

Midyear Report to Members

The first six months of 2009 have been busy! We are well on our way to accomplishing the goals set out in January. Program attendance is up and our financial condition is good. The only weak spot is membership which is tracking slightly below plan. Thank you to all who have joined, attended programs and shared your suggestions. And a special thank you to the officers and other board members for their time, energy and dedication.

Programming: Goals for the year were to sponsor 11 programs, find a new meeting site, increase attendance by 25%, achieve a satisfaction rating of 80% and publish programs four months in advance. Through June we have had seven programs and six more are planned for the remainder of the year. You told us that several of the rooms at the Cottonwood Club were too small and noisy. We tried the Egg & I (still too small for more than 20) and will be moving in August to the Harmony Grill which has a very nice, separate meeting room. Attendance is up far more than 25% at our regular meetings. Including the June networking event, we have already reached our goal for the year. Satisfaction with the programs has averaged exactly 80%, and we are always interested in your suggestions and feedback. You also told us last year that programs needed to be planned further in advance so you could calendar them. We have achieved our goal of publishing programs and their dates three-four months in advance since the start of the year.

Although not a goal for the year, we have begun to have regular meetings in Cheyenne. The first was held in May and the next is planned for August with at least one more in the fall. This will boost program attendance and hopefully membership along with increasing our visibility in the Cheyenne area.

Membership: Our goals were to add 15 new members (including six joint members with national), retain 80% of our existing members and be sure that Denver-based members were made aware of the Denver chapter at the time of their renewal. In total, year end membership was projected to decline from 92 to 76 as Denver-based members switched to their local chapter. Through June we have added 17 new members, more than planned for the year, and five have been joint members. Unfortunately, the retention rate is far below 80% and closer to 50% so we are losing more existing members than planned. With regard to Denver-based members we have contacted every new and renewing member to tell them about the Rocky Mountain Chapter (RMC) located in Denver which would probably be much more convenient for them. We also partnered with the RMC to email each Denver-based NRC member with an offer to switch their membership at no cost to the RMC. As a result of these efforts, Denver-based membership has dropped from 32 to 19, and is on plan to drop below five by year end in line with plan. June 30 membership stood at 78, a little lower than anticipated due to low renewals.

Technology: Our goal was to put up a new, robust, easy-to-use website by year end. We have retained a firm to help us with this and basic site should be up over the summer with features added through the fall. This has been a painfully slow process but progress is being made. The good news is that our new VP for Membership will coordinate the creation of a members-only directory this fall which has been one of our goals.

Communication: Goal was to publish a newsletter every month and remind you of upcoming programs two weeks and 3 days before the event. We have published every month and we continue to notify you of upcoming events regularly per plan. We also committed to highlighting national ASTD events and we have now included these in the newsletter. We also will feature the value of national ASTD membership next month.

Outreach and Marketing: Our goal was to improve partnerships we had in place, explore new partnerships and co host at least one event with a partner. We have worked closely with NCCA and NCHRA this year culminating in the jointly sponsored June Networking Event which was a tremendous success with more than 80 participants. Feedback was outstanding and participants suggested repeating the event quarterly or semiannually. We also are planning a joint September program with NCCA. We have cross publicity arrangements in place with more organizations and send meeting notices to all local papers. We also attended the May Chamber of Commerce Business Exposition in Cheyenne.

Financial: We planned for a loss this year in anticipation of investments in our chapter's future (web site and member directory) and outsourcing of back office functions. The web site is under development and we have dramatically improved our efficiency and timeliness by outsourcing the newsletter, notices, data base entry and general administration to The Meeting Edge out of Denver. Through June, revenue is on plan as higher than expected regular meeting attendance (and thus fees) was offset by a lack of revenue for June (the networking event was free). Expenditures have been below plan. Loss for the first six months was about \$2400, less than planned.

Cindy Wilson (VP for Programs), Bob McDonnell (VP for Outreach) and Dan Chenoweth (Treasurer) deserve extra special thanks for our success in the first half.