

## cre8iowa Executive Summary of 2009-2010

This past season was one of belt tightening and making due with less. Yet it also saw a number of accomplishments and hundreds of kids excited by and acknowledged for their amazing creative problem solving skills. Here are the “high points” from the 2009-2010 season.

### Financial

- We streamlined our financial procedures, cut cost, and maintained positive cash flow
- We changed from expensive metal medals to cost effective ribbons and pins for regional
- We reduced our spending across the board by 10% by creating working budgets

### Board Committees

- Conference: we focused our conference efforts on ITAG
- Sales: we reduced the amount of material we had to offer and sold out of most items
- Grants: we are looking into grants to cover cost of team memberships
- Marketing: we have tried a number of ways to market the program over the season
  - o Mass mailings, presentations, radio PSAs, social media outlets, and tip sheets

### cre8iowa Boards

- Kristi Rysdam has joined the Board and has been a great addition to the group
- Recruitment of new board members is a priority as several longtime board members are soon to retire
- It was decided that a Sub-state/State would better serve Iowa than the conventional two regional tournaments and state tournament.
- A complete review and revision of our legal documents took place and our new legal representative, Robert Peterson from Carroll, has our legalhouse in order
- We have done a complete update and remodel of our website and increased our visibility by belonging to several social networking sites, including Facebook and Twitter
- We have continued to sustain our scholarship program and created a more formal application process.
- Alisha Heisterkamp was elected as co-Affiliate Director

### Tournaments

- We successfully put on two regional tournaments and a state tournament and qualified 13 teams to go on to 2010 Global Finals
- We were able to cut our room cost by 70% at the Western Regional and consolidated at the Eastern Regional
- Challenge Master recruitment and training is another top priority as many of our Challenge Masters are asked to cover all tournaments and trainings

### Future Goals

- Solicit “in kind” and cash donations for the program through the website.
- Create a letter of recognition for those who give donations to Cre8iowa
- Increase representation of the Western half of the state on the board
- Talk to Iowa Dept. of Education about giving teacher recertification credit to teachers who go through appraiser training

- Analysis number of new teams that joined DI over the last 2 years and compare with number of teams that drop out to see if trends can be found to help with marketing
- Policy for holding receipts
- Brainstorm ways to increase the number of people who participate in Team Manager Training
- Gather contact information for past high school graduates who participated in DI and for current seniors

Respectfully submitted by,

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