

**BRITISH COLUMBIA ORGANIZATION DEVELOPMENT NETWORK
 (BCODN)**

Annual Report

AGM: June 27, 2007

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Governance

The BCODN is governed by the BC Society Act and the BCODN Constitution and Bylaws that were filed with the Registrar of Companies at the time of the legal registration of the BC OD Network on August 10, 2004. The BCODN is also guided by the current practices and guidelines as posted on our website.

BCODN Directors and Board Members for 2006 - 2007

- Sheila Bouman, President
- Gary Wagenheim, VP and Champion, Professional Development
- Randall MacKinnon, Secretary
- Mark Adams, Treasurer and Professional Development Committee
- Louisa Marziali, Professional Development Committee
- Lisa Morgan, Professional Development Committee
- Debra Rasmussen, Champion, Building Community Organizations
- Phyllis MacIntyre, Champion of Member Relations
- Jen Reed-Lewis, Co-Champion Pro-Consult Pilot
- Erin Sills, Co-Champion, Pro-Consult Pilot

Four directors will continue on the Board next year, fulfilling their second term and providing continuity for 2007 – 2008:

- Lisa Morgan
- Debra Rasmussen
- Jen Reed-Lewis
- Erin Sills

Goals and Strategies for 2006 - 2007

The Board met September 10, 2006 to establish BCODN's goals for 2006 - 2007. It was a full day of getting to know each other, understanding the accomplishments and the lessons learned to date, and co-creating a foundation to guide the Board's efforts for the year.

Goals

There were four goals committed to for the year:

1. Clarify and strengthen the BCODN identity
2. Link to leaders through programs, conversations and connections
3. Support and encourage practitioner development in the areas of self-awareness and professional competency
4. Expand, leverage, and promote the Building Community Organizations (BCO) program to have a positive impact on communities while providing mentorship to OD practitioners

Strategies

Although many strategies were identified for each goal, the following were championed and implemented by this year's Board.

Clarify and strengthen the BCODN identity

- ✓ Learn from Helen Lingham's visioning experience with Abbotsford Hospital
- ✓ Host a visioning conference while demonstrating an innovative technique
- ✓ Create a visual history of BCODN
- ✓ Hire a communications specialist

Linking to Leaders

- ✓ Explore partnership with Leadership Vancouver
- ✓ Continue to promote the corporate membership for leaders and their staff

Practitioner Development

- ✓ Peer-to-peer coaching and support through a pro-consult pilot
- ✓ Workshops / sessions that focus on competency, skill development and new tools (i.e. Process Work training)
- ✓ Workshops/sessions that focus on self-awareness and development (i.e. Ron Short)

- ✓ Special events that cross sectors, organizational levels, and involve partnerships (i.e. deepen alliance relationships; partner with Fraser Health Authority).

Expand, leverage, and promote Building Community Organizations (BCO)

- ✓ Increase number of mentors and mentees
- ✓ Promote the BCO program more – for learning and impact
- ✓ Explore alliance with Volunteer Vancouver to identify new consulting projects

Membership Report

By June 2006, there were 107 individual members and two corporate members registered with BCODN.

Individual members continue to receive the following benefits for \$75 per year (September to June):

- Monthly e-newsletter, timely announcements of new programs
- Access to events and workshops at member rates
- Participation in member-only events
- Free monthly meetings, peer-to-peer learning and networking opportunities
- Access to job postings, free advertising of career opportunities
- Open access to the BCO mentorship program
- Single vote at annual BCODN AGM

This year the Board moved to ensure those members who joined on and later than March 27, 2007 receive membership status until June 30, 2008. This decision was as a result of feedback that communication about member start and end date was not clear enough. The intention is to treat this as a one-time exception and instead to strengthen communication to new members when they join (on SPORG), in the marketing materials and web site, and after they join.

The corporate membership was revised this year, with increased rates and increased member seats. For \$500 per annum, corporate members receive all the benefits of individual members, plus

- Unlimited seat registration at events at member rates for your organization
- 50 additional staff members to receive BCODN's monthly e-newsletter and announcements (based on e-mail addresses provided)
- Two additional votes at annual BCODN AGM

This year, both Providence Health Care and Fraser Health Authority continue as corporate members. Several other organizations were approached, and decided to instead start with individual memberships until they could confirm adequate value for a more significant investment.

There were no changes to the student membership. For \$65 per annum and with proof of educational institution, student members receive all the benefits of our individual membership at discount rates.

Professional Development (Pro-D) Committee Report

Submitted by Louisa Marziali

The 2006-07 Pro-D Committee was championed by Gary Wagenheim and included Lisa Morgan, Mark Adams, and Louisa Marziali.

