



# Corporate Scorecard Results 2014

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# Year in Review

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2014 was a year of celebration as we reached our 75th year of operations. Founded in 1939 as the Dallas Personnel Association and establishing the North Texas Personnel and Industrial Relations Conference in 1941, we have been fortunate to have thrived through many changes in the Human Resources profession.

Today as DallasHR and The HRSouthwest Conference, we have achieved “Super Mega” status with our national organization, SHRM, and are recognized as one of the top SHRM affiliates in the nation.

At the end of 2013, we aligned with our local sister chapter, Dallas Fort Worth Staffing Management Association and welcomed their members into our family. Now recognized as a member services area of DallasHR, DFW Staffing Management Alliance is delivering programming and resources specifically focused on the recruiting aspects of HR.

During 2014, we achieved about half of our targets. We met our net income, ROI, HRSWC attendee satisfaction and HRSWC exhibitor satisfaction goals. Our projections for DHR membership, retention, HRSWC paid attendees and DFW SMA unique member satisfaction goals fell short of expectations.

As we review these results, we were recently reminded by one of Trustees that we were simply measuring ourselves against our own results. We have not been successful in finding organizations that are similar to us in operations and are willing to share their results. An ad hoc Board of Trustees team was formed this year to research professional associations in an effort to compare our results against like businesses, which will provide better insight into our success.

While not all projections were met, we are proud of our accomplishments. As a small non-profit, financial security is a continuous juggling act. As a small business, we are focused upon operating efficiently and economically while providing our members and attendees the level of resources you need and expect.

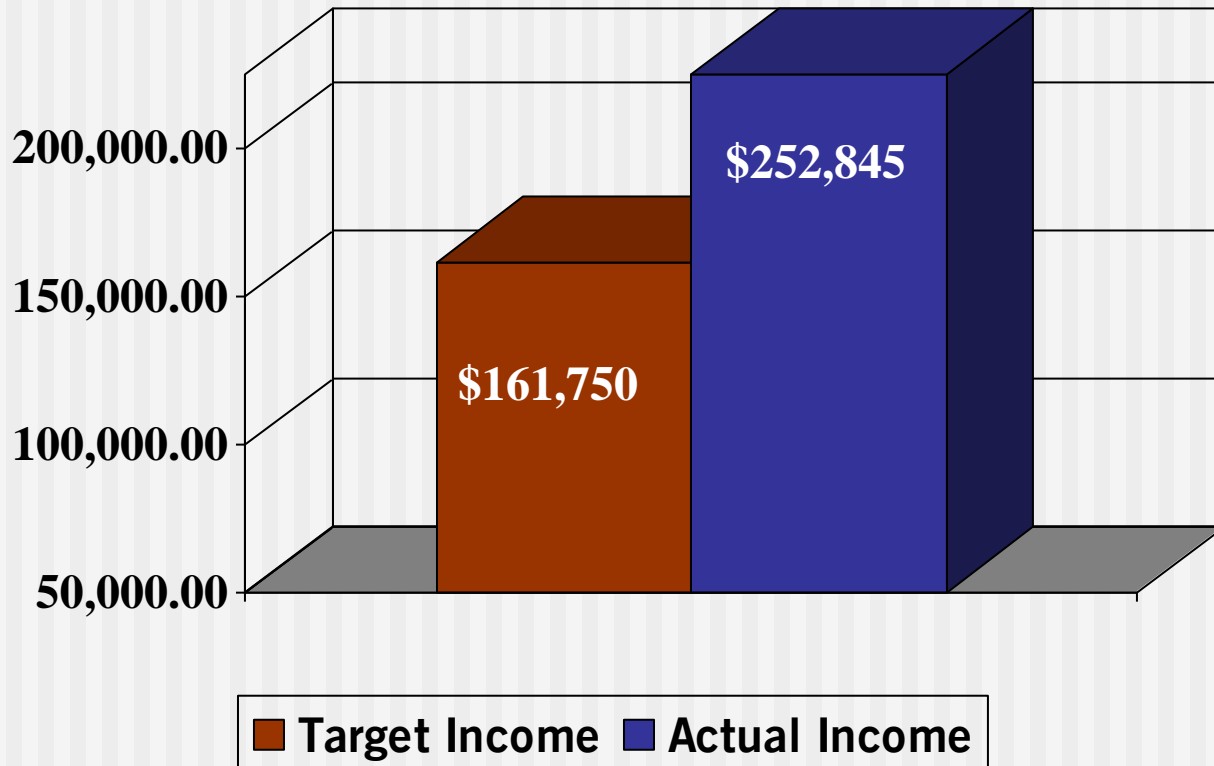
We continue to think of you, the member, first when we make decisions about how to invest our assets in the organization.

