

# THE EMERALD COAST TRAINER



The Newsletter of the  
**EMERALD COAST CHAPTER**

November 2005

## FLORIDA CONFERENCE February 8<sup>th</sup> & 9<sup>th</sup>, 2006 - Orlando

Mark your calendars - we have dates for the first ever Florida Conference! ASTD Florida Chapters are planning a two-day conference for Thursday and Friday, February 9 and 10, 2006. Topics will be structured around the results of a recent state-wide survey of members (results below).

Be sure to watch upcoming editions of your Emerald Coast Trainer for more information on the conference.

### ASTD Regional Conference Survey Results

Compiled 10/4 by Charles Bare, President-Elect  
Pensacola Area Chapter

#### **Please select your preferred conference schedule:**

- All day Thursday and all day Friday **33.3% (29)**
- Half day Friday, all day Saturday, and travel on Sunday (no program) **21.8% (19)**
- Half day Thursday and all day Friday **19.5% (17)**
- All day Friday, all day Saturday, and travel on Sunday (no program) **12.6% (11)**
- Half day Friday, all day Saturday and Sunday morning **12.6% (11)**

**What is your chapter's biggest challenge?** (*raw responses highlighted references to membership which seemed to be the most prevalent challenge*)

#### **Membership**

finding convenient meeting locations

## **Membership growth**

Getting people to volunteer. The same people end up doing everything.

Retention

Generating revenue

marketing to the public.

company participation

Fun

Attendance

Visibility

## **Increasing membership**

### **Building active membership**

program quality

too few active members

## **Membership growth**

the need for more members

## **Membership**

Retention

Networking

Recruitment

## **Membership**

### **Consistent membership**

finding a venue for chapter meetings that is accessible to most

Getting members to attend meetings

Meetings in a time that is suitable for all.

not a member long enough to know

## **Retaining membership**

**membership/attendance**

Getting people to central FL where this will inevitably take place

Working volunteers

structure of internal communication, external marketing

meeting attendance

eLearning

volunteers following through on commitments

cash flow

don't have a chapter

don't have a chapter

membership recruitment

Programs

Leadership team turnover

volunteer follow-through

retaining leaders on the board

Retaining Board Members and finding new ones.

Retaining Board Members and finding new ones.

Communication

member involvement - volunteers

Building membership

Challenging Programs

Attendance

## **Membership and participation**

### **Membership**

#### **Membership**

Growth

volunteer involvement

Time and resource management

Volunteers

volunteers for leadership positions

Not enough events, communication

meeting others

### **Membership**

Participation

Planning programs, reinvigorating the membership and Board

The Sarasota SIG (Tampa Chapter) is very supportive of our monthly meetings. I think information about all the services and resources ASTD offers would be helpful to our members.

meeting place

Gaining Members

**membership/attendance**

Programs that relate to Technology Training

### **Outreach for membership**

Attendance

Reaching Students

### **Increasing Membership**

Keeping members interested to attend monthly meetings

Starting Up/Leadership

**Questions 3-6 asked participants to rank four competencies.** *For purposes of analysis, I have assigned point values to highest, second, third and fourth priorities. Highest priority votes are worth 4 points. Second highest priority votes are worth 3 points. Third Highest Priority votes are worth 2 points. Lowest priority votes are worth 1 point. I have also included the raw votes below the summary scores*

### **Score**

**Workplace Learning & Performance Awareness 258 (ranked highest)**

**Teamwork & Commitment 235 (ranked 2<sup>nd</sup> highest)**

**Personal Leadership 209 (ranked 3<sup>rd</sup> highest)**

**Association Management 168 (ranked 4<sup>th</sup> highest)**

### **Raw Scores**

#### *Highest Priority*

Workplace Learning & Performance Awareness **50.6% (44)**

Personal Leadership **20.7% (18)**

Association Management **14.9% (13)**

Teamwork & Commitment **13.8% (12)**

#### *Second Highest Priority*

Teamwork & Commitment **50.6% (44)**

Personal Leadership **20.7% (18)**

Workplace Learning & Performance Awareness **14.9% (13)**

Association Management **13.8% (12)**

*Third Highest Priority*

Personal Leadership **35.6% (31)**

Teamwork & Commitment **28.7% (25)**

Association Management **21.8% (19)**

Workplace Learning & Performance Awareness **13.8% (12)**

*Lowest Priority*

Association Management **48.3% (42)**

Personal Leadership **24.1% (21)**

Workplace Learning & Performance Awareness **21.8% (19)**

Teamwork & Commitment **5.7% (5)**

**In the area of Association (Chapter) Management, which of the following topics would you be interested in? Select all that apply.**

