

2011 Annual Report

Letter from the 2011 President

Dear Metro DC ASTD Chapter Members and Constituents,

Thank you for the opportunity to serve as the 2011 President of the chapter.

The mission of the chapter is to increase the knowledge, skills, and impact of our constituents in their workplace communities. I can say this year: we definitely came close to fulfilling this mission. Why do I say “come close to?” Because there is always more to do!

This year we have provided the following Professional Development, Career Development, and Advocacy for Professional Standards for workplace learning and performance professionals:

Professional Development

- 7 Dinner Programs
- 6 Workshops
- 4 Webinars
- 5 Podcasts
- Approximately 70 SIG Events

Career Development

- Volunteer Opportunities
- Mentoring Partnership Program
- 6 Networking Events
- SIG Event Networking

Advocacy for Professional Standards

- CPLP Study Groups
- Congressional Visits by 2 Board Members during the ASTD Congressional Conversations Event

We have also reached out to the community, with our annual tradition of donating the proceeds of our Holiday Party Silent Auction to a local charity.

In chapter 8 of her book [*Career Moves*](#), Annabelle Reitman says, “You can integrate volunteering into our plans for achieving professional goals. By volunteering for

leadership in professional organizations you not only reap those standard benefits but also expand your WLP career and continue your professional growth.” She recommends that you “identify your goals and needs before you volunteer.”

I encourage each of you to use your Metro DC ASTD Chapter to learn and develop in a mutually beneficial way. In a way that first of all fits in with your goals, but also fits in with the mission, vision, and goals of the chapter. This can result in a win-win for all of us.

In conclusion, thank you for your trust and confidence in me and our board of directors. We look forward to serving you next year. Please let us know how we can serve you better in the year to come.

Sincerely,

Michelle Moore
2011 Metro DC ASTD Chapter President

2011 Achievements

Recognition from National ASTD

The Metro DC Chapter was selected as the recipient of the ASTD “Excellence in Membership Growth” Chapter Excellence Award. The award recognizes the chapter with the highest overall growth rate of joint chapter and national members in their size category. The Metro DC Chapter received the award by increasing joint membership by 33 members in 2010. Our Vice President of Membership, Kathy Reiffenstein, received the award on Chapter Leader Day at the 2011 International Conference & Exposition in Orlando, FL.



Career Services

One of the greatest things about Metro DC ASTD Career Services offerings is that they serve both current and prospective chapter members. This past year we continued to post new job opportunities at a steady rate, renewed the list of professionals in the Consultant Referral Service, supported the new mentoring program and CPLP study groups, and offered a small group of monthly program attendees a free resume review. All of these activities were

driven by our dedicated volunteers and benefitted not only chapter members but the entire community.

The new job ads page that developed along with the new chapter website has remained full of positions in the training and development field that local employers are trying to fill. We continued offering the ads at a small fee for employers but free for anyone to view and respond. In addition to the full-page job descriptions, we are also now offering the option of posting jobs in the weekly eFlash for greater exposure.

The Consultant Referral Service remains active as a member benefit, giving our independent consultants an additional way to market their services. Consultants can now edit their own profiles on the chapter website for greater flexibility in their marketing. Notifications of contract work or proposal opportunities are published to the group as they come in. The directory is also visible to the public to browse so that anyone can look up an individual consultant and contact them directly.

In 2012, DC ASTD Career Services will continue to grow these core services and provide new ways to connect with information and opportunities for developing a career in our field. Regardless of the stage of your career – whether you're stable, in transition, enrolled as student, or retiring – the chapter is here to help. The best way we can help is by providing volunteers with a way to apply their skills through their chapter involvement. It's through the hard work and ingenuity of our volunteers that Career Services and all other portfolios can continue to meet the needs of the audiences the chapter serves.

Communications

In 2011, 52 eFlashes were sent to nearly 6,000 email addresses, we were “liked” on Facebook by 196 friends, over 436 members have joined us on LinkedIn, and 837 Tweeters are following us. We are ending 2011 with a thorough communications plan to grow our social media networks even further with more posting, more tweeting, and more blogging. Look for more information on our website and remember to register for our social network sites!

