



Greater Detroit's Annual Report

Delivering More in 2004!

Greater Detroit ASTD Annual Report 2004

THANK YOU FROM 2004 PRESIDENT – PATRICIA BALL

This 2004 Annual Report highlights the progress our chapter made during the past year. We achieved a great deal in terms of financial stability, improved services, and outstanding programs. Everything we did was the result of a highly motivated, results-oriented board that was truly a joy to work with. I am proud to have worked with the board and membership of the Greater Detroit Chapter of ASTD this past year.

Sincerely,

Patricia Ball

The 2004 Board Members were as follows:

President	Patricia Ball
President-Elect	Greg Boudreau
Past President	Claudia Sandonato
VP Administration	Stephanie Bice
VP Communication	Kiris Powell
VP Finance	Jim Doyle
VP Marketing	Steve Lawson
VP Membership	Kay Solsbury/John Horton
VP Career Development	Marsha Barnett-King
VP Programs	David Shevrin
VP Special Projects	Kathleen Clarke
Webmaster	Bruce Coppola/Patricia Ball
Membership Orientation	Darlene VanTiem

COMMITTEE MEMBERS/VOLUNTEERS

The following individuals volunteered their time and expertise to support various projects:

Jeri Butler, Marilyn Larese, Carol Wilson-Marlow, Pam Micznik, Mike Forrest, Carol Bimberg, Jerry Kaminski, Christina Rotondo-Richley, Judy Matrundola, Jill Windelspecht, Carol Moore, Greg Moss, Charlotte Chase, Hope Hoffman, Bonnie Horner, Matt Trupiano, and Michelle Saad.

CORPORATE CONTRIBUTORS/EXECUTIVE ROUNDTABLE

The following corporations either participated in the September Executive Roundtable event or contributed goods and services in 2004:

Masco, DaimlerChrysler Corporation, Compuware, Handleman Company, Comerica, Denso, General Motors, American Axle & Manufacturing, Lucid Business Strategies, Oakwood Hospital, Oakland University, University of Michigan Dearborn, Comcast, ASTD National, bps Corporate Training and Conference Center, General Motors University, GKN Automotive, and The Emdicum Group, Inc.

GREATER DETROIT ASTD CHAPTER ACCOMPLISHMENTS FOR 2004

- First chapter to receive National ASTD's distinguished Share Our Success (SOS) award for developing a Request for Proposal (RFP) and User Manual for securing a new Administrative Services firm for our chapter.
- Our chapter became a member of Automation Alley and crafted an e-Learning survey in partnership with the e-Learning subcommittee of the Workforce Development committee. The survey was distributed to Crain's list, Detroit ASTD and Automation Alley members. Due to an excellent return rate, results were disseminated at a panel session of distinguished local business leaders held at Walsh College in October. As workplace learning and performance professionals, we will continue to benefit from our partnership with Automation Alley.
- Pat Crull, ASTD National Chair, facilitated our first annual Executive Roundtable luncheon held in September.
- Implemented our first local Detroit ASTD chapter membership renewal program.
- Greater Detroit ASTD was awarded a position on U of M Dearborn's Performance Improvement and Instructional Design (PIID) advisory board.
- New benefits available in 2004 for Detroit ASTD members: Office Max discount and access to FedCare and SelectCare programs.
- Secured a new Administrative Services firm, Carrollton Services, Inc., to handle our chapter office administrative duties.
- We met all the operational requirements for National ASTD CORE certification.
- Matt Trupiano created DVD videos of the Pat Crull and Compuware programs.

FINANCE

The chapter finished the year with almost the same bank balance as this past January 2004. Finance reported the profit/loss for each month's program. Our phone service costs were reduced via a change to a new carrier. All debts were paid on a timely basis and a review of financial records will be conducted by the Ann Arbor ASTD chapter. E-commerce helped to streamline online credit card payments. Informative, accurate and useful reports were provided to the board each month.

INSURANCE

On December 18, 2004, GDASTD renewed the professional insurance policy for board members.

MEMBERSHIP

A total of 81 new members joined us in 2004. Orientation presentations were conducted almost every month for potential and new members. Various promotions were used to enhance meeting attendance and new memberships. A member survey was conducted in December of 2004. A new member brochure and volunteer forms were created. Coupons were used to identify the HPI Certificate program students from U of M. A mailing was sent to all members explaining the move to a common dues billing structure whereby all memberships expire 12/31 of each year. Members received a renewal letter in December along with the programs for 1st quarter 2005. The online membership data base has eliminated many problems and provides one master data base file.

CAREER DEVELOPMENT

Over 37 new jobs for a variety of positions were posted on the Job's board page of our website in 2004. Employers remarked that they were impressed with the quality of job respondents. Announcements of job opportunities were also provided at several meetings.

