

## **2020 Zeta Chapter Annual Report – Success Story**

### **Fundraising Activities**

Zeta Chapter's fundraising activity during 2019 was hosting the national meeting. When Zeta Chapter voted to host the 2019 Annual Meeting in 2017, there were two main goals; 1) plan and conduct an energizing and successful annual meeting and 2) make a profit that would be split with the national board.

In regard to 1) here is a sample of the responses Zeta Chapter received following the conference:

Q7. What were the three most valuable things you gained from the conference?

- \* Importance of getting out of our comfort zone.
- \* Importance of professional development and hearing from other Extension colleagues.
- \* Importance of giving back to the organization through the endowment so that others can benefit.
- \* Effort, Attitude, Energy

Q13. If you have any additional comments about the 2019 ESP National Conference and/or suggestions for future conferences, please share:

- \* Excellent professional development opportunity! Thank you to the ESP Board and the Colorado chapter for being such wonderful organizers and hosts for this conference.

In regard to 2) Total registration for the conference was 263 attendees. This included 33 guest attendees. Full and part time registrations for active ESP members was 230. For comparison, the table to the right shows the attendance numbers, not including guests going back to 2010.

The total income from registrations and sponsorships was \$123,539.00. The total expenses for the conference were \$108,487.83. The net income equals \$15,051.17. As we have discussed in the past, the national office and Zeta Chapter split the income evenly. Zeta Chapter did receive a check for \$7,525.54 from the national office. All of the hard work Zeta Chapter put into hosting the national conference has been good for the chapter.

### **New Member Recruitment**

Zeta Chapter has a standing Membership Recruitment/Retention Committee. The committee works to get the word out regarding all the benefits to becoming a member of Zeta Chapter. This is done through a quarterly newsletter and a direct mailing to new Extension employees in late summer prior to the annual meeting in October.

### **Life Member Recruitment/Engagement**

As Zeta Chapter members retire, they are contacted in regard to becoming a Life member.

### **Member Professional Development**

Zeta Chapter supports officers to attend national professional development activities. The President is supported to attend JCEP Extension Leadership Conference and the Vice President is supported to attend

PILD. Zeta Chapter also sponsors seven \$200 scholarships for members to attend ESP national meeting or other professional development opportunities that would help their career.

## **Administrative Support of Chapter**

CSU Extension leadership does support Zeta Chapter strongly. CSU Extension provides support for the chapter vice president to attend PILD. In 2019, CSU Extension provided a \$5,000 sponsorship to the National Meeting held in Colorado Springs.

## **Annual Meeting**

The 2020 Zeta Chapter Annual Meeting will occur in conjunction with CSU Extension Annual Forum. This forum is scheduled for October 27-30, 2020 in Fort Collins, CO.

## **Zeta Chapter Membership**

Zeta Chapter's 2020 membership includes 51 active members and 40 life members.

## **Zeta Chapter Web Site**

The Zeta Chapter web site is <http://esp.colostate.edu/index.shtml>