

## February 2022 Board Meeting Minutes

Feb 12 | 10:00am - 12:00pm| [Zoom Link](#) (also in calendar invite)

### 1. Meeting was called to order at 10:00am

**Participants:** Judith Bartels-Brezac, Laëtitia Gnago, Stephanie Hubka, Halyna Hodges, Tessa Grubb, Julia Drewniak, Ally Brown, Bernadette Costello, Stephanie Farlow, Boshra Zawawi, Selin McCurdy, Becky Herring; Cheryl Seminara (Government CoP lead); Sherrie Reece (Instructional Design CoP lead)

**Absent:** Christina Eanes, Rhoderick Ramsey, Elena Siampos

### 2. The Consent Agenda was approved as submitted.

Consent Agenda Item	Key Takeaways
Last Month's Meeting minutes	<ul style="list-style-type: none"> <li>Meeting minutes</li> </ul>
Finance & Operations Report	<ul style="list-style-type: none"> <li><a href="#">Finance Report</a> (v2) for December 2021 * * RMK had dated the December RMK bill for January 1 instead of December 31. This was corrected. As a result, we ended 2021 with net revenue of <math>-\\$3,208</math> (projected <math>\\$150</math> in annual budget).</li> <li><a href="#">Finance Report</a> for January 2022  <b>January 2022 Finance Report</b>  <div style="text-align: center;"> <p><b>\$69,094</b> Account Balances</p> <p>\$38,338 Savings   \$30,755 Checking</p> </div> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p><b>\$37,300</b> 2022 Revenue Budget</p> </div> <div style="text-align: center;"> <p>vs.</p> </div> <div style="text-align: center;"> <p><b>\$43,004</b> 2022 Expenses Budget</p> </div> </div> <div style="text-align: center; margin-top: 10px;"> <p><b>\$1,271</b> Net Revenue</p> </div> <div style="margin-top: 10px;"> <p>↓ January 2021 <b>\$73,699</b></p> </div> </li> </ul> <p>Highlights:</p> <ul style="list-style-type: none"> <li>Closed PayPal account (didn't use it; paid \$30 monthly fee)</li> <li>\$400 marketing revenue from Learning Guild. Thank you, Chris!</li> <li>Requested Wild Apricot to downgrade our subscription plan to Professional/2000 contacts. Thank you, Tessa and volunteers!</li> </ul>

	<ul style="list-style-type: none"> <li>● Technology (Julia): <ul style="list-style-type: none"> <li>- Creating emails as part of volunteer onboarding process</li> <li>- Researching better communication method for COP leads (use main mailbox for credentials only, forward emails to individual leads)</li> <li>- Partnering with Chris (VP Marketing) to create board dashboard (Ready by next board meetings 3/12)</li> </ul> </li> <li>● Measurement and Evaluation (Ally): Ally will be reaching out to the various directors to see where her portfolio touches others</li> <li>● (Julia): Working on different mailbox situation for CoP leads; Julia will reach out to Boshra to work through this and possibly use a test group before launching</li> <li>● (Julia): Working on dashboard for communications forms; should be ready by next board meeting</li> </ul>
<p>Membership &amp; Outreach Report</p>	<p>Important numbers: final number</p> <ul style="list-style-type: none"> <li>● 289 members</li> <li>● Membership report available for review by board</li> <li>● Cleaned database of dead emails and opening metrics should be more accurate</li> <li>● Bernadette may have a candidate for the Director of Membership; let Bernadette know if volunteers are needed</li> <li>● Boshra has an open position with the CoP leads</li> </ul>
<p>Programs &amp; Communities Report</p>	<p><a href="#">2022 Learning Team Calendar</a></p> <ul style="list-style-type: none"> <li>● 2 virtual programs for Feb</li> <li>● 1 virtual program, 1 virtual networking event in March – looking for another panelist</li> <li>● Change networking event to “volunteer fair”</li> <li>● In-person networking event - 4/20</li> <li>● <a href="#">CoP Status report</a></li> <li>● New CoP co-leaders for Gov. and Leadership CoPs</li> <li>● Work Out Loud starts March 2<sup>nd</sup> – Selin will provide number on how many ATD people have signed up.</li> </ul>

Marketing & Communication Metrics	<ul style="list-style-type: none"> <li>• Tabled for next month</li> </ul>
Last Month's Meeting minutes	Consent Agenda accepted as submitted

**CARE STATUS UPDATE - [CARE 2022](#)**

3. CARE submitted in January; update will not come until end of February/early March
4. Work for next year's CARE begins next month; each month it will be discussed in the Board meetings to show where we are in accomplishing the necessary tasks
5. Jeanna (Kris) Williams was approved to fill the Director of Strategic Partnerships for 2022 [https://docs.google.com/document/d/1nFnCrXf9-dStXgk\\_-InefeOSyo9-g9B6/edit](https://docs.google.com/document/d/1nFnCrXf9-dStXgk_-InefeOSyo9-g9B6/edit)