During the Board's September planning meeting, we brainstormed possible speakers, themes, types of events, timing and links. The program goal was to support and encourage practitioner development in the areas of self-awareness and professional competency. The Pro-D group took the suggestions raised during the planning meeting, leveraged the relationships Board members had with presenters and workshop leaders, and worked closely with the entire Board in order to deliver the following program:

October 2006	<p>Workshop - Rescheduled Shauna Jones invited participants to learn about and experience The Human Element® At Work, a ground breaking approach to building trust, engagement & collaboration in the work place.</p> <p>Due to a communication flaw with BCODN's email lists, this event did not secure sufficient registration. Therefore, the session was deferred until April 2007.</p>
November 2006	<p>Evening Meeting Revisioning Organization Development: A Post-Modern Perspective with Dr. Gervase Bushe, PH.D.</p> <p>Participants joined in a provocative conversation about his theory of an emerging "post-modern" form of Organization Development he is developing with Dr. Robert Marshak of American University. Their argument is that academic descriptions of Organization Development (OD) found in textbooks and most journal articles have not kept pace with innovations in OD practice.</p> <p>Over 60 people registered for this session. Due to weather and some logistical challenges, about 35 actually attended. Facilities were donated by Ministry of Human Resources Learning Centre.</p>
December 2006	<p>Evening Meeting Engagement in Action in your Community</p> <p>Helen Lingham and Erica Groschler presented the journey of transformation by applying the Axelrod Engagement Paradigm for organizational change at Fraser Health Authority (FHA). Participants learned about engagement principles as a methodology for organizational change.</p> <p>About 15 people participated in this evening session. Facilities donated by the City of Vancouver.</p>
January 2007	<p>Workshop Process Work & Organizational Excellence: Individual & Executive Coaching with Dr. Stephen Schuitevoerder.</p> <p>In this three-day workshop participants explored the range of skills that Process</p>

	<p>Work offers group facilitators. Facilitating effectively requires sensitivity to the multitude of experiences in a group and a support of this diversity. When this depth of facilitation occurs, the group becomes a powerful meeting place where the richness of values, culture and perceptions can meet, interact and learn from each other. Participants were fully immersed in Process Work skills.</p> <p>18 people participated in this workshop. BCODN was provided a reduced rate in order to ensure break-even for the society. Participant evaluations were extremely positive with strong support for a subsequent workshop by Dr. Schuitevoerder.</p>
February 2007	<p>Workshop Strategic Visioning: Graphic Representation of BCODN led by Christina Merkley, graphic facilitator.</p> <p>BCODN participants experienced the visual process & tools for strategic visioning while graphically representing BCODN's past & future. The process allowed participants to collaborate in the creation of a common vision, identify big bold strategic steps, share strategies and tools, and learn as a community.</p> <p>This was a members' only workshop at no cost to the participants. Christina was paid her full fee to plan, facilitate and document the workshop. The Board agreed that this would be a valuable investment for the association. Facilities were donated by Provincial Health Services Authority.</p>
March 2007	<p>Evening Meeting Strategic Visioning: Discussing Implications</p> <p>Led by BCODN's Lisa Morgan, participants reflected on the strategic visioning work in order to refine the vision while translating it into concrete implications.</p> <p>There were approximately 10 participants. Facilities were donated by BC Health Academic Centre.</p>
March 2007	<p>Workshop Emotional Intelligence in Relationships with Ronald Short.</p> <p>This experiential session built on "Learning in Relationship" concepts. Besides being emotionally "dumb", one characteristic that is shared by gossip, blame, divorce, war, racism, homophobia, sexism, road rage, inter-group, inter-personal conflict and falling in love is that they are created, developed, and sustained by the lies we tell ourselves. Short explained that you can catch yourself in the lie, and help your clients catch themselves—only if you are aware. That is the goal of the five Awareness Lessons presented in this session.</p> <p>This morning workshop was delivered in partnership with our corporate member, Fraser Health Authority (FHA). FHA and BCODN shared both the planning and cost for the session. There were approximately 55 FHA participants and 10 other BCODN members.</p>
April 2007	<p>Evening Meeting Pro-Consulting Group Pilot: Sharing the Lessons</p>

	Participants learned about a best practice methodology and shared strategies for coaching and consulting. Board Directors and champions of the pilot, Jen Reed-Lewis and Erin Sills, highlighted the success of the North Shore Professional Consultation (Pro-Consult) group. There were 15 participants for this event.
April 2007	Workshop The Human Element® At Work – Cancelled due to insufficient registration.
May 2007	Evening Meeting BCODN Annual Social & Networking Event Over 25 members and guests enjoyed this year's annual BCODN's social and networking event at Sheila Bouman's home. Participants learned more about BCODN's goals for the next five years, met the nominees the 2007/08 Board of Directors and caught up on old times. The charge for this event was \$15 to cover refreshments.
June 2007	BCODN Annual General Meeting Open to BCODN Members only schedule for June 27. Special guest keynote speaker: Donna Wilson, Executive VP, VANOC. Donna will talk about the people strategies behind the biggest event Vancouver has ever seen. Facilities were donated by BC Hydro.

