



Mission

Advance the Practice of OD

Vision & Key Result Areas

Develop a vibrant professional community by strengthening four key result areas:

Operations

Develop and strengthen effective and efficient management and control systems (e.g., finance, governance & compliance, administration, roles & responsibilities)

Events

Plan, deliver and evaluate successful events for our members & potential members (e.g., evening programs, full and half-day workshops, networking, roundtables, annual conference, webinars, SIG meetings)

Services

Help members engage or connect with one another to find resources (e.g., peer mentoring, job postings, consultant directory, tools and articles, information, member directory)

Outreach

Maximize our resources or bring in more resources for members (e.g., members, volunteers, sponsors/partners)

Key Result Area Plans

Key Result Area	Objectives	Primary Responsible Parties
<p>Operations</p> <p>Ensure effective, efficient internal management and control systems: financial, administrative, and board norms, meetings, & processes</p>	<p>Finance Ensure well-functioning financial processes. Support board members’ ability to make well-considered decisions with financial reporting and analysis. Implement recommendations of the audit committee with regard to financial policies, controls, and processes. Maintain financial transparency with CBODN members.</p> <p>Admin Revise By laws Develop policies and procedures Manage CGG relationship</p> <p>LT Effective board meetings and norms Manage nominations and succession planning of CBODN Leadership</p>	<p>Kathryn Gaines, President Everett Marshall, Vice President Kevin Nourse, Treasurer Joe Conroy, Administration Cindy Stark, Operations Area Steward</p>

CBODN FY10 Annual Plan

Key Result Area	Objectives	Primary Responsible Parties
<p style="text-align: center;">Events</p> <p>Primary contributor to advancing the image and reputation for adding value for our members by nourishing members, attracting new members, and raising revenues</p>	<p>Expansion Expand content Expand geography Expand mode of delivery Expand attendance</p> <p>Powerhouse Lineup –Programs to be quality programs</p> <p>Strategic partnering across committees and result areas</p> <p>Deliverables include:</p> <ul style="list-style-type: none"> ▪ Annual Conference ▪ Annual Membership Meeting ▪ 8 Monthly Programs ▪ 2 Career Workshops ▪ 5 Active SIGS meeting on a monthly or quarterly basis 	<p>Diane Mazzoli, Events Area Steward Zsofia Paisz Greenbaum, Programs Liz Smith, Programs Kate Trygstad, Annual Conference Heather Jelks, Annual Conference Phil Nimtz, SIGs Emily Giacomini, SIGs Beth Dumesco, Career Resources Kathy Cook Ravenscroft, Career Resources</p>

Key Result Area	Objectives	Primary Responsible Parties
<p style="text-align: center;">Services</p> <p>Helping members engage, connect, and find resources</p>	<ul style="list-style-type: none"> ▪ Provide more resources in Communiqué, e.g., articles, interviews, and tools. ▪ Re-launch and enhance Consultant Directory, Job Postings, and Mentoring ▪ Launch Service Directory ▪ Strengthen and reposition SIGs to deliver non-programmatic resources for members, such as webinars, virtual meetings, social networking, roundtables and resource exchange, mixers and networking ▪ Partner with Outreach to increase membership <p>Deliverables include:</p> <ul style="list-style-type: none"> ▪ Consultant Directory ▪ Job Postings ▪ Mentoring ▪ Resource and Services Directory ▪ Information, tools, resources, and exchange via articles, interviews, and online discussions 	<p>Neville Uhles, Services Area Steward Phil Nimtz, SIGs Emily Giacomini, SIGs Beth Dumesco, Career Resources Kathy Cook Ravenscroft, Career Resources Erica Tetuan, MarComm Michael Berens, MarComm Jason Whitehead, Membership Daniel Fien-Helfman, Membership</p>

CBODN FY10 Annual Plan

Key Result Area	Objectives	Primary Responsible Parties
<p>Outreach</p> <p>Maximize our resources and bring in more resources for our members</p>	<ul style="list-style-type: none"> ▪ Increase new members and new markets ▪ Increase member participation in events ▪ Increase member participation as volunteers ▪ Increase sponsors and advertisers; bundle packages ▪ Establish 3 partnerships in the next year with a complementary organization ▪ Student engagement (university pilot program) ▪ Develop pipelines for volunteers, sponsors, and partners 	<p>Varun Malhotra, Outreach Area Steward Erica Tetuan, MarComm Michael Berens, MarComm Jason Whitehead, Membership Daniel Fien-Helfman, Membership Zsofia Paisz Greenbaum, Programs Liz Smith, Programs Kate Trygstad, Annual Conference Heather Jelks, Annual Conference</p>

