

# 2011 ASTD-OC Chapter Report

2011 has been a great year for our chapter. It has been characterized by high member involvement and volunteerism, dynamic meetings, and significant changes which have helped position us for future success.

## *Come for the Content, Stay for the Community*



We began the year with this new theme for our chapter. To that end our Monthly Chapter Learning Event and our Special Interest Group meetings addressed a diverse array of relevant topics that consistently attracted guests and members alike. Many of these guests returned and became chapter members. This desire to join demonstrates the quality and energy of our chapter community and confirms that our in-person, face-to-face community connection is what we uniquely have to offer in this day and age.

### Strategic Imperatives

The board established 6 strategic imperatives -- the building blocks that will serve as our chapter's 5-year strategy to strengthen our position as a significant and impactful community of training and development professionals in Orange County. Here are the highlights of our efforts.



One of our goals this year was to shift the focus of the board to a strategic governing board that manages teams who execute tactics. Board members were asked to recruit a team and execute their responsibilities through the team, which several of them did so successfully. In designing the 2012 board structure, we reduced the size of the board from 14 to 9, including 4 VPs, the Secretary, and CFO. This will allow VP's to be more strategic and less tactical thereby generating more action from manager and specialist positions.

Like many professional organizations during this economic recession, our chapter has struggled financially. The 2011 Board planned for a balanced budget in order stop depleting our chapter reserve fund. We succeeded in reducing our 2011 expenses by 35%. This included:



- Reducing our office support by 30%
- Switching to a less expensive website
- Retiring the print version of the chapter newsletter, *The Orangespiel*
- Requiring board members to pay for their own ASTD national and chapter memberships
- Removing the discounted chapter meeting rate for board members and past presidents

In addition, we've added revenue through our new web site advertising and chapter meeting sponsorship program. Though we didn't balance the budget due to lack of revenue, we did an excellent job reducing expenses and set a good foundation for the financial health of our chapter.



In a volunteer organization with no physical location it is a continual effort to establish and maintain an operational infrastructure that is passed on from year to year in order to protect volunteers from having to reinvent the proverbial wheel. With this goal in sight we documented procedures, policies and processes. In addition, we created a new organizational structure that will enhance our ability to get all the work done to run our chapter.



With more than half of our members up for renewal in December 2010, we lost membership and revenue through the failure of our online renewal system. In response, the board called over 160 people with expired memberships in an effort to bring them back to our chapter. In addition, we've added 92 new members this year – which is more than 35% of our total membership! Our biggest source of new members has been guests who attend our monthly chapter meetings, SIGs and Training Manager Meet-Up. People truly are coming for our content and staying for our community!

I can attribute my professional network growing by 33 talented individuals that I have met through ASTD Orange County this year. I would not have met these people had I not volunteered my time to support ASTD Orange County. The ideas, talent, and collaboration I receive in return from this new network has paid me back exponentially.

- Karen Wales



### Website

Our main goal this year was to provide an effective chapter website through identifying and using the most fiscally and technologically sustainable website provider. We found this in ASTD National's newly selected and subsidized platform, Wild Apricot. The new website has served our chapter very well both in functionality and cost reduction, and we are positioned with an excellent foundation upon which to build.

### Social Media

In addition, this year more board and chapter members utilized our website blog more than ever before, sharing reactions to monthly chapter meetings and SIG meetings as well as chapter news and industry content. Our LinkedIn group continued to thrive and we had good participation on facebook and twitter from some of our members and chapter friends.

### Renewals, Registration & Enews

We have also utilized technology to create a reliable, online means of renewing memberships and registering for events. We have also established a process for an effective means of communicating all the chapter has to offer through sending subject-specific e-newsletters once a week to chapter members and friends.



Of course, none of the efforts described in this report would have value if we were not providing member benefits.

To our already thriving OD SIG, we added two revived SIGs to our programs this year – Training & Technology and Career Development. We hosted over 20 SIG meetings this year and most were filled to capacity. As a result, the board decided to offer these meetings as an exclusive member benefit in 2012, charging non-members \$15 per meeting.

This year we also continued to provide members with volunteer opportunities to help them gain

experience in our field. Of particular note is the streamlining

of our Delivery Skills program into the Powerful Presentation Skills course co-sponsored by Brandman University. Many chapter members had the opportunity to develop leader guides for these courses getting coveted experience in instructional design.

Our new Training Manager Meet-Up has provided an excellent forum and think tank for local training managers and many of these participants have joined our chapter and/or encouraged their staff to do so.

The new Orangespiel Online continues to offer interesting content. One new feature is highlighting member practitioners so that we can learn from their expertise.

Our trademark Structured Networking Activity has continued to facilitate deeper connections amongst attendees at our monthly chapter learning events.

I am so fortunate to have connected with the ASTD-OC this summer. I made a terrific, very personal connection with Christine Kelly at the Career Management SIG. Not only has she been supportive, but she has given me clear and direct job-search and personal-branding advice. I've met a lot of terrific people, and I've been inspired to be one of the leaders for the T&T SIG. I'm looking forward to a great year in 2012!  
- Erik Eisel

### Our Volunteers and 2011 Board of Directors

The accomplishments described in this annual report as well as the many that are not listed, have been achieved through the generous donation of time and talent by 75+ chapter members and non-members.

In addition, our Board of Directors has served alongside these volunteers throughout the year:

- Paul Venderley, Past President
- Rhonda Askeland, President-Elect
- Kathy Randle, Chief Financial Officer
- Kathy Harcharik, Secretary
- Janine McDonald, VP Marketing & OD SIG Manager



Damion Donaldson and Emily Newton, Co-VP Programs  
Edward Brandt, VP Continuing Development:  
Kathleen Dvorak Ashelford, VP Major Projects  
Linda Huey, VP Volunteers  
Natasha Aguirre, VP Special Interest Groups

It is with gratitude and humility that I acknowledge the contribution of each one of these volunteers in making ASTD-OC the place where learning and development professionals come for the content, and stay for the community.

- Denise A. Lamonte, 2011 ASTD-OC President