



# ASTD – Cascadia Chapter Goals

December 2009



## 2010 Strategic Goals

Strategic Goal	Owner
Determine the strategy and process for determining what and how we offer programmatic events. This not only includes topics but also where we offer the events and how we offer them like using alternative media – distance learning is not so alternative anymore! We need to get out to more geographic areas and industries.	VP of Programs VP of Interest Groups
Determine what and how to make sure our members are getting what they need from the chapter and that we effectively communicate the value of membership.	VP of Membership
Develop a marketing strategy so that you know what is being offered to meet member needs and where and when it is happening. How do we communicate just in time and just enough? How do we create awareness of the value of what we offer? We cannot do that unless we have good programs and create value for our members, but we need a strategy to do just that.	VP of Communications

## Strategies and Goals by VP

Position	Name	Major Task	2010 Objectives
<b>President</b>	Melinda Laubscher	<p>**Provide leadership and guidance for all aspects of the association</p> <p>**Manage the board</p>	<p>**Support all board members in achieving goals</p>
<b>President Elect</b>	Open	<p>**Support the President</p> <p>**Provide leadership and guidance for all programmatic aspects of Chapter operations (learning technologies, conference, GIGs, SIGs, Series and Forums, Programs)</p>	<p>**Refine chapter and board succession plan</p>
<b>Past President</b>	Kelly Orehovec	<p>**Support the President</p> <p>**If possible, select one initiative or project for the year</p>	<p>**Schedule / facilitate a Presidents Circle Meeting in the 1st Quarter. Possibly a second one in 4th Quarter.</p>
<b>VP Interest Groups</b>	Vikki Rennick	<p>**Provide leadership and guidance for all Interest Groups, including GIGs (geographic interest groups) and SIGs (special interest groups)</p>	<p>**To have fully operational GIG's meeting on a regular, scheduled basis in Salem, Lane County and Vancouver</p> <p>**To decide on whether or not to pursue establishing a GIG in Bend by May 1 and if so, to have a strategy in place to do so by July 1.</p> <p>**To help GIGs and SIGs generate revenue with strong programs</p>
<b>VP Programs</b>	Suzanne Bader	<p>**Provide leadership and guidance for the Conference, Portland Programs and Series.</p>	<p>**To provide 6 – 8 programs in 2008 in the Portland metro area that will address the needs of our internal members and potential members new to the learning and development field.</p> <p>**To support the Conference Committee in developing a Regional Conference that will provide cutting edge speakers and generate revenue.</p> <p>**To continue to partner with our education allies in providing credit courses like Fundamentals of Training and eLearning Strategies.</p>

Position	Name	Major Task	2010 Objectives
<b>VP Membership</b>	Michele Jordan	<p>**Ensure that the Chapter is meeting members' and volunteers' needs</p> <p>**Develop a volunteer management program</p>	<p>**Have 30% joint members</p> <p>**Begin interaction with African American groups</p> <p>**Review student groups</p> <p>**Develop membership survey</p> <p>**Revise membership orientation and membership mtgs</p> <p>**Continue with new member contact</p>
<b>VP Communications</b>	Karen Mathieson	<p>**Promote Chapter activities, event and service to the membership and the community</p>	<p>**Identify marketing liaisons for each Board VP who provides marketing support for their programs and activities.</p> <p>**Identify and create templates for all local marketing materials that support local brand recognition.</p> <p>**Partner with the Diversity Committee to identify opportunities to reach new audiences and potential new members.</p>
<b>VP Finance</b>	Holly Barats	<p>**Responsible for the financial management of the chapter</p>	<p>**To provide counsel and oversight for the current and future financial needs of all areas of ASTD-Cascadia (through three activities, budget, financial statements, reviews)</p>
<b>Secretary</b>	Pam Moore	<p>**Responsible for maintenance and accuracy of all non-financial records of the Chapter</p>	<p>**Manage the records of the organization and institute any new systems.</p> <p>**Manage the chapter's collaborative Huddle site.</p> <p>**Work with the Business Manager and board members to refine and catalogue board policies and procedures.</p>