

Sacramento ASTD

Workplace Learning and Performance



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- Sacramento ASTD will provide:**
- Monthly educational programs and events
 - Memberships with value-added benefits for joining the chapter
 - Access to programs, events, and services for non-members
 - Networking opportunities
 - Career connections
 - Resource information

Sacramento ASTD will continue to operate as a non-profit professional association and local chapter affiliate of the National organization.

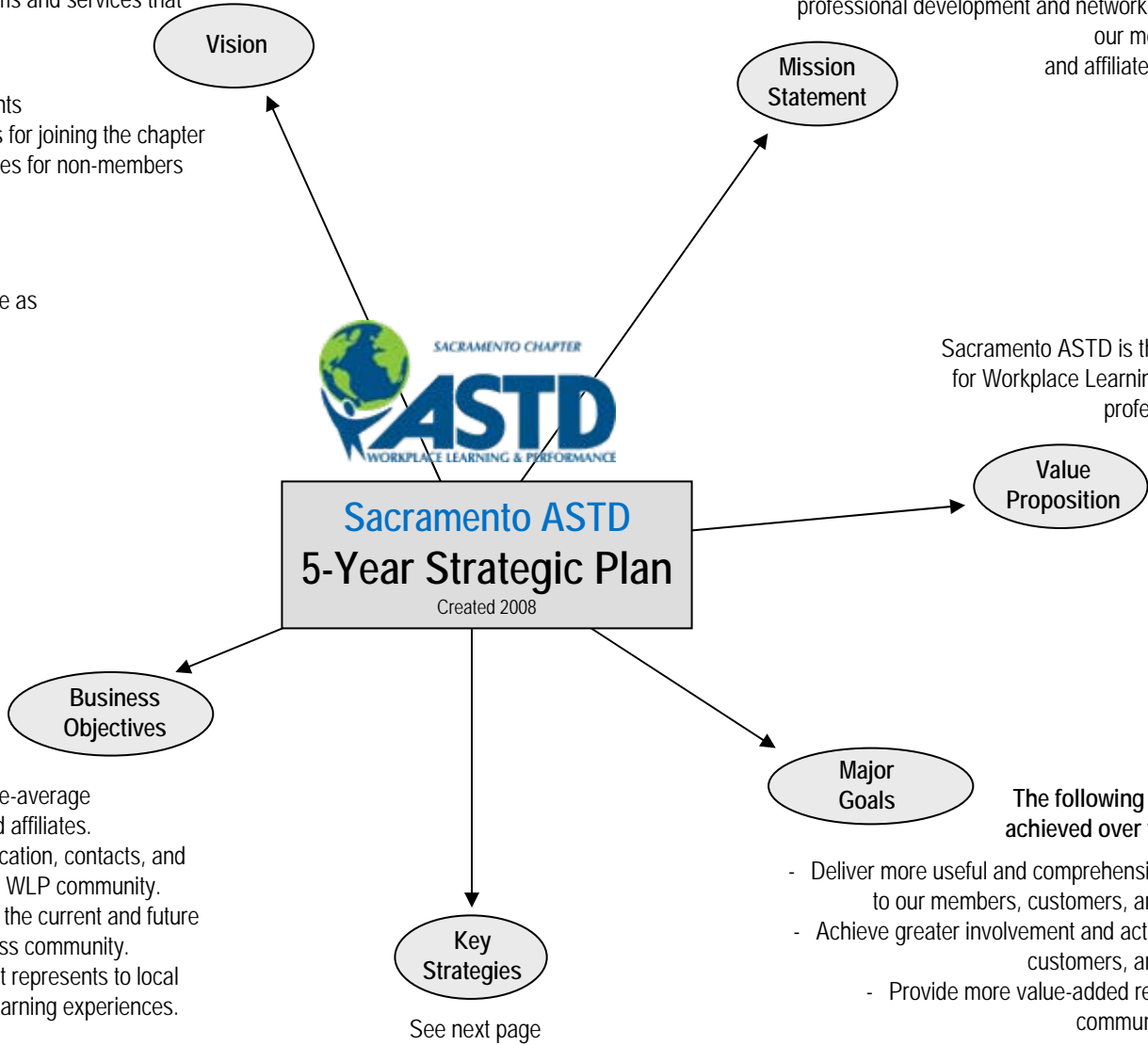
The **mission** of the Sacramento Chapter of the American Society for Training and Development is to provide professional development and networking opportunities for our members, customers, and affiliates with a local focus.