Committee Plans

Committee	Objectives	Primary Responsible Parties
<p>Administration</p>	<p>Audit/Review: Complete audit/review for FY '09 and implement recommendations</p> <p>Policies & Procedures: Develop a set of policies & procedures, including a Committee Charter for each committee</p> <p>By-Laws: Review and revise by-laws and present to membership for a vote at annual meeting</p>	<p>Joe Conroy, Chair, Administration</p>

CBODN FY10 Annual Plan

Committee	Objectives	Primary Responsible Parties
<p>Membership</p>	<p>Grow membership 10-15%</p> <p>Establish a formal partnership with at least 1 university</p> <p>Establish a structured and effective volunteer management process/program</p> <p>Establish formal partnership with a professional organization that is complementary to CBODN (PMI, American Mgt Association, etc.)</p> <p>Develop program for growing “organization” members (corporations, non-profits, government agencies) – with an initial focus on government organizations</p> <p>Revamp and improve the annual member survey process</p>	<p>Daniel Fien-Helfman, Co-Chair, Membership Jason Whitehead, Co-Chair, Membership</p>

Committee	Objectives	Primary Responsible Parties
<p>Marketing Communications</p>	<p>In addition to promoting CBODN services and events:</p> <p>Market and promote CBODN outside the traditional OD network <i>Accomplished by:</i> distributing CBODN information beyond our current list of Communiqué subscribers.</p> <p>Increase member value of CBODN communications vehicles (Web site, <i>Communiqué</i>) <i>Accomplished by:</i> maintaining a predictable and consistent Communiqué schedule; ensuring we're coordinating with other committees to ensure their information is current and timely on the web and in the Communiqué; maintaining a current Web site; directing members to the website from the Communiqué and other communications vehicles such as LinkedIn.</p> <p>Greater visibility for CBODN among affiliate groups (e.g., AMA, SHRM, PMI) <i>Accomplished by:</i> ensuring our events are published with affiliate group communication vehicles.</p>	<p>Michael Berens, Co-Chair, Marketing Communications Erica Tetuan, Co-Chair, Marketing Communications</p>

CBODN FY10 Annual Plan

Committee	Objectives	Primary Responsible Parties
<p align="center">Programs</p>	<p>Deliver one program each month, with at least 3 webinars</p> <p>Align programs with CBODN members' needs</p> <p>Generate revenue and membership through increased attendance and positive feedback</p> <p>Coordinate with other board committees on speakers and venues</p> <p>Recruit volunteers for each event</p> <p>Survey each program and capture feedback to plan future programs</p>	<p>Zsofia Paisz Greenbaum, Co-Chair, Programs Liz Smith, Co-Chair, Programs</p>
<p align="center">Annual Conference</p>	<ul style="list-style-type: none"> ▪ Engage new or less involved CBODN members as volunteers in annual conference planning and execution ▪ Attract a minimum of 220 attendees at the conference ▪ Receive 80% or greater positive conference evaluations from attendees 	<p>Heather Jelks, Co-Chair, Annual Conference Kate Trygstad, Co-Chair, Annual Conference</p>

CBODN FY10 Annual Plan

Committee	Objectives	Primary Responsible Parties
Special Interest Groups	<ul style="list-style-type: none"> ▪ Promote CBODN membership through SIGs ▪ Increase the value of SIGs for members ▪ Grow the number and variety of SIGs if members are interested ▪ Develop more consistency of operations, norms, and expectations across SIGs through communication and publication of guidelines for SIG leaders ▪ Develop community (of practice?) among SIG leaders ▪ Encourage succession planning among SIG leaders 	<p>Emily Giacomini, Co-Chair, SIGs Phil Nimitz, Co-Chair, SIGs</p>
Career Resources	<ul style="list-style-type: none"> ▪ Upgrade job postings ▪ Revive and renew the Consultant Directory ▪ Offer two events aimed at those starting or developing a business and those looking for an internal opportunity. ▪ Increase member involvement in the mentoring program ▪ Provide career resources through website and articles in Communiqué. 	<p>Beth Dumesco, Co-Chair, Career Resources Kathy Cook Ravenscroft, Co-Chair, Career Resources</p>