

## May 2022 Board Meeting Minutes

May 14 | 10:00am - 12:00pm | [Zoom Link](#) (also in calendar invite)

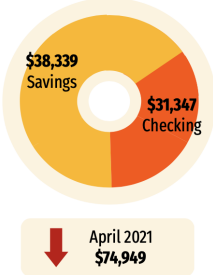
### 1. Welcome | Call to Order

**Participants:** Judith Bartels-Brezac, Laëtitia Gnago, Halyna Hodges, Tessa Grubb, Rhoderick Ramsey, Ally Brown, Jeanna Williams, Becky Herring, Sherri Reece

**Absent:** Bernadette Costello, Julia Drewniak, Christina Eanes, Stephanie Farlow, Stephanie Hubka, Selin McCurdy, Boshra Zawawi,

2. Meeting was called to order at 10:04 AM

3. 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 for April 2022</a></li> </ul> <div style="text-align: center;"> <p><b>April 2022 Finance Report</b></p> <p><b>\$69,687</b> Account Balances</p>  <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p><b>\$12,953</b> 34%</p> <p><b>\$37,300</b> 2022 Revenue Budget</p> </div> <p>vs.</p> <div style="text-align: center;"> <p><b>\$12,425</b> 28%</p> <p><b>\$43,004</b> 2022 Expenses Budget</p> </div> </div> <div style="text-align: center; margin-top: 10px;"> <p><b>\$527</b> Net Revenue</p> </div> </div>
Membership & Outreach Report	<p>Important numbers: final number</p> <ul style="list-style-type: none"> <li>277 Members</li> <li>Power Membership still strong</li> <li>Working to bolster corporate membership</li> </ul>

Status Reports - for review only (if discussion is needed, please add as an agenda item)	Key Takeaways
Marketing & Communication Metrics	<ul style="list-style-type: none"> <li><a href="#">Monthly Comms Stats</a></li> <li><a href="#">Communications Calendar: Event Marketing</a></li> </ul>

Status Reports - for review only (if discussion is needed, please add as an agenda item)	Key Takeaways
	<a href="#">Status</a>
Programs	<p>Collaboration with the Central PA Chapter on four tech-related programs is 99.9% finalized. It kicks off on 5/26 with Morgean Hirt from ATD National presenting on the TD Capability Model with a focus on tech capabilities. This is our program, and ours are held 6p-7p.</p> <p>Central PA programs are from 12p-1p on 2 &amp; 16 June. Those programs will be posted on our calendars soon with their registration code.</p> <p>We are hosting a program on Dynamic Platforms on 9 June (6p-7p).</p> <p>Please keep an eye on the <a href="#">chapter calendar</a> as the events get posted and join us!</p>

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

- 4. Annual CARE activities are right on track!

**STRATEGIC COMMITTEE UPDATE**

- 5. Diversify Revenue Stream
- 6. [Increase Membership Engagement](#) <= See Tracker
  - a. No new developments. Steady for now.
- 7. Revitalize Volunteer Cycle
  - a. Developed onboarding class for volunteers
  - b. Provide a checklist for the board member who is working with a volunteer

**UNFINISHED BUSINESS - matters carried over from a previous meeting**

- 8. ICW-ICF update - Jeanna
  - a. Mixer event is Friday, May 20th 5pm - 7pm
  - b. We have the option to host a virtual room from 5:45 p.m. to 6:45 p.m.
  - c. Judith will be hosting, invite anyone and everyone on the board to join
  - d. Registration to go in virtual rooms is not required
- 9. Review Dancing with Markers Proposed Strategic Partnership – Jeanna
  - a. Promote a one day hybrid course

- b. Brown bag to be held possibly in July to increase awareness and interest
- c. Hoping to make \$6k and offering a discount to DC ATD members and sharing the revenue; offering a partnership with a minimum of 19 participants (\$795/person) or a minimum of 15 participants (\$995/person)
- d. Jeanna asked if there is any data to support this type of partnership; will follow up with Stephanie and Ally separately
- e. Need to follow up with Dancing with Markers within the next month
- f. Chapter to provide venue
- g. Judith asked that going forward strategic partnership details be posted on Slack to allow the board to have time to review before discussing