Continuing from Previous Years

On-Line Registration

The BCODN's Online Registration & Payment system for events is www.SPORG.com.

This is a safe and secure system that will allow the BCODN to better manage events. This year, SPORG allowed us to track registrations, communicate with participants, and allowed us to determine to run or cancel a program based on number of registrants.

Facilities

To keep down the costs of running events we are always on the look out for free or low cost venues. We appreciate the generosity of the following organizations that allowed us such access to meeting space: The Refinery, Vancouver City Hall, PHSA, Fraser Health, BCAHC, Ministry of Human Resources Learning Centre, and BC Hydro.

Partnerships

Partnering with organizations like Fraser Health allowed us to attract both world-renowned speakers and attract a larger participant base. This year's partnership with Fraser Health resulted in an excellent session with Ron Short attended by over 60 participants.

New This Year

BCODN's Cancellation & Refund Policy was developed and implemented.

- Program Cancellations: Where BCODN cancels a program, a full refund will be given to those who have already paid to attend.
- Participant Cancellations: A refund, less a 20% processing fee or no more than \$15.00, will be issued for cancellations submitted by email to the Treasurer of BCODN one week prior to an event or workshop. Substitute attendees are

permitted up to the day of the event or workshop; Member/Non-Member rates will be applied.

BCODN Call for Presenters process and template was developed and implemented. A notice was sent via the e-list to encourage interested speakers to submit a completed form. There were none submitted nor did we ask again as the program for the year was already established. This process and supporting communications can be revisited in the fall of 2007.

Lessons Learned

What we learned this year about running BCODN programs:

- Market events early and a few times to ensure members have enough lead time to plan for attendance
- Work with partners to be able to offer world-class sessions
- Keep program offerings manageable in both number and size
- Vary the time of day for short sessions as evening do not work for everyone
- Build a budget that provides contingency and helps fund operational expenses, not a budget based on cost recovery only
- Set costs for the event to fund hiring an event-coordinator if planning and logistics are demanding
- Change fees at every event to reinforce commitment
- Build a resource pool to respond to member requests (i.e. free meeting rooms, virtual assistants, etc)
- Promote the invitation to complete the Call for Presenters form.

Secretary's Report

Submitted by Randall Mackinnon, BCODN Secretary

The Secretary serves as an active member of the Board. He supports the vision, mission, and values of the organization, but his duties do not tackle the program goals as directly as some of the other members. He conducts correspondence, keeps minutes and keeps custody of the documents (other than financial documents) of the organization. He also supervises the membership director who maintains the register of members.

The Secretary also helps to review, interpret, and when necessary suggest updates to the Bylaws. A year ago, the past-president and I revised the by-laws, which were accepted during the summer of 2006. Some highlights of the bylaws are:

- The quorum for a general meeting is 3
- A member in good standing is entitled to one vote
- Voting by proxy is permitted. Each member is entitled to carry the proxy of one voting member. A letter must be provided and then the proxy is registered
- The maximum number of Board directors is 10
- At each annual meeting, half of the total directors are to be elected for a two year term

- Two-year directors and one-year directors (completing a term) are elected from the same election (higher votes elect for 2 years)
- President, vice-president, secretary and treasurer are elected by the members from the elected directors in separate votes, for one year terms
- The directors may delegate any, but not all of their powers to committees consisting of a director(s)
- Notices can be given to a member personally, by mail, or by email

Treasurer's Report

Submitted by Mark Adams, Treasurer

This year the Treasurer's report will cover the period from 01 June, 2006 to 30 April, 2007. This is to match BCODN's fiscal year (01 May to 30 April). As the 2005/2006 Treasurer's report covered up to 31 May, 2006, May 2006 will not be reported on in this report.

