



# Five Year STRATEGIC PLAN

Created January 4, 2008

## Mission Statement

To provide our members, other workplace learning and performance professionals, and the Twin Cities business community desired resources, programs, learning and networking opportunities.

## Vision

To be recognized as the premiere resource in the Twin Cities area for workplace learning and performance

## Values Statement – Learn, Connect and Grow

- ▶ **Learn**  
*ASTD-TCC will offer you educational opportunities to build your skills as a WLP professional*
- ▶ **Connect**  
*ASTD-TCC will make it easy for you to establish contact, make new friends, and become inspired about your career*
- ▶ **Grow**  
*Membership in ASTD-TCC will help you to increase your personal market value*



# GOALS:

## **Goal #1: By 2012, we will have at least 1,500 members.**

### **2008 Goal - Increase membership to 1,070 in 2008.**

2008 Committee Goals that support this goal:

1. Surpass the 2008 chapter goal of increasing membership from 870 to 1,070 total members (Terri Cheney, Membership)
2. Retain 90 percent of our current members (Terri Cheney, Membership)
3. Have 25 percent of our total membership belong to ASTD national, thus meeting our CORE (national Chapter Operating Requirements) requirement (Terri Cheney, Membership)

*The Board believes that there are many workplace learning & performance professionals in the Twin Cities that we aren't yet reaching. One way to measure reaching these professionals is through membership numbers – so we plan to track our membership numbers and push for increases through the next five years. Each Board member has responsibilities in this area in the challenge to increase the value of our members.*

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## **Goal #2: By 2012, we will grow X% of our membership to reflect the mix of the Twin Cities Workplace Learning & Performance (WLP) community.**

### **2008 Goal - Know the gap between our current membership demographics vs. the Twin Cities WLP community and determine who we will target for growth.**

2008 Committee Goals that support this goal:

1. Assess current market data (membership/national and other) and clearly define and develop tactics to reach top 5 market segments by EOY 2008 (Robert Cummins, Marketing)

*This goal is some of the underlying reasoning behind our membership growth goals. Currently, we aren't sure who our members are, and furthermore, we don't know if membership reflects the workplace learning and performance (WLP) population of the Twin Cities. So first, we must identify our gaps – who are we and are we missing anyone? Then target the missing members of our community to create a rich membership experience for all WLP professionals in the Twin Cities. We realize that drawing in people who aren't involved now may cause us to create new membership offerings, refine existing ones, and explore new areas of delivery for our offerings.*

**Goal #3: By 2012, we will increase overall participation of both members and nonmembers in chapter offerings by 10% each year over the next 5 years.**

***2008 Goal - Increase overall participation of both members and nonmembers in chapter offerings by 10% over the 2007 levels.***

2008 Committee Goals that support this goal:

1. Engage 100 current members, past presidents, and former members through the 50th Anniversary planning efforts, input, and an event, while publicizing to potential members (Rita Maehling, Past President)
2. Increase the number of member-sponsored applications for the Ana Alvarez-Holmberg Scholarships by 10% over 2007 levels (Rita Maehling, Past President)
3. Present an energized and qualified slate of 6 candidates (membership, communications, 2010 professional development, 2010 conference, president-elect) to the membership by September 15, 2008 (Rita Maehling, Past President)
4. Define and develop tactics to reach and influence the market segments for increased participation in ASTD-TCC (Robert Cummins, Marketing)
5. Increase attendance and sponsorship at the Regional Conference by 5% over 2007 numbers (Victoria Frank & Jessica Frier, Regional Conference)
6. Provide a high-value recognition event for volunteers in fall 2008 and offer spontaneous recognition throughout the year (Terri Cheney, Membership)
7. Reach an additional 2.5% of the WLP community over 2007 levels with Spectrum (monthly newsletter) by engaging members and nonmembers alike, appealing to their needs, encouraging their involvement and increasing overall participation in chapter offerings. (Sarah Brammer, Spectrum)
8. Create an efficient process for producing monthly Spectrum articles, lending to its quality output and ultimately drawing members to utilize the resource for getting involved (Sarah Brammer, Spectrum)
9. Have at least 5 actively “buzzing” conversations on the Dialogues website by 12/31/08 (Pete Machalek, Communications)
10. Earn \$250 in paid calendar postings by 12/31/08 (Pete Machalek, Communications)

11. Increase quality and quantity of networking time at program meetings (Leslie Philmon and Kristin Ford, Professional Development)

*We believe an actively-involved member gets the most out of the ASTD-TCC experience, so we continually want to increase participation. Some of the things that we will need to do to make this goal a reality are: define participation; determine who is/isn't participating; find out why members don't participate; target non-participating populations by creating/streamlining offerings that match their needs.*

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**Goal #4: By 2012, we will have 5 mutually beneficial, active, formal partnerships with businesses/organizations.**

**2008 Goal - Have active relationships with the key decision-makers at 25 potential partner businesses/organizations.**

2008 Committee Goals that support this goal:

1. Identify 100 leaders in the Twin Cities and contact them with a unified message about why they should participate in and/or sponsor the 2008 Regional Conference (Victoria Frank, 2008 Conference – in concert with Marketing and Corporate Connections)
2. Research needs, design and offer an Executive Forum in 2nd quarter 2008 (Mary Karlsson, Corporate Connections)
3. Develop strategies for cultivating and adding mutual value to corporate memberships (Mary Karlsson, Corporate Connections)

*This goal isn't about "getting things" from organizations – it's about creating true partnerships with organizations in our community so that we meet their unique membership needs and they in turn actively participate in the chapter. The initial work in this goal will be focused around creating a true relationship – having our chapter talking to the right people at an organization and starting to find out how we can work together. After these initial relationships are established, true partnerships will then be built in the next five years.*