

From President to President...

Last year, Rochelle served as President and Jill, President-Elect. This year, Jill serves as President and Rochelle, Past-President. They are, and will continue to be, uniquely connected by their joint and individual roles in the Chapter. Rochelle contributes *experiences* from the previous year and Jill contributes *plans* for the upcoming year.

Combining *experience* with *plans* gives both of them the ability to make maximum contributions to our Chapter. The following is from their conversation about how the Chapter got to where it is to-date and where it's going in 2010.



Now that she's Past-President, Rochelle looks back on what she learned in her role as President:

"Knowing how my year as President-Elect prepared me for my role as President, I looked for ways to help Jill prepare for her upcoming role as President. That meant relying on each other's strengths, support and dedication to keep our Board Members moving forward with their individual goals as well as their goals for the Chapter."

Now that she's President, Jill looks back at what she learned as President-Elect:

"Because I had the help of Rochelle as President and Karen Schroeder as Past-President, I learned the best ways to help our President-Elect, Julie Jordan. I know how important it is to divide duties and share ideas & experiences. I also know how much there is to learn about taking a leadership role in the Chapter."



Rochelle looks back on how her goals as President affected the Chapter:

"Three areas of focus shaped the goals for our Chapter's growth: Professional Development (programs & resources); Building Relationships (engaging members & sponsors); Sharing knowledge, solutions & best practices for volunteers, members, chapters & consultants."

"As part of my goal to provide leadership development for chapter leaders, I invited our National Advisor for Chapters, Ken Phillips, who shared successful ideas. We took advantage of opportunities at our programs to increase chapter leader and volunteer visibility and partnered with chapter leaders to build relationships with members and sponsors."

Jill looks ahead to her goals as President and how they will affect the Chapter:

"I want to continue our 2009 goals of increasing chapter leader and volunteer visibility at our programs, as well as providing leadership development for chapter leaders because the benefits affect all of us as Chapter members."

"Another important goal is increasing membership in these difficult economic times. As such, I'm working closely with our Membership and Professional Development teams to offer programs that set us apart. We're increasing programs on eLearning and Social Learning, with special emphasis on adding a number of webinars. We're continuing our "Legend Series" with Ruth Clark, an industry expert in instructional design and eLearning."





Rochelle looks back on what changes/efficiencies were implemented in 2009: *"We continued the practice of dedicating maximum time at Board Meetings for key initiatives, but we changed our monthly updates on committee goals to a quarterly report which gave everyone a more complete picture of each committee's progress/successes.*

I created a process for Board members to use to assure that volunteers were acknowledged at each monthly Professional Workshop.

A task-force committee created advertising opportunities within our chapter that would bring together members and volunteer who have valuable information to share. These opportunities will increase as we roll out our re-designed website in 2010."

Jill looks ahead to changes/efficiencies planned for 2010:

"One of the most anticipated changes is our website's "facelift"! Our Member Services team has been working long and hard to facilitate updates for our Program Calendar, sponsor advertising opportunities, and navigation patterns. We're also going to revitalize two popular features: "Find an Expert" and "Special Interest Groups".

Our "Headquarters" is poised to provide administrative services such as legal, financial and leadership policies and procedures....all of which are important functions that will make running our Chapter more efficient and will help provide continuity during the rotation of Board positions every 2 years. The bottom line is, as always, to provide high quality services to our members.

*I'm hoping members will let me know how we're doing...on **all** fronts!"*

