



2015 Corporate Scorecard Results



2015 “Values Statement” Announced

Before summarizing the scorecard results for 2015, I want to first share an exceptional accomplishment that will provide a stronger foundation for the organization to better serve our members and our community going forward. We defined a set of values to guide our efforts and decisions to achieve our vision of being the premier resource for advancing and connecting the regional HR community. Those values include:

- **Service** – We exist to serve our members/attendees and our community
- **Collaboration** – Volunteers, members, and staff work together to meaningfully impact the HR profession, the HR professional, and our community
- **Integrity** – We create a culture of honesty, accountability, and ethical behavior to build a community of trust
- **Excellence** – In all our offerings, we will continuously improve to increase our value and impact in our community
- **Compassion** – We work to improve the lives of our members, volunteers, partners, and staff by being attentive to their challenges

Our leadership is excited to have a documented statement describing our commitment to our communities and one by which we expect each of our members to hold us accountable. Thank you for your membership and support!

Scorecard Results Recap

During 2015, we achieved half of our category targets. We met our targets for the number of HRSWC paid attendees, HRSWC attendee satisfaction ratings, and HRSWC exhibitor satisfaction goals, and increased attendance at DFW SMA events. Our projections for net income, ROI, DHR membership, and retention goals, however, fell short of expectations.

While not all projections were met, we are proud of our accomplishments and are especially pleased to report that in the last 20 years, we have never had a year of financial loss. For many of those years, like 2015, our return on investment has been as low as 1% and we did not meet all scorecard targets. However, as a small non profit, financial security is a continuous juggling act, and a year without financial loss is a winning year.

We operate with a very conservative philosophy to spending while providing members and attendees the level of resources you needed and expected. Only because we have a strong volunteer base that dedicates time and energy to our success are we able to operate so efficiently and economically. When considering operating costs, our first question is always, “How will it affect our member and attendee experience?” That question keeps us focused on what is important and helps us make wise spending decisions.

We continue to think of you, the member, first when we make decisions about how to invest our assets in the organization. Please let us know how we can better serve you and your professional development needs.

Diane McClendon
Executive Director