

January 2023 Board Meeting Minutes

January 21 | 10:00am - 12:00pm | [Zoom Link](#) (also in calendar invite)

The meeting was called to order at 10:05am

1. Welcome | Call to Order

Participants: Adaora Otiji-Splizer, Judith Bartels-Brezac, Sherrie Reece, Halyna Hodges, Julia Alson, Christinia Eanes, Lori Muhlstein, Jeanna Williams, Boshra Zawawi, LaCresha Harrison, Jes Thompson

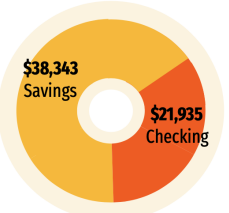
Absent: Stephanie Hubka

2. Introduce RMK

- Judith introduced RMK and shared their responsibilities as Chapter Administrator

3. Changes to the agenda

4. 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>Finance Report (for December 2022)</p> <p style="text-align: center;">December 2022 Finance Report</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>\$60,279 Account Balances</p>  <p>\$38,343 Savings \$21,935 Checking</p> </div> <div style="text-align: center;"> <p>\$31,507 84%</p> <p>\$37,300 2022 Revenue Budget</p> </div> <div style="text-align: center;"> <p>\$38,378 89%</p> <p>\$43,004 2022 Expenses Budget</p> </div> </div> <p style="text-align: center;">vs.</p> <div style="text-align: center; margin-top: 20px;"> <p>\$-6,870 Net Revenue</p> </div> <div style="margin-top: 20px;"> <p>↓ December 2021 \$69,503</p> </div> <p>Highlights:</p> <ul style="list-style-type: none"> ● In 12/22 we were at \$60K ● In 12/21 - \$69K ● In 12/20 - \$73K ● In 12/19 - \$75K ● In 12/18 - \$72K <p><u>Revenue:</u></p> <ul style="list-style-type: none"> ● Membership: \$19,208 = 107% (of annual goal) ● Learning: \$4,909 = 40%

	<ul style="list-style-type: none"> ● Marketing (Sponsorships/Ads): \$1,900 = 54% ● Finance (CHIP/Awards): \$5,484 = 137% <p><u>Expenses:</u></p> <ul style="list-style-type: none"> ● Administrative (RMK/Insurance): \$22,910 = 104% ● Finance (Accounting/Taxes/Bank/Board): \$4,615 = 73% ● Technology: \$7,192 = 121% ● Learning: \$1,788 = 47% ● Membership (Events/Volunteer Recognition): \$1,871 = 35% <p>2023 Approved Budget</p>
<p>Membership & Outreach Report</p>	<ul style="list-style-type: none"> ● Membership Report (December numbers) ● 274 members as of December 31 <ul style="list-style-type: none"> i. 69% joint membership ● Renewals and new member numbers look strong for January
<p>Last Month's Meeting minutes</p>	<p>Observations: None</p>

SPECIAL SECTION

5. Nejat Abdurahman was approved to be the new Director of Programs

- Please see resume here:

https://drive.google.com/drive/u/2/folders/1R3QkkgQr1WrVdefp5FoLi7826n_OyGJb

CARE STATUS UPDATE - CARE 2023

Judith explained how CARE works, its importance and that it is a requirement of National to maintain the chapter

6. Changes Made

- Updated Risk Tracker to match CARE requirements
- Documented list of “other” documents needed in President's Playbook
- Documented “other” information in President’s Playbook; will be basis for Annual Meeting
- Timeline overview to be reviewed with national

7. Requested Changes:

- CARE log in to be share with Past President and President
- Change email to Past President instead of CARE@dcatd.org
- VP of Membership to run roster at end of year or in January
- Adding items to membership numbers - retention rate, yearly average, student membership numbers, corporate membership numbers

- Requests list of ATD members quarterly from national to identify prospects

STRATEGIC COMMITTEE UPDATE

Judith explained the Strategic Committees. [Strategic Planning 2023](#) has a powerpoint with further information.