I am honored to lead this organization and to have the opportunity to be of service to you. Please let me know how we can better serve you and your professional needs.

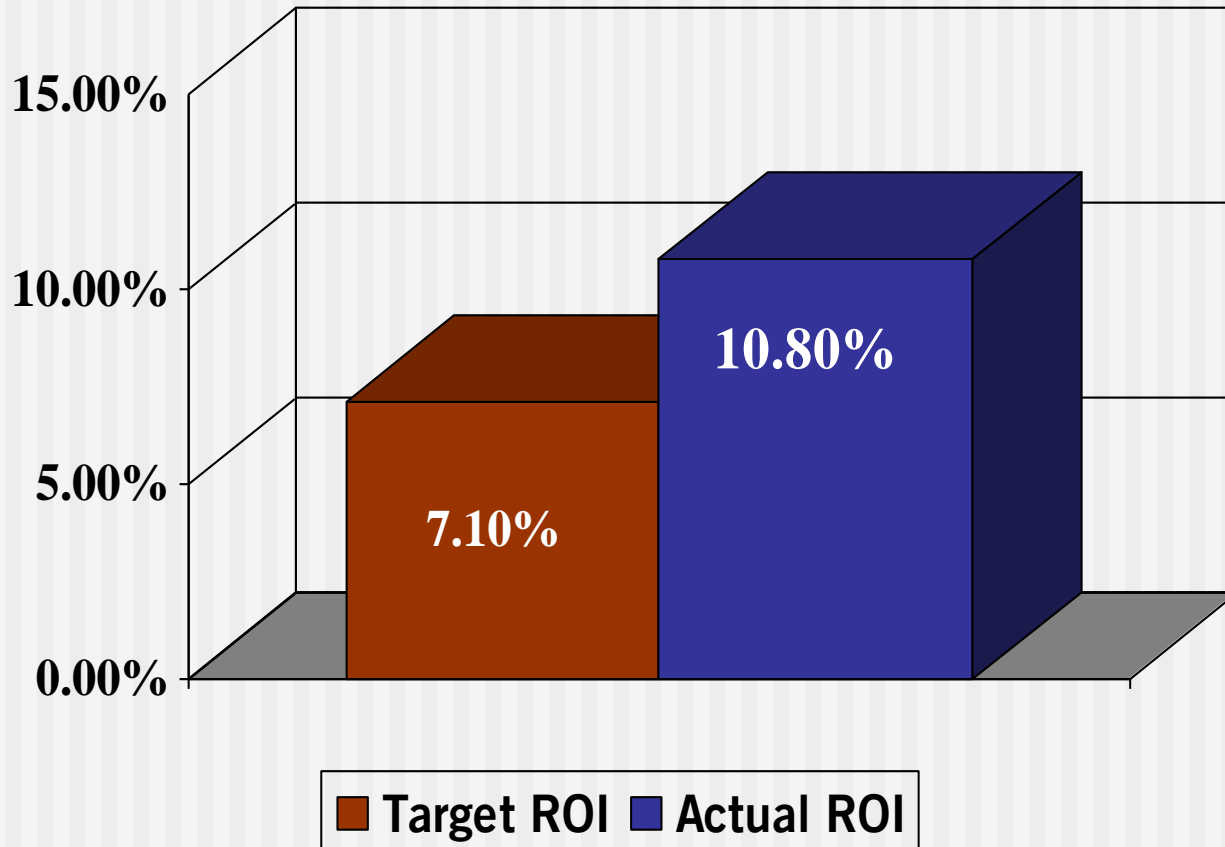
Diane McClendon  
Executive Director

