

# 10 Important Things NASPAA Does For You As a Member School

## 1

### Market Your School

- Utilize NASPAA's Marketing Toolkit and its free tools
- Learn to better brand your school
- Connect with prospective students

## 2

### Go International

- Use our international web portal and list your school
- International Quality conferences
- Connect your school to international partners

## 3

### Attend Conferences & Workshops That Matter

- NASPAA Annual Conference (October)
- Career Directors Workshop (December)
- Doctoral Directors Workshop (Winter; biennial)

## 4

### Be Informed

- Get regular news and updates on public affairs field
- Faculty and Dean postings, scholarship opportunities
- Post on our dedicated NASPAA listservs

## 5

### Connect to Jobs and Careers

- We have partnered with APPAM and ASPA to create a national job site focusing on public sector careers
- NASPAA educates employers about our degrees
- Learn about new job openings for Ph.D's

## 6

### Tap into Digital Media

- Tap into strong presence on Facebook with more than 4,000 MPA/MPP students, alumni and prospective students
- MPA/MPP YouTube channel has over 50,000 views
- 1,000 member Linked-In group for professional networking for MPA/MPP's

## 7

### Celebrate Excellence

- Pi Alpha Alpha Honor Society: Honor the top student scholars in a way they will remember and respect
- Manuscript awards

## 8

### Total Electronic Access to JPAE

- The definitive publication for our field of public affairs education...now electronic on the web
- Get published in JPAE on topics and issues of importance

## 9

### Quality Assurance

- NASPAA accreditation: a voluntary quality assurance program for master's degrees
- The latest curriculum standards for your school

## 10

### Be a Part of Our Public Affairs Education Community

- NASPAA is the national public education leader serving a community of 265+ member schools and their interests
- Connect with other deans, directors, staff professionals and others in our network