Longer term business objectives of Sacramento ASTD are to:

- Expand the organization and offer above-average returns to our members, customers, and affiliates.
- Become an innovative resource for education, contacts, and solutions within the greater Sacramento WLP community.
- Expand programs and services to meet the current and future needs of members and the local business community.
- Create an ASTD Sacramento brand that represents to local area businesses our focus on quality learning experiences.

Sacramento ASTD is the primary resource for Workplace Learning and Performance professionals to support:

- **Community**
- **Learning**
- **Advocacy**



See next page

- The following key targets will be achieved over the next 3-5 years:**
- Deliver more useful and comprehensive service offerings to our members, customers, and affiliates by 2010
 - Achieve greater involvement and activity from members, customers, and affiliates by 2012
 - Provide more value-added resources that attract community interest by 2013

This document establishes a strategic plan for Sacramento ASTD. It reviews strengths, weaknesses, threats and opportunities; presents statements relating to Sacramento ASTD's vision, mission, values and objectives; and outlines proposed strategies and goals.

Sacramento ASTD
5-Year Strategic Plan
Key Strategies

Community

- Memberships
- Annual Membership Surveys
- Affiliations/Partnerships with other Organizations
- Talent Bank
- Newsletters
- Strengthen Web Presence
- Special Interest Groups/Community of Practice
- Members Discussion Board/Blog
- Volunteer Involvement/ Community Outreach
- Mentor Program

Learning

- Monthly Learning Programs
- Annual Special Events
- CPLP Support
- Emerging Industry Trends/Updates
- Webinars
- Advanced Booking of Speakers/Presenters
- ASTD National Workshops Sponsored Locally
- Employee Learning Week

Advocacy

- Advertising Vehicles (Newsletter, Website, etc.)
- External Marketing of Sacramento ASTD/Posting Ads
- External Marketing – Presence on Distribution Lists
- Attending/Presenting at Sacramento Business Events
- Setting up Vendor Booths at Local Events
- Academic Partnerships for WLP Marketing and Curriculum

Chapter Support

- CORE Compliance
- Monthly Business Tracking
- Board Members/Board Structure
- Share our Success (SOS) Chapter Best Practices

Sacramento ASTD
5-Year Strategic Plan
SWOT Analysis

SWOT Area	SWOT Details	Sacramento ASTD Response Strategies
Strengths/Areas of Growth	<ul style="list-style-type: none"> ●Affiliation with ASTD National ●Sacramento area community focus ●Large distribution list ●Ability to solicit speakers/presenters pro-bono ●Dedicated board members ●Steady participation over past years ●Good value for the dollar (prices affordable) 	<p style="text-align: center;">These represent consistent accomplishments by the Sacramento ASTD chapter and board</p>
Weaknesses/Challenges	<ul style="list-style-type: none"> ●Need to recruit more volunteers ●Board members taxed with tasks/action items ●No consistent administrative resource ●Overdependence on specific board positions ●Limited corporate presence in market to fund memberships and event attendance ●Lack of sponsors, vendors, advertisers ●Low awareness in greater business community 	<ul style="list-style-type: none"> ●New Board and Project Leaders structure ●Increased marketing and visibility, enhanced benefits for sponsorships
Threats	<ul style="list-style-type: none"> ●Other professional associations offering programs ●Vacant board positions and lack of volunteer support leading to reduced services or service quality ●Economic conditions impacting employment and affordability by customers ●Competition for annual board commitment by other associations 	<ul style="list-style-type: none"> ●New Board and Project Leaders structure ●Promote Frequent Member Card, Free program/year ●Greater benefits for board participation
Opportunities	<ul style="list-style-type: none"> ●ASTD National increasing advocacy and awareness ●CPLP credential increasing interest in ASTD ●Untapped student and local business prospects could expand customer base and service offerings ●Strong partnerships with regional businesses ●Serve as a resource for local employers/businesses ●Visibility ●Affiliations/Partnerships with other Organizations 	<ul style="list-style-type: none"> ●Share ASTD national resources (ie: emails, articles, website) ●Continue CPLP study groups and advocacy ●Increased marketing and visibility to newer WLPs, business community ●Expand value and networking with similar orgs/associations