Year's Highlights:

- The effective use of SPORG (the online system for signing up and paying for sessions and memberships. The benefits include reduced handling of cash and processing of cheques for BCODN, and the provision of immediate receipts to members. This feature has also added an ongoing modest operational cost to BCODN.
- The decision to pay for communications specialist. The benefits include a significant improvement in BCODN's web site services, and high quality reports to members. The cost for this service is a modest \$1,000 paid as an honorarium. The success of this decision has been reaffirmed through a BCODN Board decision (25 May, 2007) to continue using the communications specialist. Given the timing of this decision, we are accruing the honoraria for this specialist back into the 2007-08 fiscal year.
- BCODN Board decided that it was appropriate to invest in holding a facilitated workshop to better firm up the longer-term strategy for BCODN. The purpose was to better enable the Board (and subsequent boards) to better serve its members interests.
- In February 2007, the Board passed a resolution to continue the previous board decision to invest \$8,000 in a GIC. This strategy has the dual purpose of protecting BCODN members longer term interest in the society as well as providing a modest supplemental additional revenue source (interest earned is added to BCODN cash balance).

Financial Summary (as of 30 April, 2007):

RETAINED EARNINGS:

VanCity Cash Account	6,895.57
Investments	<u>8,000.00</u>
Total	14,895.57

INCOME:

Memberships	4,252.78
Workshops & Sessions	18,692.19

Interest	<u>15.50</u>
Total	22,960.47

EXPENSES

Workshops & Session Expenses (including refunds & cancellations)	17,957.24
BOD Strategy Session	1,787.25
Web Site Services	1,760.00
Accounting Services	530.00
AGM Expenses	691.42
Petty Cash	100.00
Honoraria for Communications Specialist (Accrual)	1000.00
SPORG (Online registration services)	<u>243.22</u>
Total	19,888.20

Recommendations for 2008:

1. Separate budgets be established for each major business activity area including:
 - a. Professional development workshops
 - b. Monthly sessions
 - c. Administration
2. Variance reporting is done on each of the above areas thereby enabling better financial performance. For sessions and workshops, this will include estimates on revenues and expenses.
3. Pricing for session includes an allocated portion for "the cost of doing" business including: SPORG expenses (variable cost based on anticipated registration numbers). Pure cost-recovery puts the organization at risk since operating / administrative expenses are increasing and participation at events is unpredictable.
4. General expenses (e.g., web site services, communications, BOD expensed activities such as planning sessions, etc.) be covered by membership fees.
5. Continuation of the investment strategy to provide longer-term protection to members.

Building Community Organizations (BCO)

Submitted by the "Keepers of the Flame": Neil Kyle, Marilu Mayuga, Debra Rasmussen

The BCO Vision

- The BCO group makes a difference. They transfer skills, knowledge and perspective to their clients.
- The BCO group creates value for the community.

The BCO Mission Statement

The BCO group creates a difference by working with non-profit clients to build community organizations, by:

- Supporting non-profit clients to achieve their vision so they are better able to service their clients and community.

- Facilitating collaborative learning to enhance OD practices and capabilities, and the transfer of increased learning and these capabilities to the client.

Description of the BCO Initiative

The BCO initiative is a mentorship program for emerging practitioners of Organizational Development (OD). Under this program, emerging OD practitioners volunteer to work on organizational issues with non-profit client organizations in the lower mainland.

Their work is shadowed and led by a senior consultant who provides them with coaching and mentoring as they work collaboratively with the non-profit client generally on 2 – 4 month long projects. Their backgrounds range from students of OD programs to professionals in related fields who are making a career change. The senior consultants have at least 10-15 years of OD experience.

The consulting team of emerging OD practitioners meets with members of the non-profit client organization to appraise the situation, assess the needs to be addressed and develop the intervention. The senior consultant works closely with the consulting team at each stage as the project progresses and contacts the client for information only, leaving the consulting to the volunteer team.

Building Community Organizations Projects in 2006/07

In 2006/07 the BCO initiative had a very successful year. We had changed our marketing strategy from an Expression of Interest proposal process to getting direct referrals to non-profit organizations that may be interested in receiving OD assistance. In addition, we held in-person discussions with the potential clients to build a relationship and to explore their needs and suitability rather than asking them to complete an application form.

As a result, we have had less difficulty in obtaining clients. Our challenge this year has been to maintain a balance between the number of referrals and potential clients that we have at one time and the number of available volunteer teams plus mentors.

We have had three successful initiatives this year.

1. The first initiative involved working with a non-profit private school to assist them in developing a five year vision and strategic plan. This involved the Board of the school and a strong level of parent participation.
2. The second initiative involved a non-profit care facility. The issues were particularly long-standing, broad and entrenched. The consulting team held a successful Leadership Council workshop using an appreciative inquiry style approach to tackle trust issues between the leadership and the staff.
3. Lastly, the third project pushed us to broaden our approach to BCO initiatives. The request from this client that was facing program or organization closure was complex, political and had a very short time-line. In the past we would have turned it down as being beyond the scope of ability for our emerging practitioner consulting teams. However, since we sincerely wanted to assist them we have developed an additional approach to providing community service.