# Corporate Scorecard Results 2014

*Objective: 161K net income*

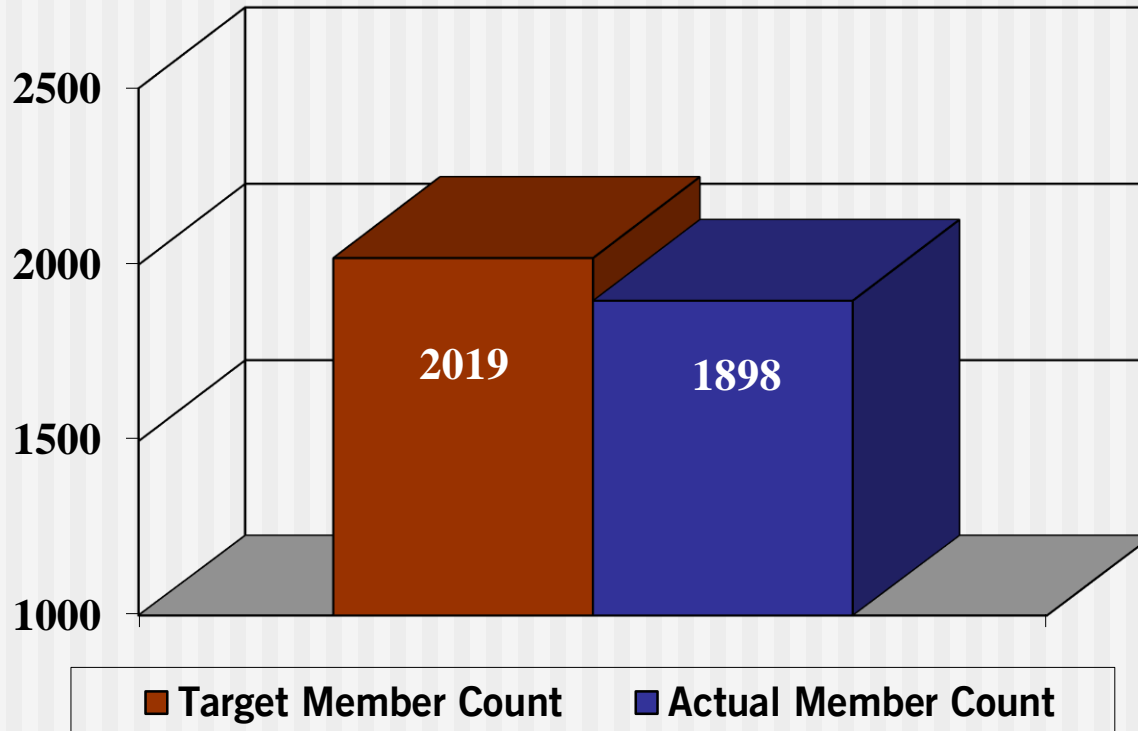


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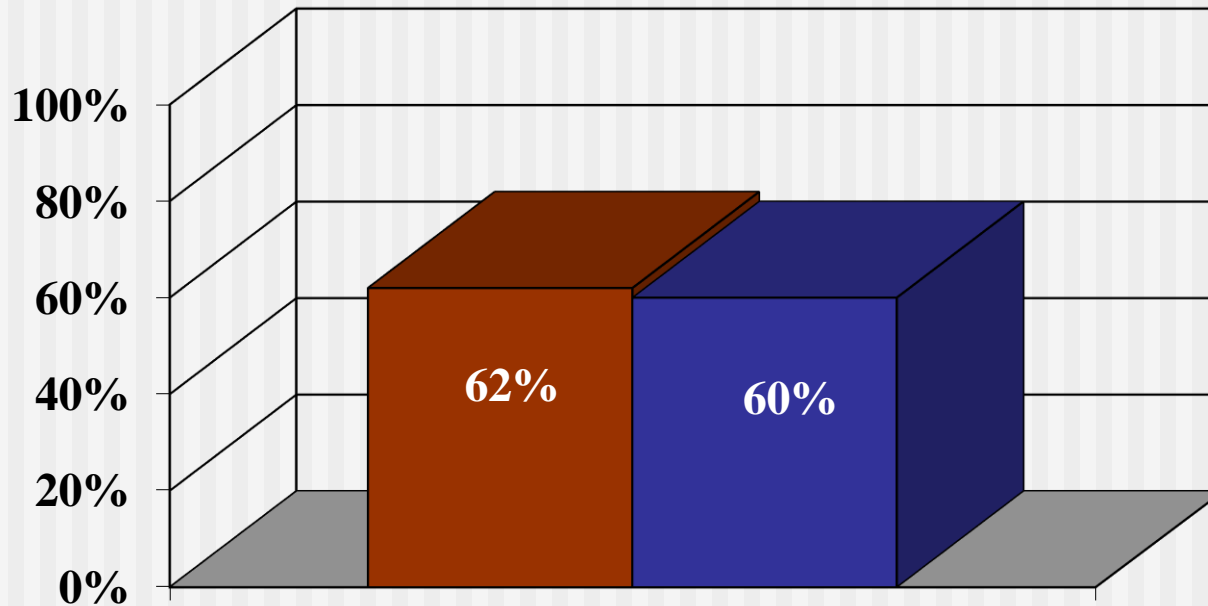
# Corporate Scorecard Results 2014

