

ASTD – Cascadia Chapter Annual Report 2013

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Each year, the board issues its annual report on the State of the Chapter. The report covers a wide range of areas and processes.

General Overview

- The membership year ended with an official number of 561 members. We are now at pre-2008 membership levels. Membership increased a little more than 15% over 2012.
- Joint membership was at 31%. National ASTD required the chapter to be at 40%.
- Participation in events was at the same robust levels of 2012.
- Program revenue increased by almost 6% over 2012.
- We brought noted speaker Kevin Siegel to Portland for a special event on Captivate. Over 150 people attended from as far away as Wisconsin and Pennsylvania.
- The dedicated volunteers on the Programs team was responsible for 43% of the chapter's revenue in 2013.
- The annual conference was the largest ever and drew more than 325 participants. This was an increase of more than 12% over 2012. We also had the largest number of exhibitors ever and made the biggest profit.
- The internal financial review made recommendations to update the investment policy and the business interruption plan. Both recommendations were implemented by the end of 2013.

In last year's annual report, it was stated that the Chapter had been in a financial security mode since 2008. Financial controls have always been in place and program expenses have been kept in line. We are pleased to say that this effort continues to ensure the financial survival of the Chapter.

Leadership Initiatives

The 2013 leadership team made some critical efforts and decisions that gained us national exposure within ASTD.

- We - along with our educational partners at PSU - pulled our educational support for the CPLP certification until the ASTD Certification Institute makes changes that reflect best practices in the certification world. The decision was made because we refuse to endorse initiatives that aren't in the best interest of our members - even if that contradicts the status quo.
- Cascadia initiated a conversation with our jumbo chapter peers across the country to come up with a list of things that we need National to provide in order for us to be able to successfully partner with the National organization. The group sent a formal written request to National ASTD to address those specific needs.

Both of these efforts by our leadership team caused many other chapters to work together and become a voice for our members nation-wide. The ultimate result has been the development of a national task force - instituted by Tony Bingham - that includes chapter leaders from across the country. Cascadia is a key partner on that team. The team will be addressing pressing issues shared by all chapters and finding ways to improve the relationships, functionality, and partnership between National ASTD and the chapters. This team will be working throughout 2014 and updates will be sent to our membership as things move forward.

- A new board position for Partner Relationships was created. This position was tasked with reaching out to our partner organizations as well as other underserved markets. This team was successful in bringing our partner professional associations together as a cohesive group to focus on commonalities and serving our

members and communities. This group now gets together on a regular basis. The Partner Relationship team was also successful in bringing together a select group of executive-level professionals during our annual conference to network and discuss what their priorities are for learning and development.

Focus On Value

Our investment in our Chapter and our members came in a number of ways this year, including:

- Low cost learning events – We continued to keep the cost of learning events low to our members (\$20 for early bird rate) and we had a full schedule with over 30 learning events including workshops, Learning Leader Forums, series, SIGS, and FREE webinars!
- The programming team explored a blended learning format with "Synchronous Trainer's Survival School".
- Chapter programming was approved for a total of 55 general recertification credits, and 3.5 strategic credits toward PHR, SPHR, and GPHR certificates through HRCI.
- The Chapter's new website - We are making a significant investment into an entirely new chapter website that will launch early in 2014. For the first time, we will have a "members only" section that will allow us to provide you even more benefits!
- Networking opportunities - We continue to hold our quarterly member meetings. We continued to host open networking sessions as well, including one on the Nike World Headquarters that drew over 60 people.
- Peter Block of Flawless Consulting fame headlined the annual conference and was very well received.
- The Student Scholarship Program was expanded to include unemployed workplace learning professionals.

Thank you to each of you who spent time volunteering for your chapter over the past year. Not all of what we accomplished this year would be possible without your time and commitment. We are truly grateful.

The next board is already hard at work looking at how we continue to invest in our Chapter and you, our members and help the Chapter to continue to grow and prosper.