Sacramento ASTD
5-Year Strategic Plan
Board Structure

Board structure ratified by membership via ballot in November 2008.

BOARD POSITION/SUPPORT	ELECTED/ APPOINTED	BOARD MEETINGS	MONTHLY PROGRAMS	ACTIVITY FREQUENCY	CUSTOMER RESPONSE	VOTING POSITION	ELIGIBLE FOR ALC FUNDS	GENERAL DUTIES
President (Officer)	Elected prior year	All	All	Daily	Within 24 hours	Yes	Yes	Manages functions of the chapter, forward plans, primary contact, newsletters
President Elect (Officer)	Elected 3 yr term	All	All	Weekly	Within 24 hours	Yes	Yes	Supports the board functions, records/distributes board mtg minutes, maintains action item report
Immediate Past President (Officer)	Completes 3 yr term	All	Most	Weekly	Within 24 hours	Yes	Yes	Support the board functions, advises President, serves in leadership planning
Director of Finance (Officer)	Elected	Most	Most	Weekly	Within 24 hours	Yes	Yes	Coordinates income with Directors of Programs, Director of Marketing, maintains financial accounting
Finance Associate	Appointed	Minimum of 5	Optional	Monthly	Refer to Director	No	No	Assists Director of Finance, stands in when requested, learns finance process
Director of Programs	Elected	All (may be split btw Directors)	All (may be split btw Directors)	Weekly	Within 24 hours	Yes	Yes	Secures speakers, facilities, caterers for monthly programs or special events. Plans, promotes through CVENT – can divide areas of responsibilities
Director of Programs	Elected			Weekly	Within 24 hours	Yes	Yes	
Programs Associate	Appointed	Minimum of 5	Optional	Monthly	Refer to Director	No	No	Assists Directors of Programs, stands in when requested
Director of Membership	Elected	Encouraged	Optional	Weekly	Within 24 hours	Yes	Yes	Reviews and communicates expiring memberships, make personal contacts with renewal and new members
Membership Associate	Appointed	Optional	Optional	Monthly	Refer to Director	No	No	Assists Director Membership, personal contact with new and renewing, writes bios for newsletter
Director of Communications	Appointed	Encouraged	Optional	2x Monthly	Within 24 hours	Yes	Yes	Web site, email management, career connections, CVENT blasts, newsletters
Director of Marketing	Appointed	Encouraged	Minimum of 5	2x Monthly	Within 24 hours	Yes	Yes	Increases visibility to business community, sponsors, procures ads and income
Director of Special Events	Appointed	Encouraged	Optional	Monthly	Within 24 hours	Yes	Yes	Secures speakers, facilities, caterers for 1-2 annual special events. Plans, promotes through CVENT
Website Administrator	Contracted	Optional	Optional	3x Monthly	Within 24 hours	No	No	Makes changes to Web site as requested
Registrar (Optional)	Contracted	Optional	All	Monthly	Refer to Director	No	No	Prepares reg. list, name tags and hosts registration table at programs
Special Project Leaders (see Strategies)	Appointed	Optional	Optional	As needed for project	Within 24 hours	No	No	Coordinates all planning and execution of special projects

All: Except travel or extensive career priorities

Activity Frequency: Indicates how often this position may have action items outside of responding to customers (email and/or phone)

Daily: Except travel or extensive career priorities

Customer Response: Respond as soon as possible with an answer, or to indicate when an follow up answer will be sent (customer includes peer board members)

Eligible for ALC Funds: When ALC funds are available as approved by the board (NOTE: ALC eligibility is based on commitment to a board position in the year following the ALC Conference)