*Objective: Grow membership*



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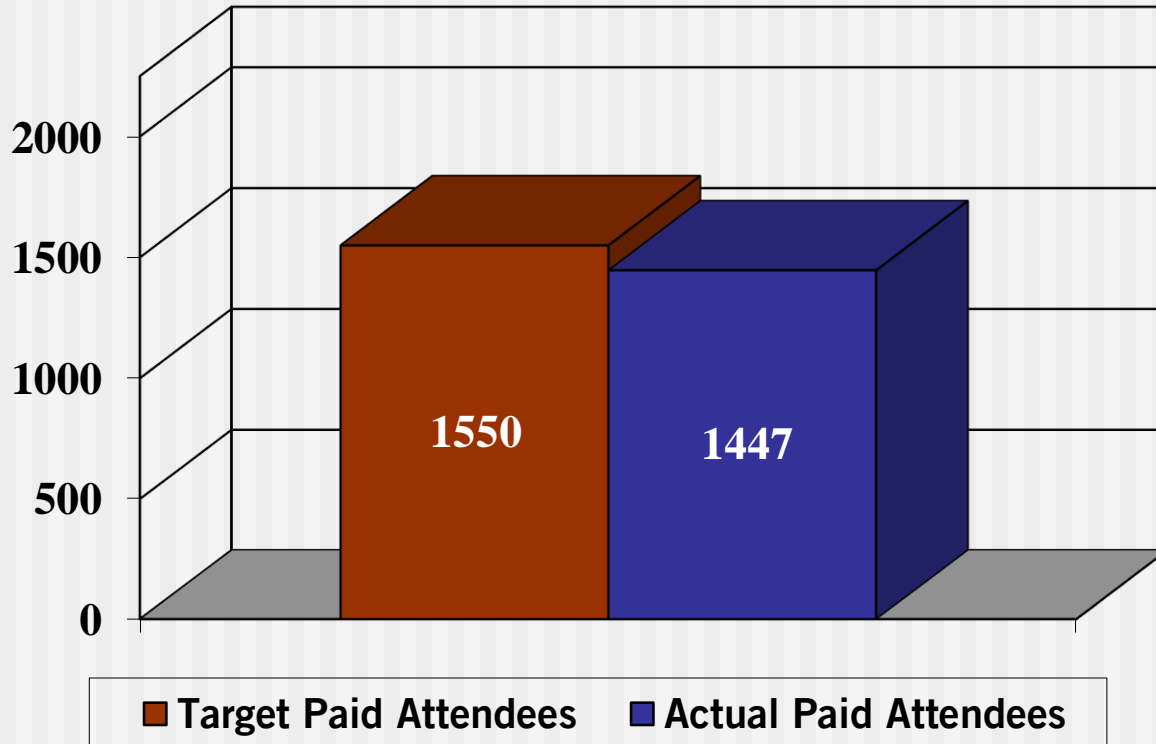
*Objective: 62% DallasHR member retention rate*



