



# ASTD – Cascadia Chapter Vision and Strategy Statement

*Developed February 2008  
With Board positions as of November 2008*



## **National Mission Statement**

Through exceptional learning and performance, we create a world that works better.

## **Chapter Vision Statement**

To be the premier resource for workplace learning professionals (WLP) in our service area (currently the state of Oregon and SW Washington).

## **Strategy**

Our overall strategy is to enhance the credibility of the industry and provide cutting-edge learning and networking opportunities for those in the profession.

## **What We Do (objectives)**

Our association serves the needs of workplace learning professionals in our service area by providing:

1. Professional Development
2. Business Development
3. Networking Opportunities
4. Giving Back

As a chapter of ASTD, we align with National initiatives such as the competency model, CPLP, and One Voice. We also comply with the requirements of CORE. We also develop and support our own Chapter **initiatives** such as **strategic inclusion**, **targeted outreach** to underserved markets, **building relationships** with our community, and **leadership development** for the board and volunteers. All board members are expected to support both National and Chapter initiatives, incorporate both into their area and communicate with their volunteers about any initiatives.

## **How We Do It (values)**

We strive to create a welcoming, inclusive and sustainable professional association. We continuously assess and improve all of our policies, procedures and practices. We are a learning organization and seek to develop satisfied volunteers and effective leaders. Clear communication and fiscal responsibility are the foundations that ensure our continued success.