Best Practices **54%**

Programs **39%**

Marketing **38%**

Leadership **32%**

Volunteer Management **29%**

Community Relations **29%**

Communications **28%**

Technology **26%**

Membership **25%**

President/President Elect **11%**

Finance **8%**

Other **5%**

*Other items: chapter purpose, resources from ASTD national, Professional Development, Mentoring JR Trainers*

**In the area of Personal Leadership, which of the following topics would you be interested in? Select all that apply.**

Personal Development **71%**

Competency Model **59%**

Communications **40%**

Other **2%**

*Other item: Chapter Leader Competencies (LDT)*

**In the area of Workplace Learning & Performance Awareness, which of the following topics would you be interested in? Select all that apply.**

Best Practices **63%**

Needs Analysis: Consulting Skills for Trainers **56%**

Technology for Training **46%**

Getting Management Buy-in **46%**

Competency Model **45%**

Presentation Skills **36%**

ISD **25%**

Other **5%**

*Other items: marketing of training, eLearning tools, Evaluation, Getting a seat at the table, ROI*

**For which purpose would you be most likely to participate? Check all that apply.**

Learning **87%**

Networking **70%**

Opportunity to hear nationally renowned speakers **54%**

Sponsor Expo **21%**

Other **5%**

*Other items: job fair, Benchmarking/Sharing Best Practices, building partnerships between FL chapters, Presenter*

**How long have you been a chapter member?**

0-2 years **40%**

3-5 years **30%**

6-10 years **14%**

11+ years **16%**

**How long have you been in the workplace learning & performance field?**

0-2 years **6.9%**

3-5 years **9.2%**

6-10 years **20.7%**

11+ years **63.2%**

\* \* \* \* \*

## ***DUES NEWS!***

**No Dues for the Rest of the Year.** Yes, you heard us right. There will be no dues charged for new members who join in October, November, or December. For a long time we have based dues on the calendar year and charged full dues of \$30.00 for individuals and \$100.00 corporate no matter when you joined. The new board will be reviewing this policy as well as taking a hard look at the costs of operating the chapter. If dues need to be increased to cover costs, we will let you know as soon as possible. *Your comments to any board member are welcomed.*

## **ATTN: MEMBERSHIP CONTEST PARTICIPANTS**

Please make sure **Bridget Carnley** has the names of all new members and pre-registered guests you've brought into our local chapter by **December 7<sup>th</sup>**. Member with the most points will receive a \$50 gift certificate to Silver Sands Outlet Mall at the December meeting.

Coming Events	Mark Your Calendars!	
Nov. 8, 2005 11:30 – 1:00	"Step Up to Leadership"	Dr. Joe Carnley, Dale Carnegie Association
Dec. 13, 2005 11:30 – 1:00	Holiday Celebration – presentation of awards and officers	TBA
Jan. 10, 2006 11:30 – 1:00	"Speaking Under Fire and Diffusing Verbal Criticism"	Esin Gershaw and Marty Mears, Toastmasters, FWB
Feb. 14, 2006 11:30 – 1:00	"Liabilities Associated with Diversity Training"	John Sample, Assoc. Professor, FSU
March 14, 2006 11:30 – 1:00	News and Update on ASTD National	Jonathan Gerstner, Ph.D., ASTD Chapter Support Specialist
May 9, 2006 8:30 – 1:00	TBA	Dwight Baines, Life Works Group, Inc.

**To RSVP for these great presentations, e-mail Pam Walters at [waltersp@owc.edu](mailto:waltersp@owc.edu) or call 729-5291.**



## Emerald Coast Chapter 2005 Board Members

President ♦ Leigh Grantham ♦ 729-1156 ♦ [lvgrantham@chelco.com](mailto:lvgrantham@chelco.com)  
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National ASTD Website: <http://www.astd.org>

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