

2008 NRC Annual Report to Members

December 2008

Your local chapter had a good year in 2008 and we would like to share the highlights with you.

Membership:

Our goal for 2008 was to increase membership by 10% to 80 members. We exceeded that goal with a 25% increase in membership. At year end the chapter had 91 members, 54 (59%) of whom were also national ASTD members, significantly exceeding the requirement that 30% be joint members for 2008. We also had planned to improve our welcome of new members. Although we improved the process and contacted most new members, we were not consistent throughout the year due to changes in the officers and a loss of our VP for Membership.

Programs:

Our goal was to conduct 10 programs including two half-day special events. We exceeded that goal with 11 programs. The two special events were held in May (CLO Symposium: Maximizing the Return on Your Learning Investment) and June (Accelerated Learning Workshop). A total of 171 attendees participated in the programs for an average program attendance of 15. The best attended program was Web 2.0 by Anders Gronstedt in January with 27 participants. We also had a goal of splitting the programs about evenly between lunch and dinner based on our survey results from January indicating some could not make lunch programs while others could not make dinner programs. Of the 11 programs, five were lunch, four were dinner and the two special events were morning programs. We also conducted one program the Fort Collins Hilton, one at the Loveland Best Western and the rest at the Cottonwood Club.

Finances:

Our goal was to invest more in programming and publicity to boost membership and attendance while at the same time remaining very affordable by not raising dues or meeting fees. Realizing membership and attendance would likely not grow enough to offset these additional expenditures, we planned for a \$5000 loss funded by drawing down our cash balance. (We had sufficient cash reserves generated in 2007 by a very successful Disney event to enable us to make this investment in our chapter's future.) Our actual loss for 2008 was \$6129 (as of Dec 21) slightly more than planned. Revenue has exceeded plan for both membership fees (more members than expected) and program fees, but expenses for those programs exceeded budget by even more resulting in the slightly higher loss. Interest and other income were on plan. Our resulting cash balance as of Dec 21 was still a very strong \$42,944.

Communication:

Our goal was to revise the website to better serve members and others interested in chapter events. While we have chosen a new platform with a new look and feel, and while we have updated programs regularly for the past six months, we have not delivered a robust, easy-to-use revised website. This is a priority for 2009. Although not an original goal for 2009, the Board resolved in June to begin publishing a monthly newsletter in September which would be the primary communication vehicle to our members and other interested parties. We did accomplish this goal which was assigned a higher priority than the website. There are approximately 230 on our mailing list. The Board also resolved in June to publish programs at least 3-4 months in advance which we have done.

Partnering:

Our goal was to create partnerships with two other organizations to realize synergies and to increase attendance at programs. We have now established partnerships with the Northern Colorado Coaches Alliance (NCCA) and the Denver-based ASTD chapter (Rocky Mountain Chapter or RMC). Each partner publicizes the others events and members get member pricing at the partner's programs. We also have agreed with the Northern Colorado Human Resource Association (NCHRA) to publicize each other's programs. We will continue to work with the eWomenNetwork of Fort Collins when the new director is named.

Other Goals:

The Board had planned to examine how ASTD could act as a resource for companies moving to this area and to create a Resource Directory for local organizations who were looking for qualified learning and performance professionals. Although volunteer resources limited progress here, we made a start by responding to a request from the Continuing Education Department at CSU for a list of recommended instructors for courses that they were developing. We look forward to other opportunities in 2009. The Board also committed to conducting another member survey to ensure we are responding to your needs. It is contained in this Newsletter and we hope you will take five minutes to help us better understand how we can add value for you. The Board also planned to examine the board structure and create a succession plan. The position of VP for Technology was added and filled, and a board succession plan created.

Conclusion:

As you can see, much has been accomplished. Our membership is growing, our programming is better planned, our communications are improving, our finances are strong and good partnerships are beginning. Thank you for your support and participation in 2008.

Dave Vance, President

Note: Board meeting minutes and copies of the budget and monthly dashboard will be available on the new website in 2009. Until then, please send your requests to me.

