

# Central PA ASTD 2010 Chapter Goals

For our members' reference, below are the goals that your 2010 leadership team has set for the chapter for 2010. We hope that, through these goals, we will continue to make our chapter more useful, and therefore more valuable to our members.

## Overall Chapter Goals

Lynn Lehman, President

1. Establish regular participation in the quarterly regional chapter leadership conference calls by the end of Q1
2. Develop and implement a system to market events to and partner with other local ASTD chapters on events and/or webinars by the end of Q2
3. Send at least one person from our leadership team to the National ASTD leadership event at the end of September
4. Hold the 2011 elections by the end of Q3
5. Update chapter bylaws by the end of Q3
6. Hold a full-day program in October, 2010
7. Continue building partnership with Harrisburg University
8. Continue systematizing and improving chapter processes to increase effectiveness and efficiency of the chapter

## Membership Goals

Troy Behlert and Lynn Wonsick, Co-VPs of Membership

1. Implement an on-line payment option for membership dues
  - a. Investigate options & costs with Pattie, Heather and Heather
2. Increase membership by 5%
  - a. Create a recruitment/marketing video for the web
  - b. Review benefits of membership to make sure membership is a value
  - c. Review new member on-boarding procedure for improvement opportunities (new member emails, phone calls, packet mailing)
3. Create a succession plan for V.P. of membership
  - a. Organize membership historical data and files
  - b. Provide a permanent storage to pass on
  - c. Mentoring process

## In-Person Programs Goals

Martha Furness, VP of In-Person Programs

1. Organize social networking at 100% of the meetings utilizing icebreakers/introductions.
2. Schedule interesting programs resulting in a 5% increase in membership
3. Implement each of the four topics identified through the membership survey at 100% of the 2010 programs (leadership, ROI, change management and doing more with less (budget constraints))

## Virtual Programs Goals

Melissa Heath, VP of Virtual Programs

1. Schedule series of technical education virtual sessions (maybe Articulate or Captivate)
2. Survey at 100% of the 2010 Programs
3. Work collaboratively with Harrisburg University to put on virtual programs
4. Provide at least 1 webinar a quarter