With these types of clients we will now attempt to get a senior/mentor consultant directly involved in providing pro-bono service to the client. We will also attempt to get one volunteer emerging practitioner to pair up with the senior consultant on the project in order to be mentored. In the case of our third project, the client declined

the emerging practitioner for political reasons and the senior consultant proceeded to conduct a successful strategic planning workshop.

Our challenge for the next year is to build the “keepers of the flame” team, enroll additional mentors and consultants, and have three to four projects spread out more evenly across the year.

Overall, the BCO has had a very successful year and has met the goals that it established for 2006/07.

BCODN Marketing and Communications

Submitted by Debbie Chow, Communications Specialist

Overview

An increasing need to share information with both existing and potential members became prevalent as the organization focused efforts on growing membership numbers and improving the value membership itself.

In November, BCODN hired a communication specialist, Debbie Chow, who worked closely with the Board on membership and marketing communication efforts.

This year, there was an opportunity to create a foundational communication process consisting of mainly electronic mechanisms to facilitate effective two-way communication between BCODN and its existing and potential members, and to support BCODN programs and events.

Communication Goals

- To increase the profile of BCODN as a learning network in BC’s OD community
- To facilitate effective two-way communication between BCODN and members
- To build on existing communication vehicles established in 2006-07

Accomplishments

BCODN Communication Strategy

The strategy outlined the communication activities that supported BCODN educational initiatives and events throughout the year. It also formalized the roles of the communication specialist, web editor, and BCODN board or directors in the communication process. The primary focus of the strategy was to realign the communication strategies and vehicles of 2005-06 year to the current information needs and expectations for this year.

BCODN Marketing Materials

A series of brochures were created in-house to help support face-to-face meetings with potential members. The intent of these information sheets were to help market specific BCODN products and programs in a cohesive, easy to read manner that current and potential members could take away for future reference. These information sheets are available in both hardcopy, and electronically on the BCODN web. The topics covered so far are:

- BCODN membership packages
- BCODN events
- BCODN programs: BCO and Pro-Consults

Engage Yourself
Join BCODN
The British Columbia Organization Development Network
MEMBERSHIP INFORMATION

Participate in the BCODN learning community and!

- Enhance your knowledge in human organization and systems development
- Develop your potential as an organization developer

Individual Membership **Corporate Membership**

BCODN 2007 Events Calendar			
Engage Yourself All Year			
Month	Date & Time	Event	Details
March 2007	March 29 6:00 – 8:30 pm	Monthly BCODN meeting Peer-to-Peer learning and networking	<ul style="list-style-type: none"> ▪ BCO mentorship program successes and lessons learned ▪ BCODN members: Free; Non-members: \$25
April 2007	April 18 8:30 am – 4:30 pm	The Human Element at Work Presenter: Shauna Jones	<ul style="list-style-type: none"> ▪ A groundbreaking approach to building trust, engagement and collaboration in the work place. ▪ BCODN Members: \$160; Non-member: \$175; Students: \$50
	April 26 6:00 – 8:30 pm	Monthly Meeting: Pro-Consulting Group Facilitators: Jen Reed-Lewis & Erin Sills	<ul style="list-style-type: none"> ▪ Share strategies for providing real-time help to each other while developing stronger professional consulting skills. ▪ BCODN members: Free; Non-members: \$25
May 2007	May 24 6:00 – 8:30 pm	BCODN Networking Social	<ul style="list-style-type: none"> ▪ Participate in a guided process exploring connections with peer & BCODN alliances in a fun environment.
June 2007	June 22 6:30 – 8:30 pm	BCODN Annual General Meeting	<ul style="list-style-type: none"> ▪ Open to BCODN members only

Get Inspired
Develop Your OD
with BCODN Organization Development Professionals

BCODN MEMBER PROGRAMS

Building Community Organizations Mentorship Program (BCO)
Enhance your OD practice. Become a consultant/volunteer!

- Want to apply OD principles, tools, strategies and techniques to real work experiences?
- Ever wondered if OD consulting is your calling?
- Want to work with a non-profit group and give back to your community?

Emerging OD practitioners can volunteer to work on organizational issues with non-

BCODN Express

This electronic notification vehicle taps into an e-mail list consisting of both members and non-members. Previously used as a monthly newsletter in 2005-06, *BCODN Express* was repositioned as an event and job notification mechanism with links to relevant parts of the BCODN web. The communication specialist managed *BCODN Express*. Policies and process were also developed to minimize spamming the subscribers.

