrent sessions
- 87 Poster sessions (*informal presentations in the Exhibit Hall*)
- 467 speakers (not including pre-convention) which is 33 percent of all registrations

NAGC19 Marketing

The marketing for NAGC19 had a big challenge: Location. The Local Host Committee (LHC) indicated there was a strong interest in the event, projecting 1,000 attendees from the state. At their request, early registration at a discounted rate opened in March 2018 which generated no registrations. As of October 22, there are 129 registrations from New Mexico, well below the LHC projection.

Below is an overview of the strategic marketing plan.

NAGC19 Marketing

RFP & Pre-Sale	Sponsor & Exhibitor Prospectus	Targeted Promotions	Media Outreach
<p>March 2018 Registration link created for NM Gifted Assn to target local members</p> <p>November 2018 Convention announcement</p> <p>December 2018 RFP site opens; promote via social media, Insider, NewsSource, THP ad</p> <p>Pre-sale promotions via social media</p> <p>January RFP promotion continues NAGC19 site opens; E-blast to promote pre-sale offer RFP & Pre-sale promoted in Insider, NewsSource, and across social media (<i>including Facebook ads</i>)</p>	<p>November 2018 Exhibitor Pre-registration</p> <p>January Cover design approved Final content to designer Prospectus posted to NAGC & NAGC19 websites</p> <p>Registration Brochure</p> <p>January Preliminary outline emailed to designer</p> <p>February Final content to designer Final draft to printer</p> <p>March Mail Post to NAGC & NAGC19 sites</p>	<p>January Pre-sale e-blast & social media</p> <p>February Flash sales</p> <p>March Speakers & RFP submitters pre-sale rate flash sale</p> <p>April - May Highlight speakers & pre-con sessions</p> <p>June - August School districts</p> <p>September Regular rate ends</p> <p>October Pre-con sessions</p> <p>November Last chance</p>	<p>August Back-to-School</p> <p>September Award Winners Javits-Frasier Scholars</p> <p>October Jenkins Scholars Family Day Op-Ed</p> <p>November Keynote speakers NAGC19 Advisory, including Family Day</p>

NATIONAL ASSOCIATION FOR Gifted Children
66th Annual Convention
Albuquerque, NM | November 7-10, 2019

EDUCATION, COMMUNITY BUILDING, ADVOCACY, RESEARCH

NAGC19 promotions were numerous. In addition to the registration brochure being mailed to the NAGC 25K+ list and a 10K+ targeted list purchased through MDR, the event was marketed primarily on Facebook, Twitter, and e-blasts using various offers and incentives. Facebook ads targeting specific audiences and locations were used. This proved extremely effective with Family Day that has more than 300 registrations as of October 28.

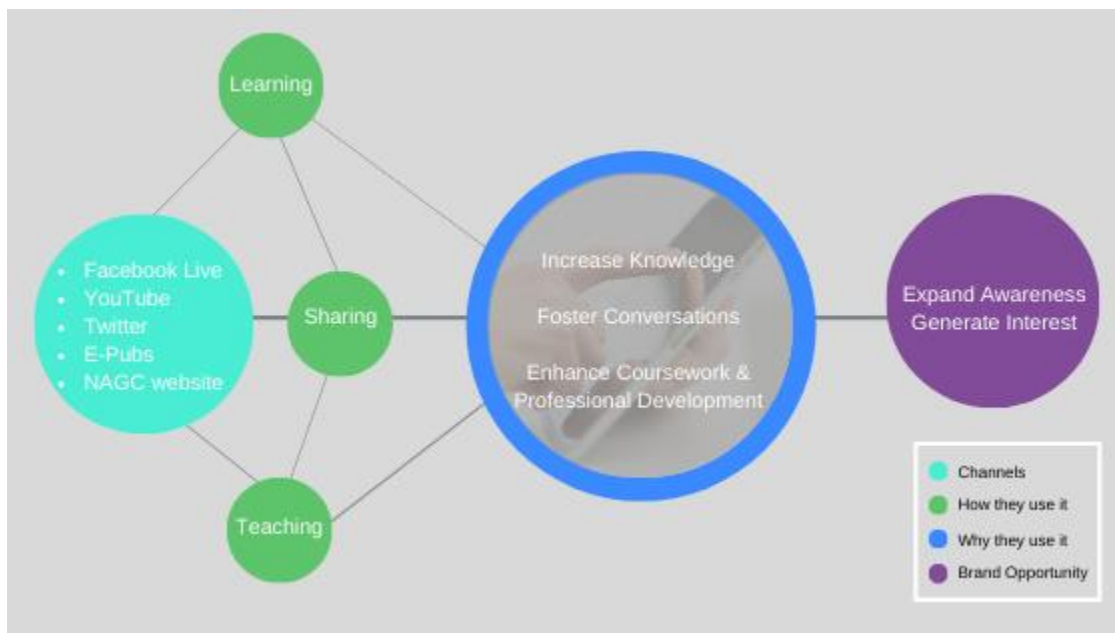
With low numbers in the Micro-credentials pre-con, a plan was developed to offer the session as a virtual event. To date, there are 6 virtual registrations, generating an additional \$720. This may be a strategy to use for other pre-con sessions in the future, especially the popular *Teaching Gifted in the Regular Classroom*.

CornerChats at NAGC19

The NAGC CornerChats debuted at NAGC15 in Phoenix as part of the inaugural NAGC Networking Niche. At NAGC16 in Disney, the CornerChats and Niche were sponsored by Pearson.

The goal of the NAGC CornerChats is to produce a series of influential videos from expert speakers and influencers, and provide free access to information, research, and practical strategies to enhance learning and teaching. The primary audiences are PK-12 teachers and administrators, parents, graduate students, researchers, and media.

The video clips are distributed across social media channels, including live feed during the convention. At NAGC19, there are two sponsored CornerChats, and several scheduled with speakers.



Volunteers at NAGC19

The NAGC convention requires approximately 72 volunteers to help run the event. As of October 25, there are 44 volunteers, including those needed for bag stuffing. Adjustments have been made to address all needs, and the shortage will not be noticeable, and, more important, impact the attendee experience.

DEVELOPMENT

The inspiring [*Giftedness Knows No Boundaries*](#) campaign, and its call to join the team, provides a powerful opportunity to engage believers and generate donations. This initiative pulls at the heartstrings, and it is a movement that advances the strategic goals and vision of the organization. The issue of elevating Development to a board committee is being addressed, and a new policy would be a strategic step in the right direction.

Interest in NAGC channels from outside organizations for promotional purposes has increased, especially in the Homeschooling and private school arenas. A sponsorship package was developed to address these unique needs, and the initial package was sold to Calvert Homeschooling for \$23K.

This type of sponsorship has significant potential, and it should be the cornerstone of future development and marketing efforts. This information has been shared with Sponsorship Boost.