



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: Melissa A. Webb | Executive Director
Date: 2025.2.19

Programs:

Project	Summary	Status / Who
Program Workgroup (PWG)	The Applicant Liaisons have been assigned to vendors and have begun working with them, and re-accreditation applications have started to come in. Additionally, the group will begin reviewing annual reports for Accredited Vendors and Operators, as well as reviewing portfolios for QCPs for Vendors.	Ongoing (Heather)
ICE Testing	We had 30 people test at the in-person testing event held in conjunction with the conference. Additionally, a Spring/Summer testing event is scheduled for May 27th, with applications opening on March 3rd.	Ongoing (Heather)
Operation Accreditation	We currently have 34 Accredited Operations, with 3 more applications in progress with the Program Work Group.	Ongoing (Heather and PWG)
LMS Educational Opportunities for Programs	Now that the conference is behind us, Heather plans to work with the Technical, Information, Research, and Education Committee (TIRE) and the Academy Development Work Group (ADWG) to begin establishing the framework for standards micro-sessions. Additionally, Vendor Auditor training is now live in the LMS, and several applicants have already completed the training.	Ongoing (Heather, TIRE, ADWG)
Translation of Program materials	ICE eligibility documents are currently undergoing translation into various languages with the support of Jason Ong. Translations for Spanish, Malay, Japanese, and Korean are complete, while work on translations for Chinese (simplified), French, German, and Hindi are in process. No update since the previous report.	Ongoing (Heather, Jason, and John)



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Qualified Course Professional Task Force (QCPTF)	The presentation videos from the conference will be updated and uploaded to ACCT Academy soon.	Ongoing (Heather & QCPTF)
VA Program roll-out	We are still accepting volunteer applications for Vendor Auditors and have received 9 so far, with a few more individuals recently expressing interest. Among the current applicants, some qualify as full auditors, while others are eligible to audit only specific service areas.	Ongoing (Heather, Melissa, and BoD)
Accredited Member Voting	Now that voting for 2025 has concluded with the new voting requirements in place, it would be a good time to review how the process went, document the steps, and create educational materials to share with accredited members for future elections.	Ongoing (Heather, Melissa, and BoD) BoD Support

Events:

Project	Summary	Status
Workshops	The session submission form for the 2026 conference is now live, with a submission deadline of May 31, 2025. In the coming weeks, we will begin recruiting for the Workshop Review Task Force (WRTF) to assist with vetting the submitted sessions.	Ongoing (Brittany, Melissa & Workshops)



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Conference Technology	We will be debriefing all components of the conference in the coming weeks, including the event technology we used. If necessary, we will begin demoing new products for consideration for future events. The only potential change I foresee is the Exhibitor/Sponsor registration portal.	Ongoing (Brittany, John, Melissa & CWG Members)
Attendee Registration	We ended up with 634 registered attendees.	Ongoing (Brittany, John, Laura P. & Melissa)
Review of Contracted Space	The review has been completed, and we have cancelled our contract with the convention center for 2026. This means the event will be hosted exclusively at the Omni, with the exception of any off-site trainings or sponsored receptions.	Ongoing (Melissa & Kristin)
Conference Work Group (CWG) Planning	We have begun small group debriefings and are currently coordinating schedules for our larger CWG full debrief session. Two members have rolled off the group, and we plan to use this time to assess whether we need to recruit new CWG Coordinators.	Ongoing (Staff & CWG)
Harnessing ACCT: A Multi-Day Adventure Prep	The event in Cleveland was a huge success, with 40 participants across 8 teams (7 active teams and 1 registered team that did not participate). There were 536 mission submissions. We plan to continue this initiative in Oklahoma City in 2026.	Ongoing (Brittany & CWG)
Over the Edge 2026	We've confirmed with the Omni that the dates of the 5th-8th are available for potential rappel activities. Additionally, the location we scouted after the 2024 conference has been approved. This allows us to start planning the event in conjunction with our 2026 conference.	Ongoing (Brittany & Melissa)
Exhibitor & Sponsor Registration	We ended up with 45 exhibiting companies with 49 booths, as well as one after-hours networking sponsorship, event team apparel sponsor, and a lanyard sponsorship secured.	Ongoing (Brittany, John, & Melissa)