[Updates] BCODN Express: AGM & Special Guest Speaker - June 27, 2007 (First Notice) - Message (HTML)

From: updates-bounces@bcodn.org on behalf of BCODN Updates elist [updates@bcodn.org] Sent: Wed 6/13/2007 3:15 PM
To: updates@bcodn.org
Cc: [Updates] BCODN Express: AGM & Special Guest Speaker - June 27, 2007 (First Notice)

BCODN ANNUAL GENERAL MEETING (AGM) & SPECIAL GUEST SPEAKER – JUNE 27, 2007 (FIRST NOTICE)

BCODN is pleased to offer an exclusive presentation to its members as part of the 2007 Annual General Meeting (AGM). At the AGM, BCODN members will also elect the board of directors for 2007-08.

BCODN welcomes keynote speaker Donna Wilson, Executive Vice President, VANOC.

Donna will talk about the people strategies behind the biggest event Vancouver has seen. As a short-term organization, VANOC has had to employ both intention and creativity into its engagement and organization development practices.

BCODN Annual General Meeting
Wednesday June 27, 2007
4 pm – 6 pm
Central Park Plaza, 9th Floor, MP Room
4555 Kingway (at McKay St. near Metrotown)
Burnaby, BC

NOTE: This is a free event open to BCODN members only. Not yet a member? Please sign up for a membership by visiting <http://www.bcodn.org/membership.html>

BCODN News: The Monthly Members' Newsletter

This is a new strategy for this year. The inaugural edition was launched in November 2006. In an effort to enhance the value of membership, BCODN members receive a monthly newsletter highlighting “member only” content. The purpose of the newsletter is:

- To provide information on new tools and research in the field of OD
- To provide summaries and learnings of recent events

- To market BCODN and partner events and programs
- To provide opportunities to members to submit stories or presentation/session proposals

The newsletter is circulated to members as a PDF attachment containing links to the BCODN web via members' e-mail distribution list. The newsletter is also managed by the communications specialist in collaboration with the BCODN board of directors. Editions are archived on the BCODN web.

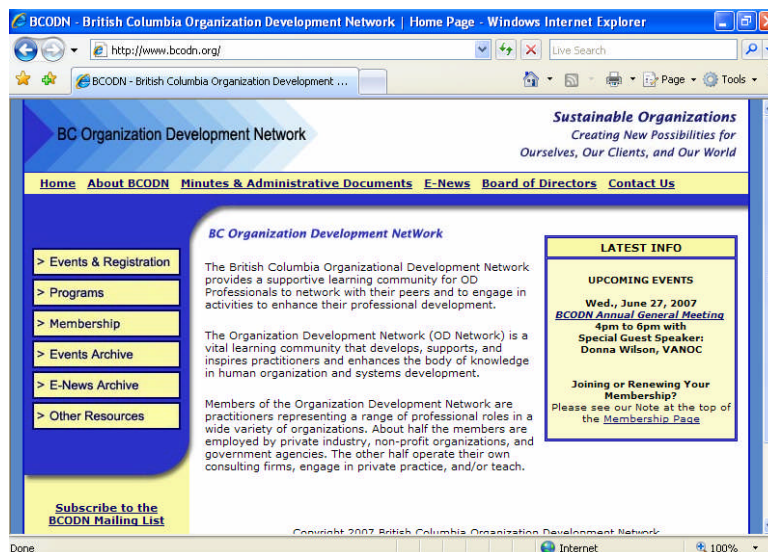
The newsletter also evolved later in the year to include more soft news stories – practitioner profiles, interviews - as a means to humanize the discipline of OD.

The design of the newsletter itself also evolved to help better enhance readability as more topics were covered.

BCODN Web (www.bcodn.org)

Shelley Watson continues to be the web editor of this site. This year, the web editor and communication specialist worked closely together to establish roles and to streamline the process for content updates to both the BCODN web and the online event registration system, SPORG.

This year, the web saw major changes to content to ensure that it aligned with what was communicated through *BCODN Express* and the members' monthly newsletter. Based on the outcomes of the strategic visioning session conducted in February 2007 and the evolving information needs of its board of directors and membership, BCODN will embark on phasing in added functionality to the web.



Web trending statistics summary from November 2006 to May 2007:

<i>Month</i>	<i>Unique Visitors</i>	<i>Number of Visits</i>	<i>Pages</i>	<i>Hits</i>
Nov. 2006	252	475	1575	10724
Dec. 2006	230	443	1112	7612
Jan. 2007	306	547	1719	13014
Feb. 2007	254	421	1385	9905
Mar. 2007	328	519	1391	9610
April 2007	350	616	1426	10137
May 2007	372	526	1715	9599

The majority of web visitors came from Canada and the United States. Trending data also indicated marginal web usage from Germany, Australia, Switzerland, China, Sweden, South Africa, U.K., and Indonesia.