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

**10. Marketing Workshop Events – discussion regarding how to increase attendance**

- a. Halyna suggested they be planned much farther in advance so as to give people time to get it approved by employers
- b. Sherrie asked if there is a way to increase our current marketing of events to get a better reach; can we get with National for their advice on marketing strategies
- c. Leverage podcasts to promote events
- d. Possible partnership with chapters to have them advertise our events to their database
- e. Sherrie asked about using Eventbrite; Tessa suggested Meet Up; worth looking into other options that would market events
- f. Jeanna asked about click rates and leveraging it to attract people; Facebook not being used; Laëtitia mentioned that LinkedIn was the focus of our social media after discussing where to put the energy
- g. Sherrie suggested embedding something on social media that will attract interest
- h. Judith asked if marketing strategies being discussed in CoP meetings that can be shared

**11. Power Membership Award for 2022 - Congratulations! And how to use the complimentary registration to the ATD International Conference & Exposition to be redeemed in the 2023 in San Diego, CA May 21-24 2023 – Judith**

- a. In the past, used as giveaway at a conference; Judith suggested handing it to Programs and Communities to see if they have an opportunity to give it away

**12. Thank You to Speakers on social media – Judith**

- a. Appear to get a lot of views as the result of linking to the speaker (strong click rate)

**13. Cancellation policy verbiage based on policies and procedures content - Judith**

*Policy and Procedure: The chapter will refund registration fees when registrants cancel before the end of the "Early Bird" registration window if one is applicable to the event. The Early Bird date is set by the director of the event's sponsoring portfolio and is advertised as part of the event's registration information. No registration fees will be refunded after the Early Bird registration date has passed. No refund will be offered for events without an Early Bird registration date.*

*Suggested Cancellation Policy Verbiage:*

*Refunds of registration fees for cancellations are available until the Early Bird date as advertised in the event. After the Early Bird date, there will be no refunds granted.*

**14. Partnership/Sponsorship Interest Form - HELP!**

<https://docs.google.com/forms/d/1pYI1domMOSW0verF2Rtqy3ARN0KXhkmBm9qXCR4r1ug/prefill> -

Judith

- a. Judith asked for a test of the link to ensure the correct people are notified; asked for feedback on how it can be improved
  - i. Tessa asked that a link to the packages; Judith added “Review Packages Here”

**15. In search of new VP of Programs and Communities – Judith**

- a. Elena has stepped down due to time commitments
- b. Judith will send out notice next week on next steps
- c. Laetitia asked if there is a need to replace this year or wait until next full election
  - i. Judith will check with learning team to see what support they need; Judith will step into the role on an interim basis
  - ii. Ideal to get someone in this year that will agree to continue through 2023

**16. Networking event for Meet the Board, let us plan one (July?) – Judith**

- a. Will be held until next meeting due to the absence of all board members
- b. Judith suggested inviting other boards and past Metro DC Chapter board members

**17. Adding admin fields in WA on user accounts – Ally**

- a. Add a field to the contact “is this a volunteer?” as an example.
- b. Tessa mentioned that this database will be around for a long time to come and caution about adding admin fields that will continue to make sense to later boards; management challenge
- c. Judith asked Ally to create a requirements document so she can ask National and other boards how they handle

**18. Discussion on sharing our onboarding class with Research Triangle – Judith**

- a. Judith will invite Jeanna to the next meeting to discuss possible partnership opportunities

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

Remove Government CoP Leader

Add need for VP of Programs and Communities (High)

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

<i>Enter Announcement below</i>	<i>Author</i>
Tessa added Sector field to WA and then implement an Update Your Profile campaign. Sectors will match those in the survey.	VP Membership
A reminder to check the <a href="#">Communications Calendar: Event Marketing Status</a> for the marketing status of programs, workshops, and sponsor agreements if you have any questions on when something is going out. Also, if something is canceled, please notify the VP of Marketing right away. <b>One more reminder -</b>	VP Marketing

<b>please share your events/workshops/sponsor posts to the Metro DC Group so they can get more exposure.</b>	
Reached to three former VPs of Finance to request an external financial review/audit. Jeri Mae Rowley and Jonathan Southgate graciously agreed to work on in late June.	VP of Finance and Operations
Submitted Form 990-EZ and the IRS' letter confirming that our form was received and accepted to ATD National.	VP of Finance and Operations
I will have limited access to my chapter account while at ATD22. I cannot get gmail on my work computer so I will have only my phone.	President
Please start thinking about your 2023 board roles! Nominations open in July, and Stephanie will be in touch with everyone individually starting next week to confirm your 2023 interest in your current role or a new role!	Past President

Meeting was adjourned at 11:32 am. Next meeting is Saturday, June 11, 2022.