

March 2023 Board Meeting Agenda

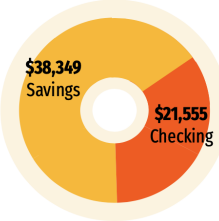
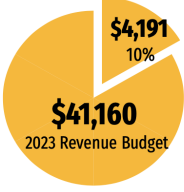

March 11 | 10:00am - 12:00pm | [Zoom Link](#) (also in calendar invite)

1. The meeting was called to order at 10:02am.

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

Absent: N/A

2. Review and approve the consent agenda

Consent Agenda Item	Key Takeaways
Last Month's Meeting minutes	<ul style="list-style-type: none"> Meeting minutes approved as submitted
Finance & Operations Report	<p>Finance Report (for February 2023)</p> <p style="text-align: center;">February 2023 Finance Report</p> <div style="text-align: center;"> <p>\$59,904 Account Balances</p>  </div> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>\$41,160 2023 Revenue Budget</p> </div> <p>vs.</p> <div style="text-align: center;">  <p>\$41,160 2023 Expenses Budget</p> </div> </div> <div style="text-align: center; margin-top: 10px;"> <p>\$-2,214 Net Revenue</p> </div> <div style="text-align: center; margin-top: 10px;"> <p>February 2022 \$69,915</p> </div> <p><u>Revenue:</u></p> <ul style="list-style-type: none"> Membership: \$3,428 = 18% (of annual goal) Learning: \$40 = 0.34% Marketing (Sponsorships/Ads): \$0 = 0% Finance (CHIP/Awards): \$723 = 18% <p><u>Expenses:</u></p> <ul style="list-style-type: none"> Administrative (RMK/Insurance): \$3,944 = 16% Finance (Accounting/Taxes/Bank/Board): \$228 = 3% Technology: \$2,287 = 35% Learning: \$0 = 0% Membership (Events/Volunteer Recognition): \$54 = 1%
Membership & Outreach Report	<p>Important numbers:</p> <ul style="list-style-type: none"> 272 members (gain of 4 over previous month) <ul style="list-style-type: none"> 8 new members

- | | |
|--|--|
| | <ul style="list-style-type: none"> ● 70% Power Membership |
|--|--|

CARE STATUS UPDATE - CARE 2023

3. The chapter received CARE Plus for 2022.

STRATEGIC COMMITTEE UPDATE

4. Diversity Revenue and Increase Profitability - Jeanna
 - a. Met on 02/21; Next meeting on 03/14
5. Establish Innovative Strategies in our Offerings - Adaora
 - a. Met on 2/16/23; Next meeting on 3/24/23
 - i. Focused on unpacking what the objectives are (be more engaging)
 - ii. Plan of action: research best practices, analyze data in WA, contact members who haven't been attending programs; find initiatives that will benefit members
 - iii. Timeline:
 1. March - focus is on conducting research; compiling data
 2. April - present findings to board; develop a member focus group;
 3. May and June – full update on researching findings; develop a playbook for innovative strategies
6. Strengthen Membership Engagement & Connection - LaCresha
 - a. Welcome email from President to new members has started
 - b. Addition to member benefits - Book Club
 - c. Met 3/9 to discuss assigned tasks: digital badges and book club; digital badge – met with NY chapter on their process
 - d. Book Club – reviewing and reevaluating the member benefits; rather than revenue generating benefit of membership have a free book club; looking into professional book club and how it can be personalized for our members
 - e. Lori is following up with people that attend new member orientation to talk about volunteering

UNFINISHED BUSINESS - matters carried over from a previous meeting

7. Opening Board Meetings to Members - Adaora
 - a. Open meetings will be piloted from April - June 2023
 - b. After pilot period board will discuss to determine next steps
 - c. To support meeting management, changes will take place:
 - i. **Zoom:**
 1. Setup board as panelists to manage communication
 - a. Julia mentioned that our Zoom doesn't have panelist options
 - b. Chris will get with designer to create a chapter background for board members
 2. Enable Q&A
 3. Enable Zoom waiting room
 4. Producer role to manage system - admit participants, answer questions, run polls

- for votes
- 5. Attach meeting agenda to registration or Zoom
- ii. **Registration:** post board meetings in chapter calendar for member registration only
- iii. **Guidelines:** Short presentation overview of meeting with ground rules for meeting and overview of meeting structure, Roberts Rules, meeting time respect, etc.

