

August 2022 Board Meeting Minutes

August 13 | 10:00am - 12:00pm | [Zoom Link](#) (also in calendar invite)

1. Meeting was called to order at 10:07 am

Participants: Laëtitia Gnago, Stephanie Hubka, Halyna Hodges, Tessa Grubb, Christinia Eanes, Rhoderick Ramsey, Julia Drewniak, Bernadette Costello, Jeanna Williams, Stephanie Farlow, Boshra Zawawi; Becky Herring; Maimoona Al-Abri

Absent: Judith Bartels-Brezac, Selin McCurdy, Ally Brown

2. Changes to the agenda

3. Review and approve the consent agenda

Consent Agenda Item	Key Takeaways
Last Month's Meeting minutes	<ul style="list-style-type: none"> June Consent Agenda was approved as submitted. July Consent Agenda was approved as submitted.
Finance & Operations Report	<p>Finance Report (for July 2022)</p> <p style="text-align: center;">July 2022 Finance Report</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>\$68,187 Account Balances</p> <p>\$38,340 Savings \$29,846 Checking</p> </div> <div style="text-align: center;"> <p>\$21,622 57%</p> <p>\$37,300 2022 Revenue Budget</p> </div> <div style="text-align: center;"> <p>\$22,385 52%</p> <p>\$43,004 2022 Expenses Budget</p> </div> </div> <p style="text-align: center;">vs.</p> <div style="text-align: center; margin-top: 10px;"> <p>\$-762 Net Revenue</p> </div> <div style="margin-top: 10px;"> <p>↓ July 2021 \$75,584</p> </div> <p>Revenue Highlights:</p> <ul style="list-style-type: none"> Membership: \$12,096 = 67% (of annual goal) Learning: \$3,746 = 31% Marketing (Sponsorships/Ads): \$900 = 25% Finance (CHIP/Awards): \$4,878 = 121% <p>Expenses Highlights:</p> <ul style="list-style-type: none"> Administrative (RMK/Insurance): \$13,416 = 61% Finance (Accounting/Taxes/Bank/Board): \$1,693 = 27% Technology: \$5,793 = 97% Learning: \$1,482 = 39% Membership (Events/Volunteer Recognition): \$0 = 0%

Membership & Outreach Report	<p>Important numbers: final number</p> <ul style="list-style-type: none"> ● 274 members as of end of July ● July was good month ● One new member that used the “Join now and attend for free” option ● Welcome Jes Thompson to the board as a volunteer ● Obtained Volgistics for volunteer management ● Not getting much traction with getting volunteers; recommend talking about how to engage volunteers ● Strategic Partnerships hard at work and seeing movement
Programs & Communities Report	<ul style="list-style-type: none"> ● No items
Marketing & Communication Metrics	<ul style="list-style-type: none"> ● Monthly Stats Spreadsheet ● Most looked at post was the FXUA scholarship

CARE STATUS UPDATE - [CARE 2022](#) (Stephanie H.)

4. Continuation to finalize 2022 CARE in progress over the next few months
 - a. Most items will really begin in October through the rest of the year
5. Communication from National to start preparing for next year’s CARE input
 - a. (Form to complete for January CARE Packet)

STRATEGIC COMMITTEE UPDATE

6. Diversity Revenue – has not met; Stephane H. will get one scheduled by the end of next week
7. [Increase Membership](#) – lost 2 board members on the committee; will need each portfolio to track the metrics in absence of the Director of Measurements
8. Revitalize Volunteer Lifecycle – no updates; will regroup in September

UNFINISHED BUSINESS - matters carried over from a previous meeting

9. Sponsorships general update - added to website? (Jeanna)
 - a. Reached out to several potential partners and have talked with 4 of them
 - b. Sister partner ICF reached out to discuss long term advertising (one year)
 - i. They are looking for a trade off on promoting events
 - c. Will be looking for dinner sponsors
 - d. Jeanna provided a spreadsheet that shows [sponsorship activity](#)

10. Nominations Committee update (Stephanie H.)

- a. Nominations closed at the end of July
 - b. Received 5 applications
 - c. Priority is the President Elect position as no applications were received
 - d. Will be interviewing the candidates who submitted next week
 - e. Sherrie suggested considering a virtual open house for these positions, what it takes to volunteer in these positions on the board, you can store this on the website
- 11. Volunteer Management Software Platform update - Volgistics (Tessa/Bernadette)**
- a. Bernadette will be getting more familiar with Volgistics and start loading data
 - b. Board members will be the test group to ensure it works
 - c. Test case will be for the ALC volunteers
- 12. Annual Conferences updates (Stephanie F/Boshra)**
- a. Virtual Unconference vs. CoPs Conference vs. Partnering with other Chapters vs. None
 - i. Dates? Volunteer Support?
 - 1. Boshra stated there have been issues getting it moving; possibly tie it to ELW
 - 2. Stephanie Farlow planning a virtual world café during ELW
 - 3. Julia indicated that we have to use “Whova” this year
 - 4. Julia and Stephanie F. will be co-coordinators of ELW and its activities. Boshra offered to help.
 - 5. Confirmed: Conference will take place during ELW and will be combined with it.

