

## Chapter Operating Requirements (CORE) Frequently Asked Questions (FAQs)

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Below, please find some questions that are frequently asked about Chapter Operating Requirements:

**Q: What are Chapter Operating Requirements (CORE)?**

**A:** CORE is a set of performance guidelines designed by chapter leaders to help chapters deliver consistent benefits to members by providing a clear set of standards for chapter operations. CORE elements involve five key areas: administration, financial, membership, professional development, and communication, all of which are necessary for running a chapter like a business.

**Q: Why was CORE established?**

**A:** Chapter leaders requested a clear set of standards to assist them in providing excellent services and benefits to their members. ASTD appointed a task force of chapter leaders to develop these standards, which came to be known as CORE elements. These requirements must be met for chapters to remain chartered ASTD chapters.

**Q: How were the CORE standards developed?**

**A:** Originally developed in 1998, CORE was updated in 2006 by a team of National Advisors for Chapters and chapter leaders to make it more relevant to current business practices and needs.

**Q: How do we explain CORE to our membership?**

**A:** CORE can be explained to your membership as important elements all ASTD chapters must operate under to ensure quality and value of the chapter. CORE makes sure member needs are being identified and being met in a quality and consistent fashion.

**Q: What is the CORE Planning Workbook?**

**A:** The CORE Planning Workbook was created to help chapter leaders gather and document CORE-related information for the CORE survey. The workbook mirrors the online CORE survey. It is recommended that chapters complete this workbook prior to completing the online CORE submission.

**Q: Whom should we designate to be our chapter's CORE contact?**

**A:** Some chapters create a board position and appoint someone as their official CORE contact. Other chapters assign CORE responsibilities to their president-elect. It is important to identify this individual early in the year and ensure the chapters progress with CORE is monitored on a regular basis.

**Q: How does our chapter complete the *required* CORE submission?**

**A:** There are 10 steps involved in completing your chapter's submission:

STEP 1. Review your submission from the previous year. (If you do not have your copy, contact your chapter coach.)

STEP 2. Designate a person who will be responsible for completing your CORE online form. Chapters will be responsible for notifying their chapter coach of their designee. The chapter's designee will receive an email with a link to an online form by December. (NOTE: Chapters operating on different calendar cycles should submit CORE for operations completed during the calendar year.)

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- STEP 3. Using the link provided in the email from ASTD, the designee previews the CORE submission form and becomes familiar with the online process.
- STEP 4. Prior to completing the form, the designee gathers relevant chapter information such as demographic data, membership numbers, and dues information, to minimize completion time (less than 30 minutes). [NOTE: The CORE Planning Workbook and CORE Element Matrix are great resources for capturing this data throughout the year.]
- STEP 5. If the designee needs to exit the online completion process at any time, the form can be re-accessed using the same password for entry.
- STEP 6. The designee indicates the achievement (True or False) of your chapter for each of the CORE elements listed for the calendar year.
- STEP 7. For elements not achieved (indicated “False”), the designee provides substantive comments on what you have already done in this area and what your chapter is planning to do in the coming year to achieve CORE in this area.
- STEP 8. Since the CORE form is combined with the Chapter Annual Update, the designee also provides data to update chapter services and provide benchmarking data with other chapters.
- STEP 9. The designee reviews the entire CORE submission for accuracy.
- STEP 10. Your designee submits online CORE submission on or before January 31, 2010.  
(**NOTE: The 2010 chapter board roster, current membership roster, and 2009 Chapter Operational Plan must also be submitted to your chapter coach in order for your submission to be considered complete.**)

### **Q: What resources and tools are available to assist us in completing our CORE submission?**

**A:** Detailed information about CORE including templates, samples, and the CORE Planning Workbook are available to chapters on the CORE webpage at [www.astd.org/CORE](http://www.astd.org/CORE). Additionally, your [chapter coach](#) and [National Advisors for Chapters](#) (NAC) are available to assist you with completing CORE.