■ Target Member Retention Rate  
■ Actual Member Retention Rate

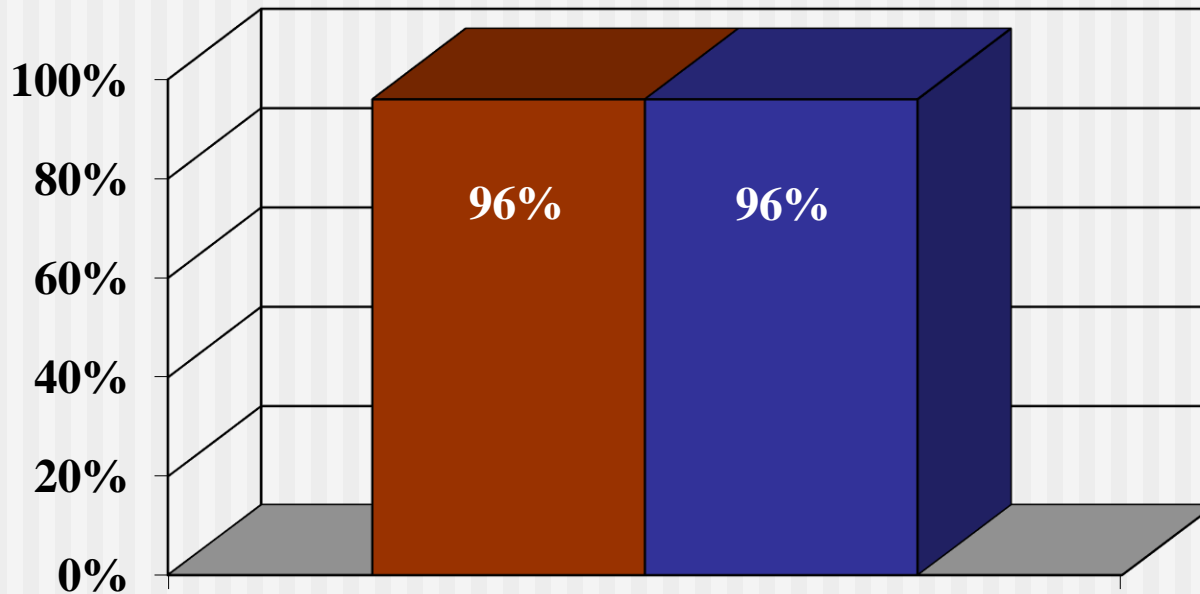
# Corporate Scorecard Results 2014

*Objective: 1550 total, paid HRSouthwest Conference attendees*



# Corporate Scorecard Results 2014

*Objective: 96% HRSouthwest Conference attendee satisfaction*

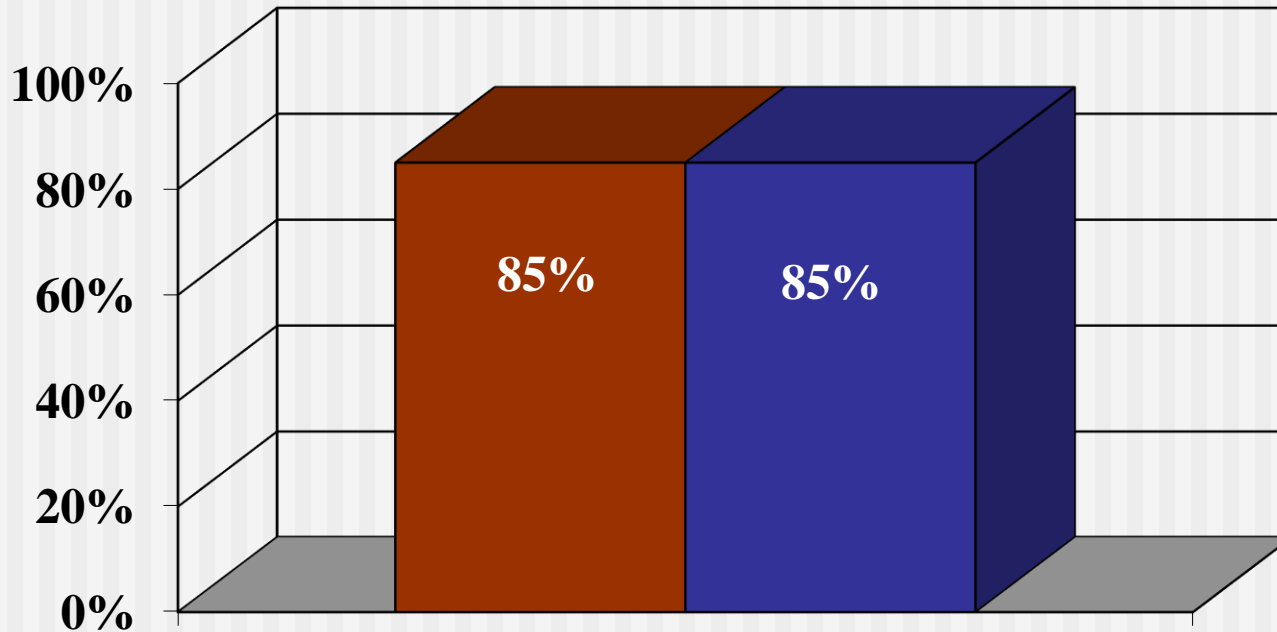


- Target HRSW Attendee Satisfaction
- Actual HRSW Attendee Satisfaction



# Corporate Scorecard Results 2014

*Objective: 85% HRSouthwest Conference exhibitor satisfaction*



■ Target HRSW Exhibitor Satisfaction

■ Actual HRSW Exhibitor Satisfaction