



■ FOR LEARNING ■ FOR LISTENING ■ FOR LIFE

# 2019 Key Performance Metrics Update February 3, 2020

## 2019 Key Organizational Objectives

Increased Engagement of Members and Certificants – Build Community

ACRP Recognized as the Leader in Workforce Innovation/Development

Establish ACRP Value Proposition with Employers (B2B Sales/ paid cert. and memberships)

Data-Driven Decision Making

Improve Adoption of ACRP T&D Tools

Develop Strategic Alliances to Drive Growth into New Market Segments

Staff Development – Culture of Teamwork

**Maintain** Financial Stability

## Overview

### Increased Engagement:

Launch another New Stackable Certification: Medical Device – **Completed**

Update Chapter Structure/Relationship – **Completed**

Expand Student Membership – **Expanded by 9.9%**

Conduct Member Survey (compare to 2017 results) - **Completed**

PopUp Star/CT Day/Regional Conference – **Completed Oct.3-4**

Retention and Membership growth: Goal: 2 % **Actual: 1%**

Improve Customer Service Metrics: 90% answer rate / 4.5 of 5.0 **Moderate progress – implemented ticket system**

Increase social media and website engagement: Goal 20 % Total Growth Year End **Actual: 36.8%**

Growth in paid attendance at conference: **Results: 20%**

### ACRP Recognized as Leader in Workforce Development:

Launch and Grow PWA – **Completed**

WISC Projects – **PI Competency Launched**

Develop ELKA and/or Internship Program more broadly- **Contracting with 3 NC Universities for spring grads**

Educate Agency and Government about Workforce Development (pipeline and standards) –**FDA/NIH/Capitol Hill-**

**Note Senate language to NIH**

# Overview

- **Establish Value Proposition with Employers:**
  - Contracts Signed – \$1,970k Advertising/eLearning/Classroom/New Corporate Pricing Structure/ Expo
    - Signed : \$1,968k
  - Cert Vs Non-Cert Data – CRA Assessment Press Release/ Updated WCG Data
- **Data Driven Decisions:**
  - Leverage Weekly Metrics Report – Completed
  - Leverage Membership Survey – Completed
  - Evaluate Dues Increase - Completed
- **Improve Adoption of T+D Tools:**
  - Continue Webinars: 2 per month (free and \$15/CEU): Completed
  - Update Existing Courses: In Progress. Also, deleting courses with low utilization (3): Completed
  - Develop New eLearning Modules (2 Current Style / 5 “Ted Talk” Style): Changed due to new strategy
  - Evaluate Options for T+D Platforms – New Strategy Defined (Below): Digital and ProFiciency Completed
  - Curriculum based T+D- New Strategy Defined: Intro to Certification / Advanced Completed
  - Engagement Metrics (Use of eLearning tools) : 8,862 units in 2018 Vs 23,158 in 2019

# Overview

- **Strategic Alliances in New Markets:**
  - AVOCA (1/2 Day Conference) - **Completed**
  - MCI (Mainland China) – **Cancelled**
  - Technology Providers – **Conference a success/ Member Surveys**
  - NC Biotech (state supported workforce development) – **Joined PWA**
  - Others: **Saudi, APEIC, Viales**
- **Staff Development:**
  - Training Programs and Conference Attendance - **Completed**
- **Maintain Financial Stability:**
  - Net Operating Income: \$127k – **Nov. YTD \$313k**
  - Note investment to drive growth significantly higher than previous years
  - Pay Back on Loan – **\$140k**