



1640 King Street Box 1443
Alexandria, VA 22313-1443 USA
t: 800.628.2783 703.683.8100
f: 703.683.8103 www.astd.org

May 2009

Dear Chapter Leader,

Chapter leaders are telling ASTD staff and the National Advisors for Chapters (NAC) that they are experiencing challenges with the increasing joint membership requirement for the Chapter Operating Requirements (CORE) during the economic downturn. We have listened to your concerns and have decided to maintain the CORE joint membership percentage at 30 percent for 2009 rather than implementing the five percent increase to 35 percent.

In 2008, about 75 percent of the chapters (91 chapters) met or were above the CORE requirement of 30 percent. Freezing the joint membership requirement is a temporary solution to help chapters better manage their membership recruitment and retention efforts during the economic downturn. The requirement for 2010 will be considered at the end of 2009. The ultimate goal for the future is still achievement of 50 percent joint membership for all chapters.

The CORE membership goal helps establish that members of the national organization and its chapters are part of the same organization with shared valuable resources and a shared compelling mission that effectively meets members' professional development needs. Working together, we want to grow members at the national and local levels, and fully engage members at all levels of the ASTD community.

To help chapters grow joint membership, ASTD provides tools and resources through the "Power of 2" joint membership campaign. More information about how national ASTD is supporting joint membership, ideas for chapters to promote joint membership, and resources can be found on the ["Power of 2" webpage](#). In addition, a NAC/chapter leader team is compiling best practices for increasing joint membership and identifying recommendations for additional ways that national ASTD can assist chapters with joint membership growth. If you have any questions about the 2009 CORE joint membership percentage freeze or the "Power of 2" resources, please contact your [chapter coach](#) or [NAC representative](#).

Thank you for your leadership!

Gina M. Urgena
Director, Chapter Services