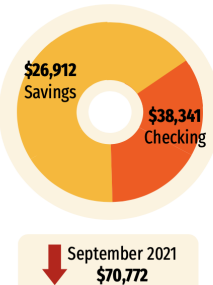
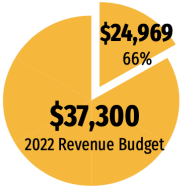



October 2022 Board Meeting Minutes

October 8 | 10:00am - 12:00pm| [Zoom Link](#) (also in calendar invite)

1. Meeting was called to order at 10:06am.
 Participants: Judith Bartels-Brezac, Laëtitia Gnago, Stephanie Hubka, Halyna Hodges, Christina Eanes, Julia Drewniak, Jeanna Williams, Stephanie Farlow, Boshra Zawawi, Selin McCurdy, Becky Herring
 Absent: Tessa Grubb, Bernadette Costello,
2. There were no changes to the agenda
3. The consent agenda was approved as submitted

Consent Agenda Item	Key Takeaways
Last Month's Meeting minutes	<ul style="list-style-type: none"> Meeting minutes
Finance & Operations Report	<p style="color: #0070C0; text-decoration: underline;">Finance Report (for September 2022)</p> <p style="text-align: center;">September 2022 Finance Report</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>\$65,253 Account Balances</p>  </div> <div style="text-align: center;"> <p>\$37,300 2022 Revenue Budget</p>  </div> <div style="text-align: center;"> <p>\$43,004 2022 Expenses Budget</p>  </div> </div> <div style="text-align: center; margin-top: 20px;"> <p>\$-3,510 Net Revenue</p> </div> <p>Q3 Highlights:</p> <p><u>Revenue:</u></p> <ul style="list-style-type: none"> Membership: \$14,646 = 82% (of annual goal) Learning: \$4,039 = 33% Marketing (Sponsorships/Ads): \$1,400 = 40% Finance (ChIP/Awards): \$4,879 = 121% <p><u>Expenses:</u></p> <ul style="list-style-type: none"> Administrative (RMK/Insurance): \$17,036 = 77% Finance (Accounting/Taxes/Bank/Board): \$3,381 = 54% Technology: \$6,209 = 104% Learning: \$1,607 = 42% Membership (Events/Volunteer Recognition): \$245 = 4%

Membership & Outreach Report	Important numbers: 271 members <ul style="list-style-type: none"> ● Pending power membership from national ● Volgistics implementation, ongoing
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CARE STATUS UPDATE - [CARE 2022](#)

4. CARE is in great shape
5. Annual report will be done at the end of December; Stephanie H. will be in touch with the board members that will be involved in finishing up the CARE tracker

STRATEGIC COMMITTEE [UPDATE](#)

6. Diversify Revenue Stream
 - a. Stephanie H. asked that committee members check Slack to schedule the next meeting
7. Increase Membership Engagement
 - a. Julia provided and reviewed this [Tracker](#) to update the board on ideas for membership engagement
 - b. Selin pointed out that while not on the tracker, the Walk and Talk is part of membership engagement
8. Revitalize Volunteer Cycle
 - a. Finished volunteer survey which is ready to go
 - b. Bernadette has completed the volunteer SOPs
 - c. Suite of tools being set up to assist with volunteer engagement going forward

UNFINISHED BUSINESS - matters carried over from a previous meeting

9. Strategic Planning - Combined with Onboarding Orientation (1st hour). Expect emails starting next week. Date: Saturday, November 5th from 9:00am – 3:00pm. *Falls on the heels of ALC (Nov. 3&4)*
10. December Virtual Conference review & updates - Stephanie Farlow/Judith/Julia; meeting notes from 10/4 are here:

https://docs.google.com/document/d/1t4Jx3pcTckh_mE318k1qlo8zHeDKK39n6y3FiRniA3g/edit?usp=sharing

 - a. Assistance needed - Judith on career panel
 - b. Carmine's Gift Cards as prizes
 - c. Julia thanked the CoP leads for agreeing to coordinate and incorporate their programs with the Virtual Conference
 - d. Collaborate w/ VP Marketing & Director of Communications for marketing around the event
 - i. Existing graphics
 1. Employee Learning Week - [Fact sheet](#)
 2. [Logos and Graphics](#)

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

11. Proposal of new strategic partnership packages - Jeanna

- a. Jeanna reviewed the [Partner Promotion Proposal](#) developed after looking at the current offering and how to enhance it and benefit chapter members more
 - i. Boshra suggested adding the ability to demonstrate their products at chapter conferences
 - ii. Judith asked who would be targeted for this type of partnership
 - 1. Jeanna is targeting organizations that can offer professional development of chapter members, i.e., Cornerstone
 - iii. Judith mentioned that this needs to be voted on and asked that Jeanna review the policies and SOPs updating them with proposed language
 - b. Judith made several cold calls regarding partnerships with the chapter
 - c. [Partnership Pitch Deck](#) was developed after meeting with UMD where they mentioned that they didn't know anything about the chapter
12. Vote Needed - on positions that are continuing into next year – President
- a. Judith provided the link to vote
13. Membership Survey - Halyna
- a. Membership survey closed on 09/27. 77 members and non-members completed the survey.
 - b. Two members, Mashaal Ahmed and Barbara Kaufmann, won complimentary ATD Certificate Program. Jes will post about it on social media.
 - c. [Membership survey results](#) ready. **Review by 11/05 and share with CoP leads.**
 - d. Last slide has names and emails of members who would be willing to chat with a board member and share more feedback about their experience. Should we divide names, contact them prior to November strategic planning, and add our notes at the end of the survey results?
14. Discussion with candidate for either VP of Membership or President-Elect, will want to go to vote so this candidate can be part of Strategic Planning – Judith
- a. Have a candidate that is interested in both positions
 - b. Judith and Laetitia will meet with the candidate within the next week to discuss which role is best
 - c. A video interview will be presented on Slack as well as voting

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

ANNOUNCEMENTS - topics requiring announcing and no further discussion

<i>Enter Announcement below</i>	<i>Author</i>
Mark Your Calendar for these End of Year Dates: <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 Onboarding orientation for all 2023 Board Members 9-10AM</i> ○ <i>Virtual Strategic Planning - 10AM</i> ○ You have received a meeting invite from President Elect 	Laetitia

<ul style="list-style-type: none"> <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 next week. ■ Expect emails with details over the next couple of weeks ● Wednesday, November 30th - 6:00PM <ul style="list-style-type: none"> ○ <i>Virtual Annual End of Year Meeting - board plus membership</i> ○ It is already on the calendar. You can Register <i>now</i> ● Saturday, December 10th - 10:00AM to 12:00PM <ul style="list-style-type: none"> ○ In-Person Last Board Meeting ○ Separate room reserved for 20/25 ○ Location: Arlington, Rag Times restaurant ○ Volunteer Appreciation & Recognition - board plus volunteers - to be confirmed if it will take place right after the Board Meeting (same date & location, separate events) 	
<p>2021 Financial Review (CARE requirement) completed.</p>	<p>VP of Finance and Operations</p>
<p>If you do not receive login information a week prior to ALC, please let me know.</p>	<p>VP of Finance and Operations</p>
<p>Next month we nominate and vote on volunteers who will get their membership paid</p>	<p>President</p>

The meeting was adjourned at 11:23 am. The next meeting is scheduled for Saturday, November 12, 2022 from 10:00 am – 12:00 pm.