



Association for
Challenge Course
Technology

Association for Challenge Course Technology
PO Box 19797 Boulder, CO 80308, USA
Phone: (303) 827-2432
www.acctinfo.org

To: ACCT Board of Directors

From: Brittany Humphrey | Outreach & Engagement Coordinator

Date: 2025.01.13

Programs

Project	Summary	Status / Who
Vendor Accreditation (VA) Marketing	Plan to market the Accredited Programs to travel magazines and blogs and more. Will be working on this project at the conclusion of the 2025 conference.	Ongoing (Staff)

Events

Project	Summary	Status
Workshops	I have continued to participate in these weekly calls in Melissa's absence as part of the transition in overseeing events. They have set up the portal to accept submissions for the 2026 conference, which launches at the end of the 2025 conference.	Ongoing (Brittany and Melissa)
Conference Work Group	Biweekly meetings to facilitate conference preparations. Providing updates on sponsors and exhibitors to the group as well as help facilitate discussions about conference networking opportunities and special events.	Ongoing (Brittany and Melissa)
Conference Website	With the help of PRM, we have been updating the wordpress site that is used for conference with all of the information needed as attendees prepare to head to Cleveland. 2026 conference information is being populated in preparation to launch at the end of the 2025 conference.	Ongoing (Brittany, John & Melissa)



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Conference Exhibitor/Sponsor	<p>We have two sponsors: Lanyard and Friday Networking Event. We currently have 45 exhibitors and 49 booths registered. Have been in contact to ensure all exhibitors have registered their participants.</p> <p>At the conclusion of the 2025 conference I plan to hold a round table with exhibitors and sponsors to hear from them as we evaluate and shape future conferences.</p>	Ongoing (Brittany & Melissa)
Attendee Registration	Currently at 565 attendees with more daily. Assisting exhibitors and sponsors on their attendee registration process as needed. Periodically creating e-blasts and social posts to promote registration deadlines and important conference information.	Ongoing (Brittany & John)
Harnessing CLE	Currently, we have one participant registered for the activity and the mission list is in the process of being updated. We've secured some donated prizes for the winners, along with new ACCT Swag. Additionally we plan to visit local businesses onsite to seek further prize donations. We have a group of individuals from the CWG assisting in the planning and preparation.	Ongoing (Brittany and Melissa)
Conference Management and App	<p>Multiple issues have arisen with the exhibitor/sponsor platform that were not unique to us and we have been in contact with their team to correct the issues. It seems they have resolved them.</p> <p>New conference app has been built and is near ready to launch. Members of CWG and PR & M took point on the buildout. Reviewing content to launch on 1/16.</p>	Ongoing (Brittany, John & Melissa)
Trade shows /events	Attended the AEE conference in Denver - great response to our presence from attendees. Attended AO Conference in Chattanooga - made many connections that seem promising for exhibitors and sponsors for our 2026 conference. I will participate in the NOVI Conference in Florida Feb 2025 to gain more knowledge about our Membership platform. Trade agreement was made for ACA to attend our conference Jan 2025 and for us to attend theirs in San Francisco in 2026. Will be researching other shows to attend in preparation for the next budget cycle upon the conclusion of our 2025 conference.	Ongoing (Staff)



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Office and Membership

Project	Summary	Status
Membership Work Group	Transitioning to taking over as the staff liaison for the group. This work group assisted in the creation of the Membership Survey. The data from the survey will be used to shape our discussions on the future of member benefits, categories, and outreach. Actively recruiting new members	Ongoing (Brittany and John)
Member Outreach	Creating a plan for contacting members via phone calls and emails. Lists are being created with different categories of members to contact. Potential for assistance from Membership Work Group to whom we would provide a "script" to ensure we are getting necessary information and answering questions members may have. This project will be a higher priority in the coming months.	Ongoing (Brittany and John)
Member Site Visits	Further plans to travel to member sites to conduct interviews and interact with members has been postponed. I was able to visit the NC State Challenge Course, a YMCA site as well as the US National Whitewater Center after the Fall Board Face to Face Meeting and gained great insight from those working at the sites. Hoping to revisit these efforts in the future.	Upcoming (Brittany)
Membership Survey	Member survey went live and we are currently at 24 submissions. Survey will remain open through conference and intend to plug it throughout. Will create a synopsis of results at the closing of the survey.	Ongoing (Brittany, John, Melissa)
Community Engagement Platform Demos	After seeing several that were all fairly comparable, Tradewing was our choice, however new considerations have come up as the platform's offerings changed and we need to pause and reevaluate.	Ongoing (Brittany, John, & Melissa)



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Membership Email Campaign	<p>Currently reviewing a previously drafted set of emails that would be sent to members periodically after joining. This will provide them with more insight on member benefits and how to use the member portal.</p> <p>Plans for a new initiative for creating a new email campaign for membership renewal.</p>	Ongoing (Staff, Membership WG)
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General Projects

Project	Summary	Status
BlueSky LMS	<p>Familiarizing myself with the platform to have a better understanding on how to market and utilize it for the benefit of the association and our member base. Got to assist with proctoring an ICE exam. Will help support promotional efforts once professional development opportunities are added to the Learning Management System. This is high priority for all staff at the conclusion of the conference.</p>	Ongoing (all staff)
Academy Development WG	<p>This group meets monthly. Currently in the process of revamping the structure to be more productive with time. Assisted in promoting open seats to recruit more volunteers for the group.</p>	Ongoing (Staff)
Quarterly Chairs Call	<p>Meets quarterly. Began providing regular updates about work groups and committees to the member base/community via newsletter contributions which include open seats in an effort to get more of the community involved.</p>	Ongoing (Staff)
PR and Marketing Work Group	<p>Has been meeting twice a month in preparation for conference. This group has been crucial in conference marketing efforts.</p> <p>We have implemented the playbook that will outline yearly marketing efforts to be better prepared and allow for better succession planning within the group.</p> <p>Created an Accredited Member questionnaire and photo release form to gather information from our Accredited Vendors and Operations for marketing and newsletter content - very low engagement, but plan to push harder for this as newsletter responsibility shifts to me.</p>	Ongoing (Staff)



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Rebranding/Style Guide	New branding is ready with the exception of Accredited Member logos. ACCT virtual merchandise store has been created to begin sales of ACCT Branded swag. We have ordered samples of the products to showcase at conference for the launch of the new branding.	Ongoing (Brittany, John, & Melissa)
Newsletter Updates	With the launch of the new brand, I will take over Newsletter responsibilities with the support of staff and PR&M Work Group.	Ongoing (Staff)