

## ASTD National Operating Requirements (NORE) *Scorecard Sample*

### 1. COLLABORATION

NORE Element	Requirement	Result
1.1	Identify opportunities for collaboration with chapters on an ongoing basis.	Sample Collaboration Opportunities: -partnered with Metro DC chapter at the International Conference & Exposition in June 2009.
1.2	Actively encourage chapter participation across organizational initiatives.	58 chapter leaders participated on the following 2008 teams and committees sponsored by the National Advisors for Chapters (NAC): - Membership (19) - CPLP (5) - Social Media (2)
1.3	Facilitate collaboration and networking among chapters.	10/30/08 ASTD Chapter Leaders Conference, Alexandria VA with 392 participants. 5/31/09 Chapter Leader Day at International Conference & Exposition with 84 chapter leaders in attendance.

### 2. COMMUNICATION

NORE Element	Requirement	Result
2.1	Offer clear, streamlined, timely communication to chapter leaders about available resources and important information impacting chapter operations.	3 Publications produced in 2009: - Economic survival guide for chapters - CPLP toolkit (updated) - Membership toolkit (updated) 8 monthly editions of the Chapter Leader Newsletter sent to 624 chapter leaders. 4 special communication email messages sent to chapter leaders directly from national. 5 direct mail pieces sent to chapter leaders directly from national.
2.2	Make a website with timely information and comprehensive resources available to chapter leaders.	Chapter Leader Website upgrade completed on 9/8/09. Chapter Leader Survey indicated 82% favorable responses regarding effectiveness of website.
2.3	Identify a contact person on staff for each chapter.	Chapter coaches assigned to each chapter: Geoff Woliner = 62 chapters in the Eastern States. Lisa-Marie Gardner = 71 chapters in the Western States.
2.4	Make tools available for chapters to share information and best practices.	15 Chapter Leader Webcasts held in 2009. 23 Toolkits for chapter operations available on chapter leader website.

### 3. CUSTOMER SERVICE

NORE Element	Requirement	Result
3.1	Deliver response from Chapter Services staff to inquiries and requests within one business day, and resolve inquiries in a timely manner.	Chapter Leader Survey indicated 71% of chapter leaders received responses within one business day when contacting Chapter Services.
3.2	Offer accurate information to the chapters.	Chapter Leader Survey indicated 84% favorable responses regarding accuracy of information provided by national ASTD.

#### 4. FEEDBACK

NORE Element	Requirement	Result
4.1	Solicit feedback from chapter leaders at least annually.	Chapter Leader Survey conducted in January 2009 with 827 responses.
4.2	Develop action plans in response to feedback collected.	National ASTD created action plans based on chapter leader feedback. (Link to website with action plans)
4.3	Advise chapter leaders of feedback results and action plan progress.	National ASTD reported on the action plan progress during the ALC general session on 10/31/08 and current updates are available on the website. (link to website with action plans)

#### 5. MEMBERSHIP

NORE Element	Requirement	Result
5.1	Make support to increase joint chapter and national membership available to chapters.	National ASTD has supported joint membership in the following ways: <ul style="list-style-type: none"> <li>- "welcome to ASTD" calls to national members by ASTD staff</li> <li>- Offered a \$10 ASTD Bookstore discount at 2008 ICE for attendees who joined a chapter</li> <li>- Offered a discounted \$169 national membership for chapter members</li> <li>- Promoted joint membership through ads in T+D Magazine</li> <li>- Included chapter information in national member welcome kits</li> </ul> Developed "Power of 2" joint membership campaign templates and materials.
5.2	Offer national membership discounts to chapter members.	National ASTD offers \$169 joint membership discount to chapter members.
5.3	Advertise for joint membership in national marketing channels.	National ASTD ran joint membership advertisements in: <ul style="list-style-type: none"> <li>-2009 ICE program guide</li> <li>-3 issues of T+D magazine (Jan 09, Mar 09, Jun 09)</li> <li>-home page of astd.org website</li> </ul>
5.4	Promote chapter membership to national members through online and national member communications.	National ASTD promoted joint membership by: <ul style="list-style-type: none"> <li>- email message in June 09 to all national members</li> <li>-personal telephone call to all new national members in Sept 09.</li> </ul>
5.5	Make marketing materials available to chapters to promote joint membership.	6 different marketing items available for download on chapter leader website. Chapter coaches mailed 600 membership brochures to 37 chapters who requested them.
5.6	Make national membership rosters available for the state the chapter is located in, upon the Request of chapter leaders to invite to attend chapter meetings and to join the chapter.	National ASTD provided rosters to 71 chapters requesting national membership rosters.

## 6. OPERATIONAL SUPPORT

NORE Element	Requirement	Result
6.1	Make marketing materials, tools, templates, samples, and best practices available to chapters.	15 Toolkits are available online at the Chapter Leader Community. Best practices are shared through ASTD Chapter Leaders Conference, and SOS website database.
6.2	Offer membership administration and management support.	National ASTD provides optional membership administration tool for chapters called ChAMP. ChAMP reporting features updated in 2009 based upon chapter leader feedback. 53% of chapters use ChAMP.
6.3	Offer website and online event registration support and/or resources.	National ASTD has contracted with Eventbrite to provide registration support; 26% of chapters use this resource.
6.4	Make chapter business operations coaching available to chapters.	Chapter coaches made 300 business operations coaching calls to chapters in need. Chapter Leader Survey results indicated that 71% of chapter leaders found the coaching to be effective or very effective.
6.5	Offer national ASTD representatives as speakers for chapter programs subject to availability.	17 national ASTD representatives (coaches, staff, board and NAC) spoke at 36 chapter events in 2009. An online speakers bureau database was created and is now available on the chapter leader community website.
6.6	Offer leadership development opportunities.	Chapter Leader Conference held on 10/31-11/1 with 372 chapter leaders in attendance. Chapter Leader Day at the International Conference & Exposition held on 5/31 with 84 chapter leaders in attendance. Chapter Webcast Series hosted 15 webcasts with 300 chapter leaders in attendance.
6.7	Identify revenue-sharing opportunities for chapters.	23 chapters participated in the Education Partnership Program. \$5123 was distributed in 2009 to chapters participating in the ChIP program.