



BOARD ACCOMPLISHMENTS 2018

It's been another busy year for the Board of Directors! Here are a few of the highlights:

- **Membership numbers** remained above 500 at renewal time;
- Eight new **Associate Members**;
- Began researching new **membership categories**, including a multi-member-business category;
- Continued developing the **website**, including French language translations;
- Created member **tutorial videos** for our website, hosted on YouTube;
- Engaged an **education consultant** to analyze and create a development strategy for the new education program;
- Created a **facilitator training** protocol and hired four new facilitators;
- Introduced **course evaluation forms** to gather feedback from participants;
- Restructured the **Launch & Grow your Business** course into three modules;
- Created a **volunteer management process** including a volunteer application form, a code of confidentiality, roles and responsibilities by committee, boundary documents, and a "steps to resolution" policy;
- Initiated a thorough review & revision of the **Policy and Procedure** manual;
- Created a new **Strategic Plan** for 2019-2022;
- **POC Post** grew to 2,800 subscribers, with an average click rate of 23%;
- Developed a procedure for **selling ads** in POC Post;
- Added **Google Plus** as a social media platform;
- Hit **13,053,020** impressions in public relations; AND
- Saved a **chapter** that was on the brink of closing! ☺

Providing Visibility, Credibility, and Connection.