### **Q: What additional training opportunities are there to learn more about CORE?**

**A:** The following activities are scheduled to provide chapter leaders with additional CORE training:

- Chapter Leader Day at the [ASTD International Conference & Exposition](#): Sunday, May 16, 2010
- [ASTD Chapter Leaders Conference](#) – September 30-October 2, 2010
- Webinar/Conference Calls – TBA; visit the Chapter Leader Community at [www.astd.org/clc](http://www.astd.org/clc) for an upcoming webcast schedule

### **Q: What happens if our chapter doesn't attain 100 percent achievement on all elements?**

**A:** If your chapter doesn't attain 100 percent achievement on all elements, the following options are available:

- OPTION 1.** The chapter is placed into “In-Progress Status” and is extended one (1) year to achieve full achievement.
- OPTION 2.** The chapter may decide to merge its membership and operations into a neighboring chapter that achieved 100 percent CORE. This can be accomplished as a Special

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Interest Group (SIG) or Geographic Interest Group (GIG) or satellite group of a neighboring chapter.

**OPTION 3.** The chapter elects to move to “Inactive Status” for up to one (1) year. During that period, the chapter must implement steps to regain active status and 100 percent CORE achievement.

For more information, see the [CORE Policy](#).

### **Q: What happens if we don't submit CORE by the January 31 deadline?**

**A:** Chapters who do not submit CORE surveys by January 31 will receive a non CORE achieved letter from national ASTD, and will be contacted by their chapter coach with a coaching partnership plan to achieve compliance for the following year.

### **Q: The joint membership requirement has been frozen at 30 percent in 2010. What will the percentage be for 2011?**

**A:** This decision will be made on a year-by-year basis. The intent will always be to increase the number in a fair and reasonable way (i.e., not a sudden 15 percent increase to “catch up”). While the joint membership goal has been frozen for the last two years, the goal remains for chapters to reach at least 50 percent joint membership. To find out the latest information about the CORE joint membership requirement visit the CORE webpage at [www.astd.org/CORE](http://www.astd.org/CORE) or contact your [chapter coach](#).

### **Q: How can I find the joint membership percentage for my chapter?**

**A:** Chapters using the Chapter Administration and Membership Program (ChAMP) can calculate this percentage from the ChAMP membership roster report, which shows joint membership. Non-ChAMP chapters may send their chapter coach their membership roster to be compared with the national membership database. If chapters prefer to do this calculation manually, they can request a list of national members from their chapter coach.

### **Q: I want to see how my chapter's services compare with other ASTD chapters. Is there a resource that shows this data?**

**A:** The CORE Submission Summary includes results and demographic information from the CORE survey. Many chapter leaders use this information to benchmark their chapters with others. Visit the CORE webpage at [www.astd.org/CORE](http://www.astd.org/CORE) to view the 2008 CORE Submission Summary.

### **Q: What are best practices for achieving 100 percent CORE?**

**A:** Some chapters divide the CORE elements by chapter leadership position and charge that leader with responsibility for accomplishing those relevant elements (for example, having the chapter treasurer be responsible for all the financial elements). Some chapters have a CORE status check-in at every board meeting (or at least quarterly) to make sure they are on track to meet CORE. (You and GW might have other best practices to add here.)

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### **Q: How are 100 percent CORE chapters recognized?**

**A:** Chapters who receive 100 percent CORE are recognized in the following ways:

- Recognition on the Chapter Operating Requirements (CORE) webpage
- Receive 100% CORE logo for their website
- Congratulatory letter from ASTD President & CEO Tony Bingham
- Recognition in the ASTD Chapter leaders Conference Program guide

### **Q: My chapter has exceeded the joint membership requirement. How will we be recognized for that accomplishment?**

**A:** Chapters that exceed the joint membership requirement by 5 percent or more will be recognized as Chapter Membership Stars and Superstars. ASTD recognizes these chapters in the following ways:

- Recognition on the Chapter Operating Requirements (CORE) webpage
- Receive a special logo for their website
- Certificate sent to chapter president and membership director
- Recognition in the ASTD Chapter leaders Conference Program guide

### **Q: How many chapters achieve 100 percent CORE?**

**A:** In 2008, 82 chapters (61% of all chapters) achieved 100 percent CORE.