



January 1

2008

Lincoln Chapter of the American Society for Training and
Development, Inc. (ASTD–Lincoln)

Annual Report

The past year has been a busy year. I enjoy this time of year when we can all look back at the many accomplishments of our membership and get excited about the things to come. The Board of Directors has been busy planning for 2008 and will continue many of the great programs implemented in previous years as well as add more value to a membership in the Lincoln Chapter of the American Society for Training and Development, Inc. (ASTD-Lincoln).

1. Strategic Plan

Listed below are the goals of our task groups from our strategic plan as established in 2006. The plan was designed to be a dynamic three-year plan; therefore, the entire strategic planning process will be repeated in 2009 to ensure the alignment of the goals of the plan with the wants/needs of the membership. The goals are listed in no particular order. Brief updates are provided for the past years with plans for 2008.

1.1. Survey membership on what's important to them and establish baseline data (ROI).

As a result of the survey conducted in 2007, the top two reasons our members join/renew is for professional development activities and networking. To meet the needs, we will continue to provide monthly programs for professional development as well as offer special interest groups. Our theme this year, "Discover your network. Develop yourself." addresses both needs for our members. Membership will be surveyed again in the fall of 2008.

1.2. ASTD–Lincoln will be more visible in the community (ROI).

Increase community awareness of ASTD Lincoln (Membership).

By fulfilling successful big events over the past four years, our visibility in the community has increased. To continue the trend, we are implementing a charitable contribution opportunity at each monthly program. The goal is provide opportunities for our members to become more aware and involved in the community, in turn, increasing our community presence. The national certification programs will also be marketed as regional events and through the national society, increasing our visibility locally, regionally and nationally.

1.3. ASTD Lincoln will be THE resource for workplace learning and performance in our region (ROI).

While this is a difficult goal to measure, we have seen an increase in outside contact with our organization in other community groups seeking our help in satisfying needs, answering questions and being a source for training. The Job Bank on our web site has had more interest from employers in posting positions. Although this is a personal opinion, I do feel this is a good sign that we are being recognized as THE resource for workplace learning and performance in our area.

1.4. Institute a 'Meet the Member' Profile that will become an ongoing part of the monthly Newsletter (Personal Touch).

This program was successfully implemented in 2007 and will continue in 2008.

1.5. 'Each One Reach One' campaign (Personal Touch).

The PALs (Partnering Among Learners) program launched in 2007, providing each new member a "mentor" for ASTD-Lincoln for their first six months as a new member. This program will continue in 2008; however, the focus will become the "Power of Two" campaign. This campaign will encourage the benefits of joint membership in the National Society and Local Chapter.

1.6. Survey membership annually to determine their view of level of Personal Touch and increase score by 10% a year.

The first survey was conducted in fall 2007. The task group is reviewing the data and will present their finding and recommendations to the Board of Directors in early 2008. More can be expected to come this year.

1.7. Increase membership 30% by January 2009.

Our membership increased by 49% from the end of 2006 to the end of 2007. A portion of the increase can be attributed to the promotion to join ASTD-Lincoln to attend the Marcus Buckingham LIVE tour in May. Unfortunately, we do not have a way to track the members who joined or renewed just for this opportunity. That does leave us with an unsure number of members that we will retain.

The last half of 2007 was spent on an involvement and retention drive. We will not see the results of this drive until about May 2008 to determine how many of the new members renewed. If we plan on the original 30% increase, that would place our membership at 190, but I'm sure we can easily surpass this goal in 2008.

1.8. Increase member involvement 20% by January 2009.

Our Director of Involvement, Kevin Mattran, has been hard at work securing volunteers for all our events. In 2008, Kevin is working on better defining the role of each volunteer and helping them understand their duties as such.

Although we are not currently in a position to report on this, the functionality of our web site and database are changing to include the data needed to track involvement. Unfortunately, we will be missing historical data, but will be better able to track membership involvement from the time of the implementation forward. We should have solid data for reporting by 2009.

2. Board of Directors

Our Board of Directors meets monthly to share information on the goals and progress of each committee. Open communication allows each committee to stay informed and not duplicate

efforts of other individuals. At these meetings, we also offer support for areas where help is needed and celebrate our successes (there have been many over the past year!).

2007 was a year of change. Although we congratulate the professional and personal successes of our members, it did cause a great deal of turnover throughout the year in our Chapter leadership. The Board changed verbiage to the position descriptions requiring Board members not fulfilling their term to assist in recruiting a replacement for their position.