PROGRAMS

Pat Crull, ASTD National Chair, headlined the September 2004 meeting. It consisted of a series of venues conducted on the same day: an Executive Roundtable luncheon, a mini-regional meeting with Pat Crull and the board members of the Michigan and Toledo ASTD chapters in the afternoon, and the general membership meeting in the evening. There were 107 attendees at the evening program meeting. The triad event was a major success. An *Oakland Business Review* reporter wrote an extensive summary of Pat's presentation in their October issue.

Our chapter worked collaboratively with ISPI to hold a joint meeting in April of 2004 at the new Compuware headquarters. The topic of the October meeting was "Team Effectiveness Coaching at the Ford Dearborn Truck Plant." The meeting was preceded by the Ford Rouge Factory Tour, which was available at a discount to members. The June program reconstructed sessions brought back from the National ASTD ICE conference and was presented at the lovely Henry Ford Estate. Two ASTD National ICE conference speakers presented during the year, IBM and Pat Crull.

GDASTD members enjoyed a holiday celebration in December at the Sterling Inn, Sterling Heights, Michigan. The 33 attendees participated in interactive "Team" games. Several vendors were present and the new "Smart" board was demonstrated.

Most program meetings broke even or produced revenue and evaluations were aggregated at over 4.4 on a 5 point scale. Networking activities and door prizes were provided at most meetings.

MARKETING

More coverage was achieved in the media this year. Our new officers were listed in Crain's Detroit Business and our chapter was recognized in the Detroit News for the SOS award from National ASTD. Our monthly programs are appearing more regularly in the Detroit News Sunday section as well as Crain's Online and the Automation Alley website. Several press releases were "pushed" out to various media expounding the T3 program, the SOS award and the Pat Crull program. Also, we have joint meeting promotion agreements with several other organizations, one of which is HRAGD. Advertising was greatly improved this year with an ad placed in the HRAGD newsletter and promotion at Automation Alley events. A banner for Oakland University has been in place on the front page of our website that recently averaged 800 hits a month. Secured visibility in the *Oakland Business Review*.

COMMUNICATION

A shift was made to quarterly electronic newsletters. The Coaches' Corner was a new column added to the newsletter. Volunteers submitted articles and wrote summaries of the monthly program meetings. Various documents are posted online via the side panel of the Services / Members page of the website. Emails are sent monthly regarding upcoming programs and events. A postal mailing was sent to inform members of the upcoming ICE conference and to request sponsors for program meetings. The Detroit ASTD chapter was featured in the ASTD Links publication featuring ASTD National's 50 year anniversary.

ADMINISTRATION

An Online Help Manual was created to help navigate our website, which is accessible from the top left hand side of our Home page. In addition, a new Administrative Services firm was selected from 7 candidates in response to the RFP. A contract and confidentiality agreement was signed and then a comprehensive Administrative manual was prepared for their use. A tracking sheet is kept for reviewing types of incoming calls. A slate of standard monthly services was developed for the administration firm as well as a special projects approval process. The chapter co-webmaster conducted a live demonstration of the chapter's website and its features at the February meeting. As a result of the improvements implemented this year, more data is available regarding our membership base that will aid in budgetary decisions. Successfully implemented the Common Dues project this year whereby all memberships expire on 12/31 of each year. Successfully discontinued ASTD National CBS service and conducted our own local membership renewal process.

SPECIAL PROJECTS

The Michigan Train-the-Trainer Institute (T3) successfully completed another workshop in October and awarded certificates to 15 participants. The classes were held at AAA in Dearborn. The project resulted in a profit that will be shared by all Michigan ASTD chapters.

WEBSITE

Provided online registration and member applications and renewals. Superior graphics were designed for the front page and a photo gallery was implemented this year. Monthly programs, "What's Happening" entries, and board member requests for new columns were posted to the website. E-commerce and the Job's board are a couple examples of back-end website features. The site provides security via passwords, and up-time has been around 99.9%.

BOARD PERKS and ELECTIONS

Fully funded President-elect to attend the ASTD Leadership conference. Also, fully funded President to attend the ICE conference and paid registration for one board member to attend. Participated in an ASTD National survey and received the Executive Summary of the new Competency Model. Provided meeting minutes, agendas and board reports each month. Board members continue to receive a \$10 discount on program meetings. In November, Keith Bernhard from Bowling Green State University facilitated a strategic planning session for 2005. Board members are authorized to attend Automation Alley member-only events. All past Detroit ASTD chapter presidents receive a lifetime membership. A summer barbecue was held for board members.

A special thank you to bps Corporate Training and Conference Center, and The Emdicum Group, Inc. for hosting our monthly board meetings.

Conducted board elections for 2005 via an online ballot.