

# WASCPM 2010 Annual Report



**Washington State  
Society of Certified Public Managers**  
PO Box 2548, Olympia, WA 98507

## Board of Directors

<b>2010 Report Year</b>		<b>2011 Current Year</b>	
Curtis Richardson	President	Curtis Richardson	President
Steve Bren	Vice-President	Steve Bren	Vice-President
Katrina Wynkoop-Simmons	Secretary	Vacant	Secretary
Betty Wilder-Moore	Education	Betty Wilder-Moore	Education
Stephanie Barton	Communications	Vernetta Sweet	Communication

### Accomplishments & Activities during Report Year:

**July 19, 2010:** Benefits teleconference was held with the WACPM officers and the AACPM Secretary. Three people participated and one membership resulted from the conversation. The teleconference was held using freeconfernece.com with no cost.

**September 14, 2010:** The Annual Leadership conference was held. The theme was Leading Vision into Reality. Eleven people participated and 4 students from Cohort 12 sat in on the first key note speaker. The key note speaker was Susan Dreyfus, Secretary Department of Social Health Services (DSHS). Ms. Dryfus spoke on bringing vision to life so people can perform on the front lines. The second key note speaker was Reva Tisdale, Treasurer from the American Academy of Certified Public Managers (AACPM). Ms. Tisdale spoke on the CPM vision and background. The educational speaker was Curtis Richardson, President of the WASCPM. Mr. Richardson spoke about bringing Strategy to Vision.

**Goals and Objectives/Progress to date:**

The strategic blueprint was developed in 2005 and will be reviewed and updated in 2010.

<i>Strategy Focus</i>	<i>Goal</i>	<i>Actual</i>
<b>Membership</b> <ul style="list-style-type: none"> <li>Increase membership to 35 by December 2010</li> <li>Annual WASCPM Conferences draw 50 attendees by December 2010</li> </ul>	<p>35</p> <p>50</p>	<p>15</p> <p>11</p>
<b>Customer/Stakeholder</b> <ul style="list-style-type: none"> <li>Deliver services and events that increase the effectiveness of Certified Public Managers by December 2010</li> <li>WASCPM members and customers are very satisfied with the value of the educational and networking events.</li> </ul>	<p>Increase Effectiveness</p> <p>Very Satisfied</p>	<p>No Change*</p> <p>Very Satisfied</p>
<b>Financial</b> <ul style="list-style-type: none"> <li>Annual conferences generate \$500 income by December 2009</li> <li>Maintain \$3,000 in savings by December 2010</li> </ul>	<p>\$500</p> <p>\$3,000</p>	<p>\$100</p> <p>\$2,975</p>
<b>Process</b> <ul style="list-style-type: none"> <li>Make membership registration simple and effective by December 2010</li> <li>Make event registration simple and effective by December 2010</li> </ul>	<p>Very Satisfied</p> <p>Very Satisfied</p>	<p>Satisfied*</p> <p>Very Satisfied</p>

\* There is no data to confirm this assessment made from interacting with members.

**Issues of Concern (State and/or National Level):**

- Membership will continue to decline because the WASCPM is not adding value to our member's knowledge and skills to justify \$35 membership fee.
- Low membership enrollment is minimizing the pool of people willing to serve in the Society and keep it moving forward.
- WASCPM web services are not fully utilized by CPMs for networking and information sharing. A minimum of twenty-five members are needed to take advantage of the web service pricing plan.
- Personal and professional time commitments are reducing the officers and member's ability to
  - Perform officer duties.
  - Manage society information and business via the web site.
  - Participate in Society events
- Lack of visible support from Washington State executive management is hindering the Society from gaining momentum.
- Many Washington State agencies are no longer paying professional conference fees.

**Membership Statistics:**

14 Regular Members  
 1 Associate Members (non-graduates)  
 0 Others (specify type of membership)

**Financial Statement:**

Jun 2010 Starting Balance \$2,793.77  
 Transactions: \$181.64  
 Dec 2010 Ending Balance: \$2,975.41

Financial Details	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
June 1, 2010 thru December 15, 2010								
Annual Conference				109.82	10.00			<b>\$119.82</b>
Membership			70.00				70.00	<b>\$140.00</b>
Service Fee	(10.00)	(10.00)	(10.00)	(10.68)	(10.00)	(10.00)	(10.00)	<b>\$(70.68)</b>
Membership Transaction Fee			(2.08)				(2.08)	<b>\$(4.16)</b>
Conference Transaction Fee				(2.84)		(0.50)		<b>\$(3.34)</b>
<b>Total</b>	<b>\$(10.00)</b>	<b>\$(10.00)</b>	<b>\$57.92</b>	<b>\$96.30</b>	<b>\$0.00</b>	<b>\$(10.50)</b>	<b>\$57.92</b>	<b>\$181.64</b>

**Prepared By:**

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# Appendix A

## Performance Review

### **Membership**

The WASCPM is doing poorly with membership. Our membership declined this year because 50% of the members did not renew their membership in January 2010. Over the last five years we have had 37 members drop from the society and not renew their membership. This poor performance requires an aggressive program to increase membership. We will focus on this during our planning for the next five years.

### **Customer/Stakeholder**

The WASCPM is uncertain in its performance related to how well our CPM's are performing for or as executive managers. We have not gathered any information from executive managers and see this as producing no change. However the WASCPM is hitting the mark with member and customer value in the events.

### **Financial**

The WASCPM is doing well with the budget. We are close to our goal because we did not have an aggressive goal and at the same time expenses have been kept to a minimum to preserve our current bank balance. This means we are not conducting activities and the one activity we did have earned approximately \$117. We are not increasing membership and that is a missed funding opportunity.

### **Process**

The WASCPM is satisfying member and customer need for organized and efficient processes for membership registration and event registration. For the last four years the WASCPM has been using ClubExpress to manage the web presence, memberships, surveys, and event registration. ClubExpress has recently added a feature that allows the society to manage WASCPM sponsored training to determine if members are meeting educational requirements. We are not currently using this feature but may explore possible uses during future planning sessions. There are many features of the web site our members are not taking advantage of.

### **2010 Annual Conference**

WASCPM does events well. Our members are coming to our events for professional development, to see the speaker on the agenda, and to network with their peers. We are meeting their reason for being there with 50% of the respondents having their needs completely met. Those same respondents were very satisfied with the value they received from the 2010 Annual Conference. It appears when the WASCPM holds an event we are getting right speakers and the hitting the right topics.