

Meet Adrienne Nichols, M.Ed., CDEI



One of BettsWorks' associates was a state education director who also has experience in technical writing and non-profit/association management. A skilled writer and editor, this associate managed a real estate education school with a budget of more than \$500,000 and directed delivery of more than 150 education events per year. She also developed and managed a leadership academy for her association. She has written several articles for an industry publication and volunteers her time as an editor/proofreader for other author's articles for the same publication. She especially enjoys the research aspect of new projects and programs!

In addition to her work in the real estate industry, she has experience in technical writing. In her role with a computer company, she researched and recommended multimedia development software; researched and recommended online Help authoring software; recommended and implemented single-source documentation development style; designed an Access database to track training initiatives and associates trained; and developed a database and produced documentation to automate their product fulfillment process. She also developed technical documentation and online Help text for this company's proprietary software; developed instructional design for the proprietary software for instructor-led courses; designed and implemented tools to coordinate multiple authoring environments; and was primary administrator for Help authoring software and text development.

As a manager, executive director and staff member of a several small associations this associate also has directed all aspects of a small association including strategic planning, program and service delivery, resource development, budgeting, staffing, and implementation of association objectives and goals.

SUMMARY OF PROFESSIONAL SKILLS

Project Management

Managed various projects including educational events, creation and revision of curriculum, and fund-raising events. Processes involved idea creation, research and development, grant-writing, scheduling of tasks, outside service provider contracts, delegation of duties to support staff, budget development and supervision, and evaluation of projects.

Financial Management

Managed all aspects of budgeting for a small business and a small association, educational events and special projects including procuring and negotiating bids, preparing budget projections, monitoring income/expense statements, preparing final budget reports, and oversight of tax reports and filings.

Program Development

Developed new educational programs and services to meet the needs of membership. Development processes included informal needs assessment, planning, budget development, presentation to the Board, speaker selection and evaluation, marketing, outsourcing, and program evaluation.

Facilitation/Meeting Management

Presented and facilitated various programs including topics in leadership development, teamwork and communication. Implemented meetings of volunteers, co-workers, and professional peers. Meeting responsibilities included agenda building, meeting facilitation, minutes preparation, and project follow-up.

Marketing

Marketed services and programs through brochure development, direct mail/fax/email campaigns, network building with related groups, and promotional product development.

Information Processing

Delivered information to membership in letter, newsletter, website and other formats. Currently researching new technologies for delivery of information. Processes involved included research on government regulations and industry issues, publication review, material preparation, and report writing.

Volunteer Development

Facilitated volunteer involvement to give direction to and assist with delivery of programming. Efforts included volunteer recruitment, orientation, training and supervision. Experienced with all levels of volunteer involvement including individual, committee and board.

Computer Skills

Experienced with all Microsoft Office products including Word, Access, Excel, PowerPoint, Visual SourceSafe, and Publisher. Familiar with other software such as Visio, RoboHelp and some accounting packages. Extremely skilled in the use of Word using Styles and Templates to facilitate uniform product development.