



# President's Report

*This format for the President's Report for Columbia Association is striving to distill a lot of work into a quickly digestible format that is an easy-to-understand snapshot of a complex community organization. Included are key points about what we are busy doing at CA to better serve Columbia in a wide variety of ways, a celebration of our CA points of pride, and the sharing of some of the content that is shaping CA's President/CEO's perspective.*

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## From Lakey Boyd's Desk:

### Looking Forward

"A difficult time can be more readily endured if we retain the conviction that our existence holds a purpose - a cause to pursue, a person to love, a goal to achieve." - John Maxwell

### Professional Reading

["Why Innovation Heroes are a Sign of a Dysfunctional Organization."](#) *SteveBlank.com*, Steve Blank (2021 August 25).

### Personal Reading

[Leaders Eat Last](#). Simon Sinek, 2014.

### Visiting the Archives

"In the course of daily life parents, teachers, children, ministers, merchants would meet and know one another and share hopes, fears, triumphs, losses, build community among one another, organize to bring about change, to create institutions, to build life."

*-New Towns Association Congress in Tehran, December 11, 1977, page 4-5 (RGI JWR Papers-S5.1-b26-f8)*



## Last Two Months at CA:

- Completed first phases of website update planning, including proposed new navigation structures and policies and consultation with content and UX specialists.
- Vetted and planned CA-Wide Diversity, Equity and Inclusion (DE&I) Workshop for all full-time staff.
- Began the internal budget process that will lead to the development of the three Board-approved scenarios for the draft FY 2023 budget.
- Talent acquisition efforts continue, including General Counsel and Information Technology Director selection processes.
- CA IT released another session of cybersecurity awareness training to all employees and the Board of Directors.
- Returned to before and after school programming at all 20 locations. Welcomed back approximately 35 returning team members and 5 new team members.
- Liyang Sister Cities committee has completed a tutoring program where we engaged Chinese speaking teens in Howard County to mentor and tutor high school students in Liyang, China.
- Aquatics received an Exceeds rating on our August unannounced safety Audit from Ellis Associates.
- Started an Engagement & Outreach Committee with representatives from different departments to help clearly define CA's events strategy and process.
- Updated the Columbia Conversation effort to include more engagement opportunities on the website and additional interaction on social media, steadily growing the audience and awareness.
- The Director of Purchasing made a presentation on how to do business with CA to approximately 75 firms at the Maryland Procurement Technical Assistance Center (PTAC) webinar.
- Columbia MD Archives installed an exhibit in the Mall of Columbia titled "The Heart of a New Town: The Mall in Columbia" for the 50th Anniversary.
- The Sport & Fitness team, along with Customer Care team, attended a back to school event at Oakland Mills High School (estimate of approximately 300 new students and their parents attended).
- Renewed our partnership with Maryland Special Olympics Tennis to host their practices and tournament at Wilde Lake Tennis Club for nine weeks beginning in August.
- The Hobbit's Glen Club Championship was held with 70 members participating.
- Repair, Maintenance & Construction projects included: Replaced the retaining wall sidewalk, fence, and play area at Bryant Woods neighborhood center. Replaced sidewalk and fence at Harpers Farm Road underpass. Replaced three RFP pedestrian bridges. Renovated 600' of path at Golden Hook (HR) and 400' at Round Tower (HC)

## Next Month at CA:

- Facilitating the production of the three budget scenarios across the organization and developing the materials to be shared with the community and the CA Board.
- All full-time staff at CA will complete Optics workshop related to Diversity, Equity and Inclusion (DE&I) training.
- Complete decommissioning and storage of IT equipment at outdoor pools. Continue full Indoor Pool Schedules - Clippers, Masters, Swim Lessons, Clinics, as well as all normal operating hours.
- Focusing on airfing and seeding facility grounds in Symphony Woods as part of ongoing maintenance.
- Group Fitness will be offering a fall Friday night Pop up series with a variety of unique group fitness classes at the 3 clubs.
- Launching the Evolution Kids Tennis Tour Special Events for all our youth enrolled in our instructional programming in alignment with our junior curriculum and pathway.
- Planning job fair with Howard County Community College.
- Columbia Art Center will participate in the Howard County Arts Council's Road to the Arts.
- Columbia MD Archives Archivist will be working on designing a "walk-along" exhibit for the Village of Long Reach's 50th Birthday.
- Ongoing Repair, Maintenance & Construction projects include: Majors Lane streambank stabilization, Renovating (HR18) Lightfall tot lot, and (WL8) August Light tot lot.

## Challenges CA is Addressing:

- Continuing to keep an eye on Covid 19 positivity rates, any changes to public health guidance and regulations, and any impact on operations mandates.
- The Purchasing team continues to be challenged by product and materials shortages and delivery delays, as well as service delivery delays, mainly related to construction and the trades.
- Staffing challenges continue to put pressure on our teams and business operations.

## CA Departments' Points of Pride:

- The CA Points Program has been announced for the first time publicly since its inception in 2001. We have revamped the program to streamline the enrollment process and communications with parents and school liaisons. We invited two additional schools to program this year.

- The multi-factor authentication implementation was a complex, multi-stage project that will end up touching every single CA team member. “Go-live” went extremely smoothly, with excellent communication and training provided by CA IT, with assistance from HR’s Learning and OD. Very few accommodations were required, as team members were even better equipped for this initiative than planned for.
- HR Team has partnered with Aquatics and School-Age Services to offer recruiting bonuses for new hires using an incentive model that is paid out based in phases to incentivize retention.
- It has been a team-wide effort to ensure the Before and After Care program at 20 schools operate as Managers from School Age Services, Youth & Teen Center, Art Center and Assistant Director of Community Services are working directly in programs due to staffing and hiring challenges.
- The Sports & Fitness Team is very excited to be back out in the community promoting healthy lifestyles with information on nutrition and fitness and movement-based activities for the residents to take part in as part of our initiative to get residents engaged in a more healthy lifestyle.
- Biologists from DNR and MDE evaluated the water quality in Wilde Lake and it was found to be one of the healthiest lakes in Howard County. This is a result of aquatic vegetation harvesting and overall lake management strategies.