Seventy percent of total users spent between 0-30 seconds on a page. This may indicate that users are being directed to a specific page from else where, and then exiting quickly because the information they are seeking is not what was expected.

Thirteen percent of users lingered longer, spending between 30 seconds to 2 minutes on a page. This may indicate that these users are taking more time to scan for a specific piece of information.

Lessons Learned

Overall verbal feedback on communication this year as been positive. A formal survey to members to more qualitatively gauge value will be conducted in the summer. The results of this survey will be incorporated into the overall strategic communication and marketing plan for 2007/08. A motion has been passed to re-hire Debbie Chow as BCODN's communication chair for 2007/08.

Some specific items that worked particularly well this year were:

- Formalizing *BCODN Express* as an event and job notification tool: As the year progressed, BCODN saw more members and partner organizations come forward with requests to advertise events and job postings through this vehicle.
- Establishing a members' monthly newsletter: In the last quarter, BCODN saw more members becoming more proactive in sharing their stories with other members.
- Establishing the role of the web editor for technical support and the communications specialist as the content support: this freed up much of the web editor's time to focus more on managing the technical side of the BCODN web and online registration system.

Items for improvement:

- Information needs have outgrown the structure of the BCODN web. It was challenging trying to fit content into a web structure that is no longer scalable to the information demands of our members

- Cumbersome process for content updates to the BCODN web
- Aligning the communication and marketing process with other BCODN internal processes (e.g. membership communication, management of generic BCODN e-mail addresses.)
- Online registration system performance was inconsistent.
- Need a Board member to be the point-person for info@bcodn.org. A point person ensures timely response to requests while deepening the relationship between BCODN and that member / potential member. This could easily be one person sole responsibility over and above Board governance.

Recommendations for Next Year

- *Phase in web improvements*
These improvements will include, but are not limited to redesigning the information hierarchy, establishing a colour and BCODN branding, major content re-writes, possible content management process for more timely updates.
- *Pilot an online forum for members*
The intent of this forum is to facilitate self-publishing and online collaboration between members.
- *Establish an internal process for updating the BCODN web and online registration*
The web editor and communication specialist will work together to streamline the process to ensure that ongoing content updates are met in a more timely fashion.
- *Establish a fee-for-service policy for non-members to advertise events and post jobs*
This year it was difficult to delineate whether requests were coming from members or non-members, so all requests were fulfilled at no cost. Ideally, members should be able to utilize BCODN posting and advertising services for free as a perk of membership. BCODN may want to consider establishing a fee structure for advertising requests from non-members.

Professional Consult Pilot

Submitted by Jen Reed-Lewis and Erin Sills

BCODN members have continuously applauded our efforts to bring together OD professionals for community building, sharing best practices, and professional practice learning in good company. However, the reality of bringing our professional community together on a regular basis has become increasingly more problematic as workloads intensify along with our infamous commuting time. It is a conundrum that will only worsen so the BCODN Board of Directors became quite focused on exploring a resolve the situation.

In our exploration to find compelling ways to attract our membership to meet regularly we reviewed the past as a means to prepare for the future. This historical scan demonstrated our professional society was strongest when the group met in small, intimate circles. This finding was one of several inputs that lead our organization to launch a regionally focused Professional Consultation pilot called the North Shore Pro-Consult Group.

The purpose of the Pro-Consult group was to create a container to get coaching on consulting projects that were either unique or professionally challenging. The structure of

the group loosely-mirrored the Pro-Consult format used in the LIOS Masters of Arts, Coaching & Consulting program where a case-study approach is used to evoke and structure coaching from peers.

We piloted the Pro-Consult program on the North Shore from November 2006 to April 2007, recruiting organization development professionals who lived in North or West Vancouver. The intention behind the regional focus was to help build more regular attendance as we strengthened the draw and confidence in peer-coaching.

The key learning points from our pilot group were:

- ✓ Case-study approach provided focus and attention
- ✓ The 'coach approach' vs. 'advice giving' strengthened both the learner's confidence and ability to resolve the issue while enhancing the coach's ability to ask empowering questions without judgment
- ✓ The regular meeting format provided more meaningful opportunities to connect and learn rather than depending on ubiquitous networking events
- ✓ The informal, home setting help build trust and confidence quickly
- ✓ Regional focus facilitated the effort in regularly attending meetings

Moving forward the North Shore Pro-Consult Group will continue as its membership overwhelming supported the program and wanted it to continue past the pilot program. Additionally, we are hoping more regional groups arise. In alignment with BCODN's strategic vision to facilitate membership self-organization of programs and learning opportunities, we will be encouraging members to start their own regional Pro-Consult groups. We have developed a start up kit for new groups and founding members Erin Sills and Jen Reed-Lewis are offering start-up consultation to any interested members.