Membership

One of the biggest accomplishments in the Membership portfolio in 2011 was the conversion to a new membership database. This took many volunteer hours to set up, test and migrate all our contact information from the old system. But we did it fairly seamlessly and with few real problems! And now we have a database that allows our members and constituents to have a personal password, upload their picture and fill in details about their professional capabilities and interests. The new system also lets our members know when their membership is about to expire and sends out automatic renewal notices.

Other accomplishments this year include:

- 4 well-attended Happy Hour events, including a wine tasting, where members and prospective members networked and met new people.
- 2 New Member Receptions which gave new and prospective members a forum to network and get their questions about the Chapter answered.
- A new product offering which combines a free dinner meeting with the purchase of an annual membership.

The chapter concluded the year with 357 members.

Be on the lookout in 2012 for more enhancements to Chapter membership!

Professional Development

Our Professional Development portfolio focuses on providing our constituents with skills they can immediately implement in the workplace. This year, we held five workshops, one of which was conducted twice due to demand:

- Learning Innovations in Project Management with Bill Fournet, The Persimmon Group
- E-Learning Uncovered Series: Articulate Studio '09 with Diane Elkins, Artisan e-Learning
- E-Learning Uncovered Series: Lectora X with Diane Elkins, Artisan e-Learning
- E-Learning Uncovered Series: Captivate 5.5 (held twice) with Diane Elkins, Artisan e-Learning
- Social Media and Social Learning with Dr. Clark Quinn, Quinnovation

Programs and Virtual Programs

2011 has been a busy year for both our Programs and Virtual Programs portfolios. We were able to attract engaging and insightful speakers in a variety of Workplace Learning and Performance topics, including:

Dinner Programs

- January: Best Practices in Employee Development
- February: Action Learning – in Action! with Dr. Michael Marquardt
- March: Putting Type To Work: Revisiting the MBTI with Hile Rutledge
- April: Raising Your Professional Visibility with Kathy Reiffenstein
- May: Rethinking Organization Culture and Implications for Performance with Joe Willmore
- October: Chief Learning Officer Panel: The Politics of Learning

- November: Mobile Learning ‘To Go’ with Dr. Clark Quinn

Webinars

- Summer Learning Series: Uniting the Virtual Workforce with Karen Sobel Lojeski
- Summer Learning Series: Federal Telework Program – Panel Discussion on Virtual Concerns
- Training Portfolios with Dr. Greg Williams
- Cultural Intelligence for Global Learning Professionals Part 1 with Fernando Sanchez

Podcasts

- Action Learning with Dr. Michael Marquardt
- Revisiting Myers Briggs with Hile Rutledge
- Learning Innovations in Project Management Training with Bill Fournet
- Troubleshooting In The Virtual Classroom with Cindy Huggett
- Training Portfolios with Dr. Greg Williams

Special Interest Groups (SIGs)

Our SIGs continue to flourish and offer many opportunities for networking, professional development, and outreach to the learning and development community in the DC Metro area. We started our year with 10 SIGs and end with nine. We make every effort to stay engaged with our constituents to ensure that we are providing the topics that are most needed and desired. The Diversity SIG was disbanded in June as a result of the changing needs of those who attended. We have provided over 70 SIG events in person and virtually, which is a 10% increase from last year’s number of events. This was a year of change and growth. We have had six new SIG leaders this year who have made considerable contributions to enhance and develop workplace learning professional knowledge and skills.

Last year, Laura Mendelow, achieved 10 year’s of service as the Organizational Development SIG leader. This year, Laura made the difficult decision to pursue her other passions and move out of her OD SIG leader role. We sincerely appreciate Laura’s dedication and commitment to the success of the OD SIG.

Sponsorships

The Sponsorships Portfolio secures mutually beneficial relationships with vendors and organizations who provide valuable services to Metro DC ASTD members.