13. Virtual [Employee Learning Week](#) - December 5-9

- a. Theme: **Workforce Development is Everyone’s Business**
 - i. Our plans for Employee Learning Week using [td.org/elwform](#), and ATD will recognize companies or chapter as a [Champion of Learning](#)
- b. [Fact sheet](#)
- c. [Logos and Graphics](#)
 - i. Combine with/as Un-conference

14. FXUA data/registrations (Boshra)

- a. FXUA did not receive any inquiries from members regarding graduate/undergraduate programs in spite of a significant rate of opens on the chapter’s emails
- b. Boshra asked if an announcement could be made during new member orientation as part of the member benefits

15. [ALC](#) registration update (Halyna)

- a. October in-person
- b. Sponsor 2023 board members; Halyna will purchase 5 at this time and re-evaluate whether to buy the other 10 later
- c. Early bird rate ends August 31

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

- 16. December Board Meeting will be in person and combined with Volunteer Appreciation & Recognition (*Laëtitia*)
 - a. Discussion: Ideas for freebies to recognize Chapter Volunteers? (Bernadette)
 - i. Chris mentioned doing shout outs on social media
 - ii. Discounted membership rates
 - b. Confirmation: Restaurant in Tyson’s area: [Seasons 52](#)
 - 1. [Agora Tysons](#) - too expensive
 - 2. [Founding Farmers](#) - not available
 - a. Location: Recommendation was to survey Board Members to see if location other than Tyson’s corner is an option near a metro station. Bernadette suggested RagTime in Arlington.
 - c. Stephanie H. expressed concerns about combining the board meeting with volunteer appreciation
 - d. Laetitia suggested having board meeting for first hour and have volunteers join after that
 - e. In the past, volunteer appreciation provided free food and drink for volunteers
- 17. Annual Membership Survey and Director of Measurement and Evaluations portfolio - (*Halyna*)
 - a. Please review [Annual Membership Survey](#) and provide feedback by 08/20
- 18. In-Person September Board Meeting Location: Arlington Public Library, Quincy Room (*Becky*)
- 19. [Board Landing Page](#) (VP MarCom)
 - a. This is a place for portfolios to place or find information
 - b. Chris to send out email next week to ask what the portfolios would like to see on this page

RISK TRACKER - review and update identified risk factors - [Metro DC ATD Risk Tracker \(2022\)](#)

No additional risks to be added

ANNOUNCEMENTS - topics requiring announcing and no further discussion

<i>Enter Announcement below</i>	<i>Author</i>
<p>Successful participation in ATD’s Chapter Incentive Program (ChIP) = Revenue that our chapter earned in the second quarter of 2022</p> <p>Metro DC Chapter = Products: \$11.82, ATD 2022: \$556.28, Membership: \$290.00. Q2 Total: \$858.10</p>	Halyna

Day Manager confirmed for October ALC Conference: Tom Coffee	Bernadette
Dir of Marketing confirmed: Jes Thompson	Chris
<p>Mark Your Calendar for these End of Year Dates:</p> <ul style="list-style-type: none"> ● Saturday, November 5th - 9:00AM to 3:00PM (with a break at lunch) <ul style="list-style-type: none"> ○ <i>Virtual Strategic Planning - board</i> ○ You will receive a meeting invite from President Elect <ul style="list-style-type: none"> ■ You only need to accept if you plan to be on the Board next year. Invite will be re-shared in October. ● Wednesday, November 30th - 6:00PM <ul style="list-style-type: none"> ○ <i>Virtual Annual End of Year Meeting - board plus membership</i> ○ You will need to Register ● Saturday, December 10th - 10:00AM to 12:00PM <ul style="list-style-type: none"> ○ <i>In-Person Last Board Meeting</i> will be combined with Volunteer Appreciation & Recognition - board plus volunteers ○ We will need to confirm number in attendance in order to make reservations 	Laëtitia
Please open and click on emails you receive from the Chapter :)	Chris
Becky will be on vacation the week of the September board meeting; will be asking RMK to provide someone to take notes	Becky
Laëtitia will be on vacation the week of Labor Day/September EC & Board meeting.	Laëtitia

Meeting was adjourned at 11:46am. Next meeting will be at the Arlington Central Library, 1015 North Quincy Street, Arlington, VA on September 13, 2022 from 10am-12pm.