We are thrilled with the success of the North Shore Pro-consult Group and look forward to seeing many new groups emerge and create another value-add to BCODN membership.

Strategic Planning Process for 2007 – 2012

Submitted by Sheila Bouman

One of the organization's goals for 2007 was to clarify and strengthen the BCODN identity, specifically by hosting a visioning process with members that both demonstrates an innovative technique while developing a strategic direction for BCODN. This strategy will lead the organization to 2012 while building on the society's informal inception over 20 years ago and its' more formal structure and plans established in 2004.

The visioning and strategic planning process began on February 10, 2007 when BCODN Board and members worked together in a unique visioning process led by Christina Merkley (www.makemark.com). Christina graphically documented the history of BCODN as longstanding and newer members told their stories on how the OD community has evolved to date.

vision would and would not look like in practice. The primary objective of this session was to better define each component of the vision to ensure it is clear, inspiring and reflects the diversity of our practices and population. The outcomes of this session helped the Board validate the key elements of the vision, and make slight changes to the original.

Additional input was gathered via email and an intimate meeting at Sheila Bouman's home, as alumni Board members provided input, comments and encouragement. All of this reinforced that the work from February 10 was closely aligned with what BCODN members desired from their professional association.

The final step was for the Board to distill all the input and translate the vision work into a concrete strategic plan. On May 6, the Board refined the vision, mission and values, and defined 5 concrete goals to guide the evolution of BCODN over the next five years. The intent is to continue gathering member input through survey and events so that strategies and initiative can be further refined to best meet member needs.

With what has been created this year, we hope that the Board and members of 2007 – 2008 are equipped with both long-term direction and concrete strategies and priorities for the next year. Their work will be to continue to seek input and to determine and implement initiatives that support achievement of these goals.

Strategic Plan 2007 – 2012

Vision

Helping you create remarkable experiences.

Mission

BCOND exists to:

- Provide a supportive learning community for OD Professionals to network with their peers and to engage in activities to enhance their professional development;
- Have an impact on individuals, their workplace and community
- Create awareness of the value of OD within the various communities in the province of BC

Values

We share the same values as the Organization Development Network:

- Social responsibility: contributing to the benefit and well-being of the earth and its people
- Social justice: contributing to equitable policies, principles and practices in organizations and communities
- Appreciation of the interconnectedness of systems
- Inclusion of people, ideas, perspectives and cultures
- Continued improvement and innovation in organizations
- Participatory approaches to organizational change and management that respect the contributions, dignity, and worth of all people
- Collaboration and partnership with clients
- Cooperation and support among colleagues
- Ongoing personal and professional development
- Knowledge of self and understanding of one's impact in the OD process

Goals, Objectives, Strategies

Goals 5 year	Objectives 1- 3 year	Strategies 1 year
Easy ways to network and share information	Members organize, influence and manage the direction of their own communications and interaction.	<ul style="list-style-type: none"> ▪ Provide an electronic medium for members to share information. ▪ Host fall networking event to establish connections and relationships, and to recruit members. ▪ Host a member-appreciation event at the end of each year
Peer-learning	Members connect to initiate and support their own and each others' learning.	<ul style="list-style-type: none"> ▪ Provide tools and processes for membership to initiate learning with each other (place to post tools on web, pro-consult format). ▪ Board will host events / case studies / pro-d based on the emerging interests of members. ▪ Facilitate collaborative learning that enhances OD practices and capabilities in our members while transferring increased capabilities to non-profit clients (BCO)
Vibrant and diverse membership	Attract and retain members who represent diverse aspects of OD.	<ul style="list-style-type: none"> ▪ Maintain membership offering, prices, etc. ▪ Use marketing / communication strategies that are distinct for members and non-members. ▪ Assign a Board liaison / contact for each member.
Valuable hub for resources	Recognized as the go-to place for receiving and sharing information within the OD community.	<ul style="list-style-type: none"> ▪ Establish and promote consistent use of a brand and tag line ▪ Charge fees for non-members to communicate with our members. ▪ Maintain a member-only resource centre (calendar, tools, templates)
Uniquely OD professional development	Translate best practice / innovative OD into my own professional practice.	<ul style="list-style-type: none"> ▪ Offer one or two premier professional development workshops.