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Future Conference Contracting	Kristin is currently working on draft language with the site for our 2027 event. Once that's in a good place, I'll be involved to confirm the space and review all contractual terms before signing. We're also trying to push the initial deposit requirements to the next fiscal year, if possible. My plan is to form an advisory group after the 2025 conference to help shape plans for future events.	Ongoing (Melissa & Kristin Vines) BoD Input needed later

Office and Membership:

Project	Summary	Status
Volunteer tracking	We have been auditing access to our platforms and tech stack to ensure that only active users have access. With our system now in place, we plan to maintain ongoing tracking of these efforts. Additionally, we will include tracking for our new Volunteer Policy.	Ongoing (all staff & Chairs)
Audit of Volunteer & Chair Google Groups	We're continually auditing and updating our Volunteer and Chair Google Groups to ensure we are communicating with the correct volunteers when information is disseminated.	Ongoing (Staff)
Google Drive Audit	We are continuing to audit Google Drive access to ensure that only active staff and volunteers retain access to our assets. If someone is no longer volunteering with a group, their access to files, drives, etc., will be revoked. This is an ongoing monthly task, but due to volunteer turnover around the conference, John is paying closer attention to this. We will be sending notices to individuals who lack proper documentation, giving them a deadline to update it. If they do not comply, their access will be revoked.	Ongoing (Staff led by John)
Membership Email Marketing Campaign	We are currently updating our messaging, with plans to implement the changes in the coming months. John and Brittany are collaborating with the Membership Work Group and staff to finalize these updates. Once complete, Brittany will officially take on the role of Staff Liaison for the Membership Work Group, while John will continue to manage the technical aspects of the Membership platform. While finalizing these updates has been delayed due to other priorities,	Ongoing (Staff & Membership Work Group)



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	messaging is still being sent, though it is not yet automated. We intend to pick this back up post-conference and Brittany is participating in a session at Novi about Mailchimp / Novi integrations.	
Membership Outreach	Brittany has been reaching out to non-renewing members with outstanding invoices. This effort has yielded a positive response, as many members were unaware of their status. We plan to continue this outreach monthly and, in the future, hope to automate the process through a Mailchimp campaign.	Ongoing (Brittany & John)
Community Engagement Platform	We are optimistic about launching a community engagement platform in the future and phasing out other platforms over the next year. While we are exploring several new options, our current priority is implementing the LMS before introducing any additional platforms. The 2025 conference app platform is one potential candidate for this purpose. We will assess its suitability after reviewing surveys and conducting a post-conference debriefing to gather feedback from the CWG on its functionality.	Ongoing (Melissa Brittany, & John) BoD input needed later
Volunteer Reimbursement Form	Please remember that volunteer reimbursement forms must be submitted within 60 days of the event. For conference-related submissions, the deadline is March 27th.	Ongoing (Staff) BoD response Needed
Membership Survey	The membership survey is still open and will remain available through the end of February. If you haven't already, we encourage you to take a moment to complete it. Please also remind your clients and colleagues to participate if they haven't done so yet.	Ongoing (Brittany & MWG) BoD Support needed
Volunteer Share Drive	We plan to create a central shared drive for all volunteer documentation, including forms and templates related to specific policies. This drive will be accessible to volunteers, board members, and staff, and will store all board-approved policies and procedures. Drafts will remain in the board drive until they are approved. Once finalized, the shared drive will become the official repository for all authorized documents, improving accessibility. I understand that Lori and Kennerly are planning to connect and begin moving forward with this project.	(Staff & BoD) BoD Support needed



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General Projects:

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ISO and "globalized" standards	At the WG 7 meeting on 2/7/2025, the group discussed plans for monthly 2-hour meetings starting after the Brazil meeting. The in-person meeting will take place in Rio de Janeiro from May 26-30, with WG 7 meeting on May 28 (100% in person, no virtual component). The agenda includes reviewing Cyclo Tourism and discussing Camel/Horseback Riding and Aerial Adventure Courses. A smaller pre-meeting with interested WG 7 members may be held to plan the structure for the Aerial Adventure Course Standards document.	Ongoing (Korey, Leslie, Melissa, with TIRE Support)
Forecasting Budget	As requested by the Finance Committee, our bookkeeper and I will begin developing a multi-year forecasting budget to provide a clearer view of our financial health and support more informed decision-making. We are currently reconciling conference billing and plan to start working on the budget once that is complete.	Ongoing (Melissa & Bookkeeper)
PR & Marketing Initiatives	The PR & Marketing Work Group has begun using the playbook project that Brittany created in ASANA to improve collaboration between staff and the group. The playbook has proven valuable for tracking and managing our PR and marketing efforts throughout the year. The group has been working diligently behind the scenes to create content and support the rollout of our new branding for use at the event.	Ongoing (Staff & PR&M Work Group)
Academy Development Work Group (ADWG)	We are currently uploading the 2021 virtual conference presentations on standards to the LMS, where they will remain accessible until the micro-standards work is completed. In the coming weeks, Heather plans to discuss the formatting and pricing of Micro Sessions with staff and TIRE. Additionally, John and I are exploring potential partnerships with external organizations to enhance and expand the LMS content. Now that the conference is behind us, we plan to dedicate significant attention to the LMS. We are coordinating a meeting with Alexis (Chair) and staff to prioritize LMS projects and help guide the focus and formation of task forces within the ADWG.	Ongoing (all staff)



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Quarterly Chair Call	Staff, Korey, and I intend to host another quarterly Chair call again in Q3. This has not yet been scheduled.	Ongoing (Staff & Korey)
Booth Swaps	ACCT has coordinated booth swaps with several organizations. All Fulltime Staff participated in the AEE Annual conference and Brittany and Korey attended the America Outdoors event in 2024. We tentatively plan to participate in ACA's 2026 event. Since ACA's 2025 event was not included in our current fiscal year budget, we hope to use the booth swap for their 2026 event instead.	Ongoing (Staff & Korey)
Branding Guide & Website Alignment	<p>We officially revealed the new logo during the conference and followed up with a newsletter about the new DBA and logo. While we initially thought the Branding/Style Guide portion of the project was complete, it's clear that additional discussion is needed regarding the Accredited Member logos. A request has been made for time at an upcoming Board of Directors meeting to clarify this and keep the project moving forward.</p> <p>A sandbox site for the new website layout is being developed. Some adjustments can be made in-house, but others will require support from the Novi Design team. We decided to postpone the website launch until after the conference due to the high volume of traffic the site typically receives leading up to the event.</p> <p>Additionally, we've launched our e-commerce store with new branded gear and plan to gradually roll out these designs, starting at the conference. This transition will take time as we update all materials to reflect the new logos.</p>	In Progress (Brittany, John & Melissa)
Reserve Accounts	We are still in the process of closing the Everbank account. Once that is complete and we've reconciled conference expenses, we plan to make decisions regarding our reserve accounts. We'll provide an update once those actions are finalized.	Ongoing (Melissa, Korey, & Bookkeeper)
Compliance Resolution Procedures	Staff need the approved compliance form and the updated code of ethics to update the website with the new procedures. Now that everything has been approved, we have reached out to existing members to inform them of the changes in how ACCT will manage complaints.	Ongoing (Melissa)



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Government Relations	Now that the Board has formally disbanded the Government Relations Committee, we can begin establishing the Government Relations Work Group under the new structure. As part of this process, we will need to start recruiting volunteers for the group.	Ongoing (Korey & Melissa)
Strategic Planning Follow-up	Based on our strategic planning discussions, our main focus areas are Standards Development, Program Execution, and the Future of Events. Time has been requested on an upcoming Board meeting agenda to discuss measurable goals for these priorities, which will provide staff with clear guidance and help keep the initiatives moving forward.	Ongoing (Staff & Korey) BoD Input needed
SBA / EIDL Loan Access	Our bookkeeper and I have successfully gained access to the SBA portal as authorized payers and have been making the required monthly payments. The Finance Committee has requested an amortization schedule to evaluate whether adjustments should be made to these payments, as we are currently only paying the interest. We've also had discussions with the Finance Committee on how this should be reflected in the budget, as it was not initially included in the approved budget. No additional updates at this time.	Ongoing (Melissa & Bookkeeper) BoD Input needed
Volunteer Group Newsletter Contributions	We are working to enhance how we highlight the outstanding efforts of our volunteer groups in our bi-weekly newsletters. As part of this initiative, we've asked all committee chairs to include a summary along with their reports for the upcoming Board meeting during the conference. We hope to receive more of these updates this time and appreciate your support in collecting and creating them.	In Progress (Staff & Board) BoD follow-up needed