

2014 2nd Quarter Board Bytes

Mary Jo King, Secretary



Until recently, The NRWA has used a system of three websites to deliver member information (main website), conduct online training (TheNRWATraining.com), and process payments (Squirrelcart). In an effort to simplify processes and the volume of required admin support, President Bob Janitz worked with Stephanie Shaw, our Administrative Manager, and an outside contractor to develop a solution to bypass Squirrelcart. Members can expect a seamless transition to an enhanced ease of use.

Bob has initiated an update of content across multiple areas of the main website at TheNRWA.com. Past President Marie Zimenoff is spearheading this committee, which is currently in the review process. Also during 2Q14, Bob recruited Cynthia Funkhouser to replace departing Education Chair, Bruce Benedict. Bruce had proposed a more rewarding compensation structure for teleseminar speakers, which Bob has championed due to the significant increase in member participation. Your board approved the program, which is now in effect.

Board members represented The NRWA at two related industry conferences. This experiment to expand our visibility to members of the National Career Development Association (NCDA) and the National Association of Workforce Development Professionals (NAWDP) yielded a great deal of positive feedback, and we expect to budget for more efforts like this in 2015.

Thanks to Marie and committee, we have finalized the details of The NRWA's first writing competition, The Award for Excellence in Résumé Writing (AERW). Designed to encourage whole-membership participation, the contest features many categories and an email announcement is imminent. One or more of those categories will surely suit you, and we hope you submit your entries for consideration. Winners will be declared at conference in Denver. Marie is also leading our upcoming election process, and continues to squash the use of The NRWA logo on non-member websites.

Membership Chair Brenda Cunningham reports current membership at 543, up from 501 at the beginning of 2014. She is developing a survey to make sure members have the resources they need. We hope you will dedicate a few minutes of your time to completing it. In June, we welcomed Michelle Dumas as Brenda's replacement for Experienced Business Representative.

Conference Chairs Shareem Kilkenny and Ruth Pankratz have organized the distribution of promotional materials for our Denver conference at the NCDP, NAWDP, and California Career Development Association (CCDA) conferences. To date, we have 86 registrants and several sponsors, including Presenting Sponsor World Wide Web Solutions and Gold Sponsor Southworth Paper by Neenah. Your board has planned a remarkable event for us, with an unprecedented array of talent and opportunity: <http://thenrwa.com/conferenceregistration>.

The board has reviewed and approved financial reports from Treasurer Pat Criscito.

In other news, Certification Chair Michelle Swanson notes that her team is keeping busy with an increasing number of members in the NCRW certification pipeline. Cassie Olson has replaced Cheryl Cooper as Marketing Chair, and she reports growing participation on The NRWA social media platforms. Cynthia is putting the finishing touches to the remainder of the 2014 teleseminar schedule, and Stephanie has successfully championed an upgrade to our email capacity to serve our growing need.

Enjoy a delightful and prosperous summer, and I'll see you in September!