**STRATEGIC COMMITTEE UPDATE**

6. [Strategic Planning 2022](#) - Top three Strategic Objectives selected
  - a. Diversify Revenue Streams
    - i. Objectives
      1. Understand the revenue landscape by talking with other chapters
      2. How do potential members find us – what are they looking for; identify value points
      3. Revenue resources reflect our membership
      4. How to expand our sponsorship partnerships
  - b. Increase Membership Engagement
    - i. Objectives
      1. Cultivate connected and personalized community
      2. Implement innovating program enhancements to further engage membership
      3. Ways to gain more information about the membership ensuring that the chapter is meeting its needs
  - c. Revitalize Volunteer Cycle
    - i. Objectives:
      1. Creating a more formalized process for volunteers
      2. Ways to measure and manage volunteer experience
      3. Improving volunteer retention
7. Next steps
  - a. Clarify and commit to your committee participation
  - b. Working through the committee(s), start working on ideas/initiatives/projects to reach the strategic objectives and goals

**NEW BUSINESS - board members can introduce any new item of for consideration**

8. Fee discussion for programs and CoP events - Stephanie Farlow
  - a. Stephanie suggested that the use of “free” regarding events be changed
  - b. [Diane Elkins](#) and 2-day Storyline Workshop - Selin McCurdy
    - i. Selin will work with Halyna on the contract submitted by Diane Elkins
  - c. Working on additional program for in-person program; Stephanie F. and Selin to coordinate

9. Updates to Policies and Procedures were approved by the Board as presented below.
  - a. Strategic Partnership voting requirements

**Current verbiage:**

The Chapter will evaluate each sponsorship, advertiser, and partner to ensure it offers benefits to Chapter members and does not conflict with Chapter events or activities. Proposals for new sponsors, advertisers, or partners will be presented to **the Executive Committee** for their approval on a case by case basis.

**Proposed verbiage:**

The Chapter will evaluate each sponsorship, advertiser, and partner to ensure it offers benefits to Chapter members and does not conflict with Chapter events or activities. Proposals for new sponsors, advertisers, or partners will be presented to **and voted on by the Board of Directors** their approval on a case by case basis.

10. Lauren Green - Dancing with Markers (workshop or separate event?)
  - a. Planning Hybrid Meetings for Facilitators
  - b. Visual Energizers for Virtual, Visual or Hybrid Meetings
  - c. Intro to Visual Notetaking
  
11. “Measuring the Impact and ROI of Virtual Learning” workshop in collaboration with Patti Phillips of the ROI Institute - Sherrie Reece (ID CoP leader)
  - a. One day Virtual Boot Camp
  - b. Presenter is asking 50% of fees
  - c. Dates available 4/26 or 5/4; presenter would like response by next week
  - d. Certified through HRCI so learning credits are available
  
12. FXUA 10 full tuition scholarships - an opportunity to leverage in our programming - Boshra
  - a. Boshra asking for creative ways to offer these scholarships
  - b. Recommend speaking with National to discuss risk and suggestions on how to offer these to the membership
  
13. Board Professional Development - Laëtitia
  - a. Options
    - i. [Relationship Intelligence](#)
      1. Podcast episode on this topic will be released in April  
Facilitated by Chris + Chris can provide an overview
    - ii. [Energy Leadership](#)
      1. [Podcast episode](#) on this topic done last year

- External facilitator
- iii. Board Finance Literacy
  - 1. Working with ATD National  
 External facilitator
- b. Selection process
  - i. [Survey](#) - due 02/28
    - 1. Request that the Board complete by the end of February
    - 2. Bernadette offered to facilitate the ELI
- c. Next steps
  - i. Board decision finalized + Board meeting month to hold session

**RISK TRACKER - review and update identified risk factors - [Metro DC ATD Risk Tracker \(2021\)](#)**

- a. Director of Strategic Partner removed
- b. Revenue added

**ANNOUNCEMENTS - topics requiring announcing and no further discussion**

<i>Enter Announcement below</i>	<i>Author</i>
NAC will be coming out with programs on the following leadership topics: Delegation, Difficult Conversations, and Influence without Authority.	
<a href="#">Podsquad</a> has welcomed a new volunteer: Jes Thompson 🎉	Podsquad
Beltway Broadcast Stats (Apr 7, 2021 - Feb 11, 2022): <b>● 47 episodes &gt; 2162 downloads</b> <ul style="list-style-type: none"> <li>○ <u>United States</u>: VA, DE, OH, MI, TX, CA, AZ, ME, DC, MD, NY, PA, GA, CO, TN, OR, IL, NJ, NV, MN, MO, SC, CT, VT, MS, FL, HA, AL, WI, OK, KY, ID, IN, AR, KS, NE, OR, RI</li> <li>○ <u>Worldwide</u>: France, Germany, Brazil, Thailand, Canada, India, Saudi Arabia, Barbados, Ireland, Aruba, Australia, Romania, Sweden, Paraguay, New Zealand, Malaysia, Israel, Spain, Czech Republic, Romania, United Kingdom, United Arab Emirates, Poland, Bahamas, Oman, Ukraine, Hong Kong, Switzerland, Italy, Lebanon, Guatemala, Costa Rica, Iraq, Trinidad and Tobago, Brazil, Hungary, Nigeria, Thailand</li> </ul>	Podsquad
Judith talking to 2 chapters regarding in-person events	

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The meeting was adjourned at 12:05 pm. Next meeting is Saturday, March 12, 2022 at 10:00 am.