NEW BUSINESS

8. Professional Development

- a. Update on two new programs
 - i. DiSC on Catalyst (4/27) – using their own Zoom credentials
 - 1. Need a volunteer producer
 - ii. Applied Improv Workshop in August
 - b. [Digital Badges](#) as incentives/rewards for completing virtual workshops (also use to [recognize volunteers](#))
 - i. Lori asked LaCresha to get together to work through how to use the badges
 - c. Career Development Month – November
 - i. Offer resume reviews
 - ii. Career workshops
 - d. Project Based Volunteering exclusive to members
 - i. Must be a member to volunteer
 - e. Mentorship Program
 - i. Peer Coaching - Working Out Loud ended in 2022
 - 1. Never got traction and no revenue was made
 - ii. Meeting with NovoEd - Jeff Gardner
 - 1. Willing to build out the mentorship program for the chapter for free
 - 2. LaCresha asked for assistance in talking to them about sponsorship
 - a. Jeanna will work with LaCresha on this and suggested an internal conversation first
 - 3. Judith asked if the chapter would get mentors and mentees – answer is yes
 - 4. Would NovoEd receive any revenue – no
 - f. Annual Virtual Conference
 - i. Not a standard offering and expensive to run
 - ii. Julia does not recommend having one again this year; need for innovative ideas that will make it worth the time and generate revenue
 - iii. Stephanie suggested that there be a clear objective as to what the chapter wants to get from having the conference
 - iv. Boshra suggested if tied to Employee Learning Week have part virtual, part in-person
9. [Communication Overview](#) - this is used in the CoP SOPs. What is valuable in this document? What can we keep? – Judith
- a. Chris will be updating the communication overview for the SOPs
10. Volunteer Recruitment - Lori
- a. Getting a flurry of requests from Board members; 26 volunteers in the database which consists of Board members and CoP leads; people interested in small projects, but not a full-time effort

- b. Need a full on recruiting effort for volunteers
 - i. Another chapter did a training for the board on how to engage volunteers
 - ii. Lori asked that people take a look at what they need for a role and break it into a specific project with a start and end date
 - iii. Lori is reaching out to members after new member orientation and talking about why volunteering is beneficial and asks that the Board do the same
 - iv. Lori asked that board members mention volunteering at every meeting they attend or at any opportunity that presents itself
 - 1. Boshra asked that Lori create a slide for everyone to use
 - a. Add in the incentives, i.e., put in resume, discounted event, enter yearly raffle for free membership
 - v. Look to recruit students / interns where they can earn credits through their school
 - 1. Have booths at career days or other events at colleges
- 11. Measurement and Evaluations Initiatives - Halyna
 - A. [Proposed 2023 Evaluation Questions](#) that will be used for all chapter programs
 - B. [Chapter Dashboard](#) prototype
- 12. VP of Finance succession planning from discussion in EC meeting - Judith
- 13. New member communication/touch point lifecycle - Stephanie
- 14. [Prospect Partner Sponsor Registry](#) and [2023 Partnerships and Sponsorships Leads](#) - Jeanna
 - a. Jeanna has reached out to some HR associations regarding partnerships
 - b. Jeanna is working with 3 organizations currently to work out a partnership
 - c. Has a vendor interested in socializing their MLS program
 - d. Jeanna asked the board to update the partner sponsor registry if they have vendors that she should reach out to
 - e. Judith asked if there was a way to get sponsors before a program is established to help the chapter with the cost of a program; i.e., get the sponsor first and plan the event around the sponsor
- 15. Programs - Looking for Speakers/Panelists for June, July, August - Nejat
- 16. Programs - 2nd Wednesday of every month

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

ANNOUNCEMENTS - topics requiring announcing and no further discussion

<i>Enter Announcement below</i>	<i>Author</i>
Let's update the roster https://docs.google.com/spreadsheets/d/1rt7kGKxzQJiP05kOziCeGndp8jp_O31oolrCbXNF5c4/edit#gid=856721685	Judith
ATD Area Calls - 3rd Monday at 1 PM ET; look for email from Kim Jeter	Stephanie

Meeting was adjourned at 12:01pm. Next meeting is Saturday, April 11, 2023 at 10:00am.