

2009 ASTD-NRC Operational Plan

Goals for 2009

- Ensure we are 100% CORE compliant
- Membership
 - Add a VP for Membership
 - Add 15 new members, six of whom are joint members
 - Promote national membership. Ensure we have more than 35% joint members by year end
 - Work through issue of Denver based members by calling them in the month before renewal
 - Retain 80% of existing area members
 - Plan and conduct a member survey in the Oct-Nov period
 - Welcome new members within 30 days
 - Contact lapsed members in 30 days
 - Market to national-only members in NoCO and Wyoming
- Programming
 - Deliver 11 programs, one of which is half or full day
 - Evaluate each program and achieve a satisfaction score of at least 80%
 - Increase attendance by 25% from 2008
 - Programs are published 4 months in advance and tentatively planned 6 months in advance
 - One half to one third of programs will appeal to a general audience. About two thirds will be lunch programs.
 - Limit our annual loss on regular events to less than \$1000.
 - Promote ICE and other national events.

- Technology
 - Implement new website in first quarter.
 - Update website monthly
 - Explore outsourcing alternatives for website, data base, newsletter, program mgt.
- Outreach/ Marketing
 - Institutionalize partnerships with RMC, NCCA
 - Re engage eWomenNetwork as soon as new director is announced
 - Continue to work with NCHRA on cross publicity, other opportunities
 - Create mutually beneficial relationship with at least one more organization
 - Establish a relationship with two universities/colleges
 - Publicize our events monthly in key local newspapers and chamber publications
 - Attend Bixpo and at least one other business event
- Communication
 - Add a VP for Communication
 - Publish a newsletter each month
 - Coordinate announcements of events with our partners, others (theirs and ours)
- Financial
 - Do not exceed budgeted loss
 - In second half, decide whether to have a major fund raising activity in 2010 or 2011.
 - If 2010, form a committee to begin planning