Metro DC Sponsorships are affordable and include many benefits such as recognition on the home page of our website, complimentary advertising in our weekly E-Flash

announcements [reaching over 6,000 workplace learning professionals], complimentary job postings on our website, recognition at our end-of-year volunteer celebration event, complimentary memberships/discounts for employees, and more.

We would like to thank our current sponsors for their support of our chapter:

- ESI International
- University of Phoenix
- Training Pros
- ISD Now

Talent Management

In 2011, more than eighty individuals contributed their time to the chapter. Without them, the vast array of services we provide would simply not be possible. Our members volunteered in a vast variety of roles, from managing social media resources to writing book reviews. We strive to find opportunities that will benefit both the chapter and our members.

The Talent Management Portfolio:

- Worked with individuals to find volunteer opportunities that would benefit their personal and/or professional goals
- Helped to staff chapter committees
- Recruited, scheduled and managed volunteers for ASTD Annual Leaders Conference
- Managed the Annual Holiday Event and the Volunteer Recognition Picnic

2011 Silent Auction/Drawing Donors

The Metro DC Chapter would like to thank Volunteer Appreciation donors to our Silent Auction and Drawing for their generous donations. All of the proceeds went to the DC Area Food Bank.

- Allen Interactions
- Diane Cohen, MA, ACC, CPCC
- ESI International, Inc.
- Karen Mack Management Consultants, LLC
- KZO Innovations
- McGhee Productivity
- National ASTD
- Nordlinger Consulting Group

- VisionMining

2011 Volunteers

All of these accomplishments would not be possible without the tireless work of the many volunteers who have supported the chapter this year. We would like to give special thanks and recognition to the following individuals:

Board of Directors

Robin Altice
Lorraine Barclay Nordlinger
Darlene Brady Christopher
Lisa Cohen
Lilly Grossman
Rob Hileman
Alexa Krezel
Michelle Moore
Tiffany Prince
Kathy Reiffenstein
Foster Rockwell
Genevieve Stidman
Deadra Welcome
Cindy Chapman (partial term)
Michelle Proulx (partial term)
Diane Smith (partial term)
Ed Sommers (partial term)

Career Services

Saeed Arrington
Sylvia Benatti
De'Onn Griffin
Chris Hartsock
Annabelle Reitman
Lori Ann Roth
David Sturdevant

Communications

Armando Justo
Kelly Kaiser
Liz Lanni
Sardek Love
Jean McRae
Deborah Parker
Denise Rainey
Annabelle Reitman
Leslie Shields
Todd Slater
Jason Smith
Tom Tatem
Diane Ullius
Cynthia Way

Dulles Corridor GIG

Philip Martin
Susan McDonald Osborn
Lisa O'Donnell
Lara Rivera Lopez
Todd Slater

Membership

Carleton Cooper
Diane Elkins
Andrea Evans
Phil Power
Tom Tatem
Joe Willmore

Virtual Programs

Cristine Fernandez
Charles Gluck
Liz Lanni

Programs

Christina Holloway

Special Interest Groups

Veronica Adams
James Alexander
Shelly Alexander
Caroline Bolas
Maria Carrasquillo
Daniel Conti
Diane Elkins
Claudia Escribano
Linda Ferguson
Neal Henderson
Robert Jordan
Liz Lanni
David Lassiter
Letitia Lawson
Peggy Linden
Karen Mack
Jack Malgeri
Dawn McAvoy
Marsha Melkonian
Laura Mendelow
Deborah Parker
Denise Rainney
Rob Robles
Judy Rogers
Wanda Savage-Moore
Drew Shields
Todd Slater
Tanisha Williams

Sponsorships

DBora Schrett

Talent Management

Karen Mack
Rosalind Poe

Wild Apricot Project

Diane Elkins

ASTD Annual Chapter Leaders Conference

Theresa Berg
Bobby Butler
Diane Elkins
Scott Hovis
Dave Jennings

Marcus Jessup
Kristine Konen
Liz Lanni
Dawn McAvoy
Denise Rainney
Lori Ann Roth
Ebony Tara Scurry
Colin Searcy
Diane Smith
Peter Smith
Lisa Stortz