Beginning in 2007, the Director of Sponsorship was removed and the responsibilities assumed by the Director of Marketing. The Director of Registration was dissolved and those duties are performed by our Administrative Assistant, Glenda Hinz.

In December 2007, a Board retreat took place where planning and brainstorming for the year took place. Activities included teambuilding to help all members work together successfully. A mid-year retreat is scheduled for June 2008 to allow us to regroup and refocus as well as debrief the first half of the year and plan for the last half. Board members were also asked to sign a letter of commitment to the Board of Directors and the Lincoln Chapter.

This year, it was voted upon by the Board to change the titles of the Vice President of Programming to the Vice President of Professional Development and the Director of Web site to the Director of Technology. These title changes do not affect the job descriptions, but more accurately describes them and more closely aligns them with the National Society.

Sandy Smith, President Elect for 2008, has outlined a plan for the nomination of incoming board members. By following the timeline, it will ensure qualified individuals for open positions and give them time to learn and prepare for the upcoming year when they take office.

Month	Activity
May	Start advertising the need for volunteer leaders for next year.
June	Collect candidates and assemble Nominating Committee with a minimum of five members: President-Elect, Past President, three Chapter members in good standing not currently serving in elected positions.
July	Nominating Committee will convene and make nominations or conduct interviews. The President-Elect contacts suggested individuals.
August	Announce candidates in the September issue of the Chapter's newsletter.
September	President presents proposed slate of Officers, and takes additional nominations from the floor at the Chapter meeting. Members vote on candidate slate within ten (10) days of the Chapter meeting.
October	Results are reported to the general membership at the Chapter meeting. New Officers attend the ALC in Alexandria.
November	Newly elected candidates can start attending leadership meetings.
December	Retreat for new leadership team. New officers take oath of office.

1.9. Professional Development Committee

2007 gave us the chance to spread our wings and provide a Train the Trainer program called the Workplace Learning and Performance Extravaganza. It was our first program that was an all day event with breakout sessions. Two tracks were offered, one for the novice to intermediate and another for technology in training.

Director of Programming, Marguerite Himmelberg, is already working with LHRMA in planning for our joint meeting in March. Ron Snyder, Vice President of Professional Development, has outlined a timeline for planning so our membership can stay informed of future activities. All monthly programs will be scheduled three months in advance and posted on our web site so members can add these events to their calendars. Meetings will continue to be offered the third Thursday of every month from 11:30-1:00 with lunch.

Our plan for 2008 is to bring in a national certificate program to Lincoln in June 2008. A planning committee is working on establishing national training certificate programs in partnership with Southeast Community College (anticipated date: June 2008).

We will continue to honor the reciprocal agreement with our sister chapter, ASTD Nebraska in Omaha, to offer their members attendance at our programs for the member rate. The ASTD Nebraska Chapter also allows ASTD-Lincoln members to attend their programs at the member rate as well.

It is the practice of the Chapter to increase the community's awareness of the Chapter and to encourage membership to network with peers within and outside of the workplace learning and development industry. In an effort to increase the community's knowledge of the Chapter, ASTD, and the workplace learning and performance industry as well as to provide additional networking opportunities to members, we will renew our membership with the Lincoln Chamber of Commerce (LCOC) for 2008. As LCOC members, Chapter members may attend any and all networking events sponsored by the LCOC as representatives of the Chapter first. Expenses associated with attending LCOC events are the responsibility of the attending member(s).

2.1.1. Special Interest Groups

The Technology SIG is going strong and has proven to be an asset to our members to learn more about using technology in training. Judy Davidson-Whitehead is the coordinator and has held a planning meeting for 2008. Thanks to our membership's participation, some key topics were identified and Judy has a great year planned for 2008.

The Consultants SIG (formally on hiatus) is being renewed under the leadership of Gina Larson. She has great interest and already has offers of assistance from some of our senior members as well as our new members. The first meeting planned for January 2008 will be a planning meeting to establish the goals and needs of the members.

The Student SIG has waned toward the end of 2007 with the graduation of several members, but with the help of the Board sponsor, Gina Larson, and the Student SIG coordinator, Caitly Klitz, we look forward the growth of the Student SIG and their involvement in our Chapter. Two goals are set for 2008: (1) offer a personal mentor to each Student SIG member in an area of expertise for which they would like to learn more about (2) increase awareness and involvement at area higher education institutions.

