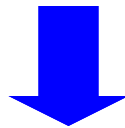


PROFESSIONAL DEVELOPMENT PROGRAM SCORECARD



OPERATIONAL SUPPORT

MEMBER SERVICES

REVENUE GENERATION

How to Use the Professional Development Programs Scorecard

The Professional Development Programs Scorecard gives you a method to analyze the success of each element of the professional development opportunities that you provide to your members. The Scorecard results provide a clear idea of which elements of your program are successful and why. The results help you to make key decisions about which events are working as they should and which events need work.

The Scorecard has two parts. In the first exercise you list the professional development opportunities that your organization provides to its members. In the second exercise you score each event by 7 critical criteria. These criteria fall into two categories, the value that they deliver to members and the benefits that they provide to the organization. The benefits to the organization are related to reputation or revenue. From the benefits we deduct the cost of the resources required to deliver the program. The result is the net benefit to the organization.

Member Value

If your professional development events are an absolute “must” for your members and are attended by a large percentage of your membership this indicates a high level of member value. This is the foundation of any professional development program.

Reputation, Revenue and Resources

Professional development programs should provide credibility to your organization or revenue. Preferably both. Why? Because they use resources. Even volunteer time is finite and it must be used effectively. If an event uses significant resources and adds little to your organization’s revenue or reputation then perhaps the resources could be used more effectively elsewhere.

Professional Development Event Scorecard

We use this scorecard with our clients to help them assess their professional development programs and to optimize the use of their resources. The scorecard assesses the success of each of your organization’s professional development events in the two most important areas—the value that they deliver to members and the benefit that they provide to the organization.

The scorecard tells you at a glance which professional development events are excellent, which ones need work and why. The next step is to create a strategy to take your program to the next level.

Instructions:

In the table below, list the professional development events that you offered last year. If you have a very large number of events, group them by category. For example if you have a monthly “lunch and learn” event, list this as a single group of events.

Example:

Column Legend—Events	
A	Spring conference
B	Fall conference
C	Pre-conference workshops
D	Lunch & learns
E	Webinars (CEU eligible)
F	Webinars (non-CEU eligible)
G	Speaker breakfasts

Exercise:

Column Legend—Events	
A	
B	
C	
D	
E	
F	
G	
H	
I	
J	

Professional Development Event Scorecard

Instructions:

1. Using the list of professional development events that you created in the previous exercise, complete the Scorecard on the next page. Use the following criteria:

Member Value

1- Popularity: score 1 to 4

How quickly does the event sell out? Do you always have a waiting list? If so, it's very popular. If you always have trouble filling the seats, it's not popular.

2- Size: score 1 to 4

What percentage of your total membership attends this event? If 80% attend, it's a large event. Give it a score of 4. If 5% attend, it's a small event.

3- Necessity: score 1 to 4

Is event attendance necessary to achieve or maintain a professional designation? If it's mandatory give it a score of 4.

Reputation, Revenue and Resources

4- Beneficial By-Products: score 1 to 4

What extra benefits result from this event? Does it bring prestige, credibility, acclaim or positive media attention to your organization and your members?

5- Sponsor Revenue: score 1 to 4

Do you have trouble finding sponsors or do you have a waiting list?

6- Net Revenue: score -4 to 4

Does this event add huge revenue to your organization's bottom line? Give it a score of 4. Does the event cost the organization a huge amount of money? Then give it a score of -4.

7- Total Member Value & Revenue

Now add up the scores for these 6 categories.

8- Resource Cost: score -4 to -1

There are program costs other than money. Does this event take a huge amount of energy and time on the part of volunteers, the staff and the board to organize and execute it? If so give it a score of -4. If it takes almost no resources score it -1.

Net Benefit. Subtract the Resource Cost from Total Member Value & Revenue.

2. Circle the highest score and lowest score in the Total Member Value & Revenue row.
3. Scan the Net Benefit row and do the same thing. Is there any difference?
4. Highlight the categories where you have low scores. Are there any easy improvements that you can make to increase the total score? Make a note of the areas for improvement.

Example:

Professional Development Event Scorecard									
		Score Range	A	B	C	D	E	F	G
1	Popularity	1 to 4	4	3	2	4	3	3	2
2	Size	1 to 4	4	4	2	2	3	2	1
3	Necessity	1 to 4	3	3	3	1	3	2	1
4	Beneficial by-products	1 to 4	3	3	2	1	1	1	1
5	Sponsor revenue	0 to 4	3	3	0	0	1	2	2
6	Net revenue	-4 to 4	3	2	-2	8	2	1	-1
7	Total Member Value & Revenue	n/a	20	18	7	16	13	11	6
8	Resource Cost	-4 to -1	-4	-4	-4	-2	-2	-2	-2
9	Net Benefit	n/a	16	14	3	14	11	9	4

Column Legend—Events	
A	Spring conference
B	Fall conference
C	Pre-conference workshops
D	Lunch & learns
E	Webinars (CEU eligible)
F	Webinars (non-CEU eligible)
G	Speaker breakfasts

Areas for Improvement:

- A,B: Reduce resources
- C: Increase sponsor revenue, lower costs/increase price (net revenue), reduce resources
- D: Increase sponsor revenue
- E: Increase profile of event (by-products), increase sponsor revenue
- F: Increase profile of event (by-products), lower costs/increase price (net revenue)
- G: Increase member value (size, necessity), increase profile of event (by-products), reduce costs/increase price (net revenue)

Exercise:

Professional Development Event Scorecard												
		Score Range	A	B	C	D	E	F	G	H	I	J
1	Popularity	1 to 4										
2	Size	1 to 4										
3	Necessity	1 to 4										
4	Beneficial by-products	1 to 4										
5	Sponsor revenue	0 to 4										
6	Net revenue	-4 to 4										
7	Total Member Value & Revenue	n/a										
8	Resource Cost	-4 to -1										
9	Net Benefit	n/a										

Areas for Improvement:

Would you like help to increase the member value or net benefit of your professional development program?

Find out how Zzeem can help: www.zzeem.com/ProfessionalDevelopment.aspx