

March 2022 Board Meeting Minutes

March 12, 2022

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

Participants: Judith Bartels-Brezac, Stephanie Hubka, Halyna Hodges, Tessa Grubb, Elena Siampos, Christinia Eanes, Rhoderick Ramsey, Julia Drewniak, Ally Brown, Bernadette Costello, Stephanie Farlow, Boshra Zawawi, Selin McCurdy, Jeanna Williams, Becky Herring

Absent: Laëtitia Gnago

2. Consent Agenda approved as submitted.

Consent Agenda Item	Key Takeaways
Last Month's Meeting minutes	<ul style="list-style-type: none"> Meeting minutes
Finance & Operations Report	<ul style="list-style-type: none"> Finance Report for February 2022 <p style="text-align: center;">February 2022 Finance Report</p> <p style="text-align: center;">\$69,915 Account Balances</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>\$38,339 Savings</p> <p>\$31,576 Checking</p> </div> <div style="text-align: center;"> <p>\$5,093 13%</p> <p>\$37,300 2022 Revenue Budget</p> </div> <div style="text-align: center;"> <p>vs.</p> <p>\$4,670 10%</p> <p>\$43,004 2022 Expenses Budget</p> </div> </div> <div style="text-align: center; margin-top: 10px;"> <p>\$422 Net Revenue</p> </div> <div style="margin-top: 10px;"> <p>↓ February 2021 \$73,882</p> </div> <p>Highlights:</p> <ul style="list-style-type: none"> Per RMK, we should have a draft of our taxes return by March 17 or so. Paid for 2022 Directors' and Officers' Liability Insurance. Paid for WA Renewal. <ul style="list-style-type: none"> Technology (Julia): Operations (Rhoderick): <ul style="list-style-type: none"> Developed draft SOP template and example Developed workflow sample Preparing to prioritize SOPs for conversion to new

	<p>templates</p> <ul style="list-style-type: none"> • Measurement and Evaluation (Ally): <ul style="list-style-type: none"> • Have been meeting 1:1 with portfolio leaders to discuss metrics and data needs for each portfolio.
Membership & Outreach Report	<p>Report</p> <ul style="list-style-type: none"> • Submit volunteer needs to Dir of Volunteering • Total members 287 • Two new partnership agreements
Programs & Communities Report	<p>2022 Learning Team Calendar</p> <ul style="list-style-type: none"> • 3/23 program - non-TD leaders who value TD • May program - TD capability model (speaker request sent to national) • Plan: have virtual networking events each month; have it be “bring your own tool/technique” to test with participants • Still coordinating an initial conversation with Central PA chapter on a collaborative program • CoPs Status Report • Send thank you’s after events to include ones for no-shows <ul style="list-style-type: none"> o Elena will send draft to EC for feedback • Working out Loud kicked off last week successfully <ul style="list-style-type: none"> o 5 Board Members; 5 Chapter Members • Selin working with organizational development leader for a workshop on graphic reporting and visuals • Selin working on event with Diane Elkins (Storyline) at Fairfax University in May – 2 day workshop
Marketing & Communication Metrics	<ul style="list-style-type: none"> • GET REPORT FROM CHRIS/MINUTES • Website views getting good numbers • Request for Board to share LinkedIn posts • 45% open rate after database clean up
Last Month’s Meeting minutes	Observations: No additional comments

CARE STATUS UPDATE - [CARE 2022](#)

3. No notification as of this meeting as to status.
 - a. [Spreadsheet](#) for next year’s CARE is available

STRATEGIC COMMITTEE UPDATE

4. [Strategic Planning 2022](#) - ideas/initiatives/projects being identified
 - a. Diversify Revenue Streams – no update as of this meeting
 - b. Increase Membership Engagement
 - c. Revitalize Volunteer Cycle
5. Next steps
 - a. Working through the committee(s), continue working on and listing ideas/initiatives/projects to reach the strategic objectives and goals

UNFINISHED BUSINESS - matters carried over from a previous meeting

6. Board Professional Development - Laëtitia
 - a. **Survey Results:** 12 Responses received. 6 = Energy Leadership (Bernadette), 4 = Relational Intelligence (Chris), 2 = Board Finance Literacy. Timeframe: 6 = Spring, 6 = Summer
 - b. **Budget Concerns:** The EC has confirmed any cost would be in addition to the cost of ALC (priority). VP of Finance has reiterated: We have very limited funds available.
 - c. **Solution:** We will not use Board time. Each Board member can seek/reach out on their own based on individual interest:
 - To Bernadette for Energy Leadership at a cost of \$57 (plus tax) per assessment
 - To Chris for Relational Intelligence free of charge
 - Access ATD's Board Finance Literacy options provided by Chapter Relations Manager for free [here](#)
 - d. **ALC:** [Chapter Leaders Annual Conference](#)
 - *Save the date!* **October 20-22**, Arlington, VA – site has not been decided yet
 - Registration and Volunteer Recruitment Process: Should we reuse [2020 Registration](#) and [2019 Volunteer List](#) spreadsheets as templates?
 - Chris reminded the Board that there is an opportunity to present which offers an opportunity for free entrance fee
 - From Metro DC Policies and Procedures Guide:

9.1 ATD Leadership Conference (ALC)

Every October, ATD hosts the ATD Leadership Conference (ALC) in Washington, DC. The conference is an opportunity to network with fellow chapter leaders and share best practices for running an ATD chapter. Metro DC ATD allocates funds annually for all returning and newly elected Board members to attend. Board members who have determined by October of any year that they will not be returning to the Board for the following year will not receive a registration to the conference.