8. All groups now have Slack channels
9. Diversity Revenue and Increase Profitability - Halyna
 - First meeting on 01/17
 - Discussed what was done last year, 3 strategic objectives for this year, and next steps discussed in Jeanna's presentation under Unfinished Business
10. Establish Innovative Strategies in our Offerings – Adaora
 - Have not met yet, but will have an update by next board meeting
11. Strengthen Membership Engagement & Connection - Judith
 - Have not met yet, but will have an update by next board meeting

UNFINISHED BUSINESS - matters carried over from a previous meeting

12. [Partnership Proposal Package](#) - Jeanna
 - This is in addition to our current packages and separate from sponsorships
 - Designed to make packages more attractive and encourage long-term partnerships
 - Provide benefits to chapter membership to include a directory/tools repository for services provided by partners
 - Julia requested that there be a “menu” that would offer different options for partners
 - Jeanna will be reaching out to discuss Podcasts and Blogs

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

13. New Board Members Classroom & Email Issues w/ 2 Factor Verification – Julia
 - If anyone is still having issues with accessing email, please contact Julia
 - Part 2 of Classroom Training will be sent out within the week
 - Board Members that transitioned to another role after serving last year do not need to take Part 2
14. [Programs & Events Summary](#) document and discussion – Judith
 - Please review and provide feedback; objective is to increase revenue and add value to members
 - Conferences are not a baseline activity and therefore not a part of the Programs & Events Summary; conferences are costly to the Chapter
 - Sherrie suggested that some programs are better parceled under CoPs and not Programs
 - i. Judith stated that CoPs are designed to be the “gateway” to the Chapter and not a central focus
 - ii. Revenue is shared throughout the chapter
 - CoP Non-Member price will now be \$20 beginning February 1st

- Discussion regarding “selling from the podium” and how to change the current language so that it is more up to date and brings value to the membership
 - Judith requested that board members fill in the description on the revenue slide
 - All contracts are to be reviewed and approved
- 15. New CoP (Mental Well-Being) - Boshra**
- Boshra spoke to the people who were interested in establishing a new CoP; two dropped out and the other is still deciding
 - Judith asked if the people who were interested would be willing to provide programs rather than a CoP
 - i. Boshra indicated that the person would be interested in presenting as a program; further discussion will be held offline
- 16. 2023 Marketing and Communications info for board members - Chris and Jes**
- Chris asked that people read the email she sent out earlier as it has valuable information as changes have been made
 - [Monthly Comms Calendar](#)
 - i. New email process
 - ii. Updates with Social Media
 - [Monthly Comms Stats](#)
 - [Board Landing Page](#) – contact Chris or Jess if you want changes made to your page
 - Looking for 2 volunteers that can assist with social media; Jes asked that if anyone knows someone, please have them reach out to Lori (Dir. of Volunteering)
- 17. Beltway Bulletin Items to Highlight for February 2023 – Adaora**
- Adaora asked if there is anything that should be highlighted in BB
 - i. Lori asked for a call for volunteers
- 18. Member Access/Participation in Monthly Board Meetings – Adaora**
- Adaora asked that this be moved to the next Board meeting due to time
 - Question regarding if members should be invited to board meetings
 - [Chapter Bylaws](#)
- 19. Volunteer for Evaluation and Measurement - Judith and Lori**
- Former Board Member has expressed interest in assisting with the role, but does not want to commit to being a board member again
- 20. Capability Model and the naming convention for our events - is there a better way to note these? Titles of events are very long. – Judith**
- Capability language will be removed from title and continue to be listed in the event language
- 21. Certification and Continuing Education Credits**
- LaCresha asked if credits can be tied to SHRM or other professional certification programs
 - i. Has not been done due to cost
 - ii. Sherrie asked if there is a way to provide continuing education credits for programs
 - 1. If presenter is accredited to provide credits, there is not an issue, but the chapter is not accredited
- 22. Programs Scheduling**

- LaCresha asked the process for program scheduling; Judith offered to meet with her offline

23. Book Club

- LaCresha has heard of interest for a book club and asked if there would be an interest such as a summer book club; asking for thoughts from Board; Chris suggested using Slack to continue the discussion
- Judith reminded the Board about the CHIP code giving revenue to the chapter if people make purchases through ATD
 - Halyna asked anyone interested in ATD books to contact her

RISK TRACKER - review and update identified risk factors - [Metro DC ATD Risk Tracker \(2023\)](#)

- Decline in membership
- Decrease in revenue
- Open board position

ANNOUNCEMENTS - topics requiring announcing and no further discussion

<i>Enter Announcement below</i>	<i>Author</i>
I will be reaching out to set up monthly check-in meetings. I will send a Doodle poll for you to select the time and day that you are able to meet for a 30-minute meeting every month to connect, answer any questions, provide support and review status updates.	President
Becky is out of town on business 1/22-25, but will be checking emails daily. Response time may be delayed particularly on 1/22 and 1/25.	Becky
President’s weekly update is in Slack. Encourages others to add to it as well in order to keep everyone up to date.	Judith

The meeting was adjourned at 12:19 pm. Next meeting is February 11, 2023 at 10:00 am.