2.1.2. Training NOW!

Our TV show kicked off the year in a new studio at Time Warner Cable. We continue to tape quality programs bi-monthly and are getting new members to volunteer for each new show. Its success would not be possible without our Host, Susan Meyerle, many guests and TV crew members, especially our director, Michael Merritt. Our 30 minute show is formatted in four segments. Here's what you can look forward to, from each one of our shows:

Career Treks - Learn about the dozens of ways that T&D (that's Training and Development) practitioners make a living. You'll meet some remarkable people, doing interesting work, and you'll find out how they ended up in this field, and what education and experience is required to do the job.

Training Treasures - Features a "treasure" in the form of a book, a training video, a CD, even a website, which we consider especially helpful. Training resources are definitely a treasure -- often worth more than money!

Training Topix - "Top picks" of the stories we think would interest you. We'll bring you "big picture" stories about issues and trends, as well as "small picture" stories, about ways to improve your own skills. The "top pick" may be the story of ASTD entering its 6th decade as an international mover and shaker in workplace performance, or how you can improve productivity at all those meetings you attend, or even how to spice up your training programs with magic tricks!

Training and Development: Q&A - Short solutions to some "crisis" training situations.

These shows continue to run on Time Warner Cable channel 13 on Thursdays at 4:00 pm and Sundays at 9:00 pm. If you don't get Time Warner Cable, look for podcasts of the show on YouTube and the ASTD-Lincoln MySpace page in 2008.

2.1.3. Big Event

The Marcus Buckingham LIVE tour in May 2007 was very successful and brought in over \$15,000 of revenue to our Chapter and spread the ASTD-Lincoln word throughout the community! Plans are being made for the 2008 big event which will be in partnership with Southeast Community College. The anticipated date is either fall or winter of 2008. Plans are still VERY tentative at this time. We are actively recruiting volunteers to chair this committee and work with Southeast Community College in bringing this learning event to our community.

1.10. Membership Committee

There are three options for membership in the Lincoln Chapter. Membership is renewable annually on the anniversary of the join date.

Individual Chapter Dues— Annual dues are \$60 for new and renewing members. Individual membership is not transferable and the fee is not refundable.

Corporate Chapter Dues— Annual dues are \$60 for new and renewing members. Corporate membership is transferable, but the fee is not refundable.

Student/Retiree Chapter Dues—Annual dues for full-time students and retirees are \$40. Membership is not transferable and the fee is not refundable.

We began 2007 with 137 members and ended the year with 278 members. Part of this increase was that we offered free admission to the Big Event as part of the *Year of the Member* to current members of ASTD-Lincoln. Membership made amazing strides in recruiting and connecting/networking opportunities with membership in 2007.

In 2008, there will be new networking opportunities, starting in February 2008. These events are designed specifically for networking and will happen at different locations and times throughout 2008 on a quarterly basis.

The recruiting efforts will continue with our Director of Recruiting and New Members Services, Lori Botz. The retention efforts are the duties of the Director of Member Connections, for which we have a vacancy. Thanks to the recruiting efforts of Lori and our Vice President of Membership, Betsy Howe, this position will soon be filled. When it is, these two Directors will work with the President in conducting a the monthly *New Member Orientation*. For those new members unable to attend, this information has been posted on our web site.

Another major goal for 2008 will be the “Power of Two” campaign. As a core operating requirement for our association with the national society, our joint membership must be 30% of our local chapter membership. If we plan on the 185 members as mentioned in *1.7. Increase membership 30% by January 2009* on page 3, that would require 56 be members of the national society and Lincoln Chapter in 2008.

In December 2008, our annual awards and recognition event will take place. In 2007, new awards were added to better involve a greater portion of our membership as well as our community. These awards will continue in 2008, although after a review of the Awards committee, there may be some clarification or modification. Announcements will be made in October 2008 seeking nominations from our membership and the community.

1.11. Education and Research Committee

The Chapter’s library of resources has grown tremendously during 2007. Starting in June 2007, we began to ask all our presenters to suggest a book or resource on their topic. That book was then purchased and added to our library. This practice will continue in 2008. We are proud to announce the addition of the library listing on our web site, where members can locate a book and request it from the Vice President of Education and Research, Gina Larson.

Beginning in 2008, programs will be aligned with the CPLP competencies. Benefits of certification and information about the certification will be communicated to our members via

our web site and newsletter, thanks to our Director of Certification and Competencies, Anita Lewandowski Brown, CPLP. Testing dates will be on our calendar of events and newsletter.

