

2010 Goals for ASTD NRC

February is here already and 2010 is well underway! Last month we shared our 2009 accomplishments with you. This month I want to share our goals for 2010. We value your feedback and always look forward to hearing from you. A special thank you to those who returned our survey to provide us with guidance for 2010!

Programming: Our goal is to sponsor 14 programs again in 2010, one each month except July in the Fort Collins area and three in Cheyenne. At least one of those will be a half-day or longer program, which is now planned for April with Don Kirkpatrick. The others will be lunch programs although we will try one breakfast program this month. We also will try several programs focused on networking, including one reception like we did last year at Biaggis. Our goal is to maintain the high attendance we achieved last year, receive a satisfaction rating from you of at least 80%, and publish programs three months in advance. One third to one half of the programs will be geared to a more general audience with the remainder intended to appeal more specifically to L&D professionals. And we would like to limit our loss on programs to less than \$1000 which we achieved last year.

Membership: Our goal is to add 35 new members, half of whom are also national ASTD members. We want to retain 50% of our existing local members which should keep local membership even with 2009. We will continue to make sure any new Denver-based members know there is a Denver chapter called the Rocky Mountain Chapter (RMC) which might be more convenient for them. We anticipate the remaining four Denver-based members will switch by year end leaving us with about 67 members, almost all of whom live closer to Fort Collins. We want to be sure to welcome new members within 30 days and we also plan to reach out to national members in our area who are not chapter members.

Technology: Our primary goal here is to maintain our new web site, update it monthly, and look for ways to make it more user friendly. The additional information we put up last year on goals, progress, budget, board contacts, minutes and past programs will be updated. In addition, we would like to create a directory of members who wish to be listed and a preferred provider directory if we have some volunteers to tackle this assignment.

Communication: We plan to continue publishing an electronic newsletter each month as the single best way to communicate with you in a timely fashion. The newsletter will continue to include information on partner events and other events we think you might be interested in. We also will continue to remind you twice about upcoming events (T-2 weeks and T-3 days). We do plan to share more information with you about the value of national ASTD membership and upcoming national events like the annual International Conference & Exposition in May. In addition, we plan to launch a facebook page and get LinkedIn as ways to reach a larger (and younger) audience.

Outreach and Marketing: Our goal here is to improve our partnership with RMC of ASTD in Denver. We plan to cosponsor the Kirkpatrick event in Loveland in April which will hopefully draw 40-60 participants from Northern Colorado. We also plan more cross publicity with RMC. (Remember, NRC members are eligible for all RMC events at their member price!) We also look forward to opportunities with the

Northern Colorado Human Resource Association (NCHRA). We will continue to look for other organizations we may work with for the mutual benefit of both like the Colorado Career Development Association. Resources permitting, we would like to establish a relationship with one local university. We also plan to attend the Spring Showcase in Fort Collins and two business-to-business events in Cheyenne.

Financial: We plan to continue investing in our chapter's future (web site, outsourcing, and directory) without raising membership dues (\$50) or program fees. Consequently, we have budgeted a loss again for this year which could amount to as much as \$12,000 if we implement all planned programs. As I mentioned last month, this is only possible because of the considerable funds generated by the Disney event in 2007. We will need to repeat a major fund raiser every 4-5 years if we wish to keep dues and program fees low in the future.

Please let us know what else we can do for you and how you might help us achieve our goals.

Dave Vance

President