



ASTD – Cascadia Chapter Goals

November 2010



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.

2011 Strategic Goals

Strategic Goal	Owner
<p>Strategic Planning – A top to bottom look at the organization. Reviewing our internal processes, systems, and capacity (how we do business). Engaging our partners, members, and potential participants to gauge what we do well, what's missing, and what we can forego (are we doing the right things). Process will be overseen by the board and driven by an adjunct Steering Committee.</p>	<p>President President Elect / CLO Business Manager</p>
<p>Volunteer Management System – Related to succession planning, developing a system to effectively and efficiently recruit, select, orient, train, manage, and recognize volunteers. We will strive to give something back to each and every volunteer as they contribute time to the organization. We want to have fun.</p>	<p>VP Member Services</p>
<p>Financial Stability – Continue to improve our financial stability. Determine an optimum reserve fund level and work to meet that goal without sacrificing quality.</p>	<p>VP Finance</p>
<p>Excellent Programming – Build upon last year's successes in offering high quality and affordable programming. Move toward an appropriate balance of revenue-generating programs including Series, Conference, Monthly Programs, and Learning Leaders Forum and entry revenue-neutral programs such as SIG's and GIG's. Look for opportunities to expand program reach and delivery.</p>	<p>President Elect / CLO VP Programs VP Interest Groups</p>

Strategies and Goals by VP

Position	Name	Major Tasks	2010 Objectives	Status	Comments
President	Suzanne Bader	Provide leadership and guidance for all aspects of the association	Support all board members in achieving goals.		
		Manage the board	Lead strategic planning process to review every aspect of chapter existence, having a team in place by February 2011, a draft plan by April 2011 and a final plan by May 2011.		
President Elect / CLO	Grant Axtell	Support the President	Further refine board succession plan by April 2011, including reviewing change in election cycle.		
		Provide leadership and guidance for all programmatic aspects of Chapter operations (Conference, GIGs, SIGs, Series, Monthly Programs, Learning Leaders Forums)	Review bylaws for accuracy and streamlined operations.		
			Create an annual rolling calendar for all programmatic areas. Have all programs through June 2011 on the calendar by January 2011. Have all programs through December 2011 on the calendar by May 2011.		
			Support the VP of Member Services by holding 4 members-only meetings in 2011. Each meeting will include chapter business, a short program and networking. Dates include February, May, August and November. Topics will include volunteer opportunities, board opportunities, speed networking, and volunteer recognition.		
Past President	Melinda Laubscher	Support the President If possible, select one initiative or project for the year	Schedule / facilitate a Presidents' Circle meeting at least once in 2011.		

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VP Interest Groups	Ron Marley	Provide leadership and guidance for all Interest Groups, including GIGs (geographic interest groups) and SIGs (special interest groups)	To determine whether to have fully operational GIG's meeting on a regular, scheduled basis in Salem, Lane County and Vancouver.		
VP Programs	Kathi Kroop	Provide leadership and guidance for the Monthly Programs, Series and Learning Leaders Forums.	To provide 6 – 8 programs in the Portland metro area that will address the needs of our internal members and potential members new to the workplace learning field.		
			To continue to partner with our education allies in providing credit courses (Series) like Fundamentals of Training, eLearning Strategies and Managing Learning and Development Projects.		
			Oversee instructional design teams for all Series programs so that all content is chapter-designed and owner. Have Fundamentals of Training done by 2012. Have Managing Learning and Development Projects done by March 2010. Have eLearning Strategies done by June 2011.		
			To further support CPLP candidates and designees with educational opportunities like the exam prep and work product courses.		
			To support the Learning Leaders Forum.		
			To develop and rollout three online courses (including research into appropriate topics, research technology needs) by January 2012.		

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VP Member Services	Open	Ensure that the Chapter is meeting members' and volunteers' needs Develop a volunteer management program	Have 30% joint members by the end of the chapter's membership year in October.		
			Review pricing structure and determine if additional categories or charges could generate additional revenue and members by June 2011.		
			Develop complete volunteer management program by March 2011, including recruitment, skill development, database management, succession planning, bench strength, and recognition.		
VP Marketing	Nicole Wootton	Promote Chapter activities, event and service to the membership and the community	Review social media outlets for enhanced outreach by March 2011, including LinkedIn, Twitter and Facebook.		
			Review membership database for underserved markets and companies and create marketing plan to attract those underserved markets by June 2011.		
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			Review possible intern program for outreach to students by June 2011.		
			Review scope of chapter branding		
VP Finance	Kathleen Elliott	Responsible for the financial management of the chapter	Review overall financial stability a determine feasibility of retaining / increasing reserve fund. Make recommendation to board by June 2011.		

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Secretary	Stephanie Sarver	Responsible for maintenance and accuracy of all non-financial records of the Chapter	Take meeting minutes.		
Business Manager	Kathleen Bergquist	Responsible for operational support (website, membership database, processes, procedures), leadership (coaching or mentoring VPs and strategic planning with the Presidents), and revenue generation (cost savings measures, revenue generating opps).	Design and implement registration database to support enhanced program metrics by March 2011.		
			Review all supplies and administrative operations for streamlining by June 2011.		