Scholarships will be available to all current members for 2008. A total of \$2,000 has been allocated for the year in the following plans. Members must apply for scholarships using the application available on our web site.

PLAN A A maximum of \$1,000 will be awarded to applicants (not to exceed \$200 per applicant), based on need, for registration fees to attend the ASTD–Lincoln Big Event, all ASTD certification conferences, ICE, ALC, etc. Registration fees and deadlines subject to ASTD National guidelines.

PLAN B..... Any monies not used by members in Plan A will be added to the \$1,000 allocated for other professional development opportunities, such as education and workshops not sponsored by ASTD. These funds will be awarded to applicants in variable amounts (not to exceed \$200 per applicant) based on need. Funding may be used for tuition for a WLP or HRD-related course at an accredited educational institution or for registration fees for a WLP or HRD-related workshop, seminar, or conference.

1.12. Communications Committee

Under the leadership of our Vice President of Communications, Shannon Poppe, announcements have been posted in local media announcing the accomplishments of our membership. Press releases and acknowledgements will continue to be posted throughout 2008. We ask our membership to notify Shannon if they have any accomplishments to share.

The web site capabilities were expanded in 2007 with new functionality available to Board members, general members and our administrative assistant. In 2008, more web and database updates will be requested and be implemented. As the Board members continue to use the new features, it will help to make our Board more productive and get the valuable information from our database needed to make decisions for our membership and better serve their needs. More will be added behind the member's login to increase the benefits of membership.

2007 saw the addition of the Chapter's MySpace.com page at www.myspace.com/astdlincoln where you can view the latest episodes of our television show, *Training NOW!*

As far as the position of Director of Technology, we are still recruiting, but may soon have the position filled. We are working with Doane College to find a student member willing to expand their experience and take on the responsibility. This is a great step in expanding our reach into other higher education institutions and providing new learning opportunities.

The ASTD *LINK*, our monthly newsletter will continue under the direction of Lisa Chandler. Members are always welcome to contribute articles related to workplace learning and performance. The *Member Spotlight* section will continue in 2008 after its success in 2007. The last page of the newsletter is dedicated to the What's Happening section where members can find information about upcoming events locally and nationally. This section is the last page so members can print and post in their office to remind themselves or invite other to attend.

The goal of the Director of Marketing (position currently open) is to actively market sponsorship opportunities with ASTD-Lincoln. These opportunities include, but are not limited to, sponsorship of meetings, event locations, SIGs, web site, *Training NOW!*, and newsletter.

1.13. Finance Committee

Anissa Schroeder, Vice President of Finance, has been active in keeping our Chapter running in the black. Thanks to her ever-mindful, “I need a cost center with that” we have done just that. With the success of the 2007 Big Event, we made several investments to help insure the financial success of our Chapter in years to come.

Some of the larger expenses of 2007 were the final payment for our web site updates, ASTD Leadership Conference for Officers, and free admission for members to the Big Event and the Volunteer Recognition program.

With the success of several Big Events in a row, the Board of Directors elected to invest \$4,000 of the Big Event Revenue into our existing accounts and a CD as a “rainy day fund” to ensure our chapter’s future stability.

Current investments:

Eaton \$5,962.04 (invested an additional \$500 in 2007)
 UBS \$6,833.82 (invested an additional \$500 in 2007)
 Pinnacle CD... \$3,000.00 (invested \$3,000 in 2007)

Our total finances for 2007 were:

	Budget	Actual	Difference
Income	\$ 121,660.00	\$ 103,034.95	\$ (18,625.05)
Expenses	\$ 110,062.39	\$ 101,686.76	\$ (8,375.63)
Total	\$ 11,597.61	\$ 1,348.19	\$ (10,249.42)

Anticipated budget for 2008:

	Budget
Income	\$ 45,850.00
Expenses	\$ 44,362.00
Total	\$ 1,488.00

1.14. Past President’s Advisory Committee

The Past President Advisory Committee was established in 2007 by Sarah Kahler and met quarterly. The goal is seek the sage advice of our past leadership and provide them the opportunity to remain actively involved. The acting Past President, Michael Merritt, chairs the committee and informs the committee on current issues/ideas before the Board. The committee offers guidance and ideas to the current Board of Directors based on their past successes and failures. Thanks to this committee, the PALs program took off with great success!

Respectfully submitted,

Michael Merritt and Ranelle Maltas