



## USDLA MISSION

*“USDLA serves the needs of the distance learning community by providing advocacy, information, networking and opportunity.”*


## **FY05 Report**

This past fiscal year, USDLA found itself continuing to positively grow in image, visibility and national reputation. Concurrently, we also found ourselves facing the traditional challenges of budget, member services and new initiatives. Throughout FY05, the USDLA Strategic Planning Process remained focused and all committees worked collectively on the implementation and fulfillment of goals established by the Board of Directors. My gratitude goes out to the Board members for their hard work and perseverance.


As you know at the end of every fiscal year, I ask myself how have we done? What have been the success stories? Where could we have done better? How do we continue to improve the USDLA? Regarding success. I believe when judged against the unexpected situations National faced, USDLA completed FY05 in an overall encouraging and performance results driven status.


Concerning budget issues, although daunting at various stages we managed to close FY05 with a better than expected reduction between revenues and expenses. With an infusion of loan money from a variety of sources USDLA completed FY05 with liability but also with a projection for a strong FY06 revenue resurgence. As reported at the FY05 Fall Board of Directors meeting, the loss of revenue from our DBS network channel due to contract cancellation created an unexpected situation which at times became critical. Nonetheless with the internal support of National Staff and a committed Board of Directors we took the necessary steps to ensure continued positive growth and existence.


Throughout FY05 revenue has continued to be our number one priority followed by member benefits and services. As we bring Fiscal Year 05 to an end on June 30 and begin Fiscal Year 06 on July 1, my level of optimism remains steady. We have a strong team at the National office and I am confident that FY06 will yield positive results as we move forward. In closing as always the Association's future growth and existence is dependent upon sound business practice, membership services and taking advantage of new opportunities. Towards that end, the following list of accomplishments for FY05 highlight the continued fulfillment of USDLA's goals.


 **Budget:** FY05 – Completed year with positive cash flow with all expenses paid and up-to-date but increased long term liability.

 **Digital Divide Fund:** Created Digital Divide Fund to solicit monetary support for K – 12 distance learning network projects

 **Membership:** Continued recruitment and maintenance of premium sponsorships, corporate sponsors, for-profit and non-profit organizations and individual memberships.

 **State Chapter:** Continued progress on various new policies regarding membership, dues, legal and partnership issues. Continued monthly audio conference calls with chapters. Steady development and increase with national leadership and support.

 **Board of Directors and Executive Committee:** Strong USDLA Board leadership and commitment has resulted in quality services to members at all levels. Strategic planning, Bylaw revision and corporate contacts have steadily grown.

 **Partnerships:** Have created numerous partnerships for the association, which have increased benefits and level of membership services. e.g. journal, conference discounts and networking opportunities.

 **Conferences:** USDLA sponsored partnerships

July 25 – 29, 2004  
NSU Fischler School of Education Global Leadership Conference  
Orlando, Florida


September 13 – September 15, 2004  
The International Forum For Women in E-Learning (IFWE)  
Pointe South Mountain Resort  
Phoenix, Arizona


October 11 – 14, 2004  
VNU Training and Online Learning Conference  
Moscone West Convention Center  
San Francisco, CA


December 6 - 9, 2004  
2004 Education Industry Finance and Investment Summit  
Washington, DC

January 25, 2005  
Sloan Corporate-University Online Learning Conference  
New York City, NY

February 28 – March 2, 2005  
VNU Training 2005 Conference & Expo  
Ernest Morial Convention Center  
New Orleans, LA

 **Website:** Continued redesign of website, with new service, commerce opportunities and products provided by sponsors of the Association.


 **Policy Issues:** Continued work with USDLA Board to increase influence on distance learning initiatives sponsored by the federal government.


 **Strategic Planning Committee:** Involved in all aspects of goals with subcommittee chairs:


Awards  
Bylaws  
Chapters  
Conferences  
Distance Learning Accreditation Bureau  
Membership  
Publications  
Public Awareness  
Public Policy  
Sponsorship / Revenue  
Strategic Alliance

 **NSU:**

- A. Continued major sponsorship relationship
- B. Continued and maintained publication editorial services
- C. Continued conference partnerships

 **Public Relations:** Spoke at numerous conferences highlighting USDLA as a premier association for the distance learning industry.

 **Grants:** Have successfully completed grant applications with Verizon, SBC and others.

 **Revenue Sources:** Revenue sources for USDLA are the direct result of my initiatives and relationships within the distance learning industry, across our varied constituencies with the support of our national office team.

In summary, fiscal year 2005 has been a year of major challenge and accomplishment. USDLA finished the year on schedule and on task with enthusiasm and excitement. As we begin our 19<sup>th</sup> year, our management, member services and steady direction will serve us well as we move forward into fiscal year 2006.

Our mission will remain focused in the support for development and application of distance learning using various technologies, delivery methods and application. Our goals will remain targeted by providing national leadership in the field of distance learning, advocating and promoting the use of distance learning, providing current information on distance learning, representing the distance learning community before government policy and regulatory bodies, and serving and supporting the state, consortium and individual organizations that belong to USDLA. Finally, USDLA will continue to pursue a global leadership role through liaisons with international organizations, promote equality and access to life long learning through distance learning and promote diversity among our organization and its programs.

Respectfully submitted,

John G. Flores, Ph.D.  
Chief Executive Officer