Our Chapter contribution to ALC is to supply the volunteer staff. The Director of Volunteering oversees the recruitment of a Day Manager, who ultimately facilitates the smooth running of the event onsite. Solicitation for the Day Manager occurs in June and July to allow sufficient time to launch volunteer recruitment activities.

Recruitment of other conference volunteers begins in mid-July and is open to all chapter members. Volunteers receive complimentary registration to the full conference with the exception of any preconference workshops. Volunteers may also participate in all meals, activities, and conference sessions that do not conflict with their volunteer assignments. All volunteers are required to be chapter members.

7. CoPs new initiatives to support the increasing membership engagement objective - Boshra
 - a. [ID CoP survey results](#) - Sherrie
 - Purpose was to see what topics would attendees like to see at events
 - 43 respondents with top ranking topics including Project Management, E-Learning Methodologies
 - 56% would like in-person events
 - June/July – people not interested in learning so what can be done to stay connected
 - b. Gov. Mentorship program - Cheryl
 - Working on a six month program for mentors/proteges in the government sector
 - Will be open to members and non-members
 - This will be a pilot program to see if it would be valuable to other CoPs
 - Tessa reminded the Board that there is already a mentorship program the chapter holds and should be careful not to work against ourselves; Mentorship program, however, is on hold while Working Out Loud is in progress
 - c. FXUA micro-credentials - Boshra
8. Review and edit draft [partnership agreement](#) with FXUA for tuition discount for fall semester - please see document in Slack
 - a. We are reviewing in preparation to present to FXUA. There will be no vote on this at this meeting.
 - b. Nothing formal has been provided by FXUA as to what they want in return.
 - c. Stephanie F. will provide verbiage regarding membership requirement.
 - d. Onus of administration will be on FXUA
 - e. Discussion around changes to be made; agreement was edited accordingly
 - f. Pilot program that will be evaluated in August
 - g. Judith and Jeanna will finalize the agreement, present to FXUA and return to the Board for final approval

NEW BUSINESS

9. Present board with new SOP/process flow approach (Rhoderick)
 - a. All SOPs will look like this once this is approved
 - b. Any additional comments from the Board can be inserted in the document
10. Executive data dashboard and survey needs (Ally)
 - a. Reviewing all surveys that have been sent out; asking Board to forward any surveys to Ally
 - b. Requesting Board to think about their portfolios and what would they like to see measured
 - c. Goal is to create an overall dashboard allowing for easy access to data metrics

- d. Julia requested that the data dashboard be linked so that all information is in one place
- e. Boshia suggested that data be available on the website for members

11. COVID Safety Statement for in-person events

We are excited to see you again back in person and we want everyone to feel comfortable. In our efforts to welcome you back safely, we are watching the fluctuations in recommendations and will be observing Fairfax County requirements as they stand at the time of our event. This event is scheduled at an outdoor venue with the option of using an indoor space in case of inclement weather. Facial masks will be provided and welcomed, but not required. We are excited to see you again back in person and we want everyone to feel comfortable.

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12. Question to Board: Are we participating again this year in the Mega Mixer?

- a. Date: **Friday, May 20 from 5:00 p.m to 7:00 p.m**
- b. Collaborators: DC SHRM -Malva Daniel Reid, Co-Chair for ICW for 2022 & Marlo Thomas, Chief Engagement Officer & Spencer D. Whalen, coordinating collab.
- c. Yet to confirm: will event be virtual or in-person + adding to our Calendar
- d. This is a partnership situation; Jeanna mentioned that Laetitia has been in contact with them and it will be put it before the board
- e. Judith recommends moving forward with it provided there is no cost to the chapter
- f. Judith and Jeanna to discuss further offline

13. Graphic Facilitation event and pricing structure (Selin)

- a. Selin requesting guidance on pricing
- b. The Chapter will need to provide meeting space and a minimum of 15 people
- c. Tessa mentioned that committing to a minimum number of people is risky to the chapter
- d. Judith asked if there is another forum that this can be provided that is less risky; Selin will put Judith in touch with the facilitator

14. ALC – 5 people to commit to the conference; list sent to National and a link will be provided to offer a discount to all members

- a. Early bird member rate expires in the next week

RISK TRACKER - [Metro DC ATD Risk Tracker \(2021\)](#)

ANNOUNCEMENTS - topics requiring announcing and no further discussion

<i>Enter Announcement below</i>	<i>Author</i>
Change “Free” to ‘benefit of membership’ in communication requests and marketing materials and ppts	

Get events on the calendar try for two months, definitely middle of month prior	
<p>Beltway Broadcast Stats (Apr 7, 2021 - Mar 10, 2022):</p> <ul style="list-style-type: none"> ● 51 episodes > 2,411 downloads <ul style="list-style-type: none"> ○ <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 ○ <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, Pakistan, Panama, Mexico, Jordan 	Podsquad
The chapter is incorporated in DC and registered to do business in Virginia	
Complimentary membership will be provided at the end of the year to Board members	

Meeting adjourned at 12:20pm. Next meeting scheduled for April 9, 2022 at 10:00 am via Zoom.