ATD | METRO DC CHAPTER
Association for Talent Development

April 2023 Board Meeting Minutes
April 15 | 10:00am - 12:00pm| Zoom Link (also in calendar invite)

1. The meeting was called to order at 10:04 AM
   Participants: Adaora Otiji-Splizer, Judith Bartels-Brezac, Sherrie Reece, Halyna Hodges, Julia Alson, Lori Muhlstein, Jeanna Williams, Boshra Zawawi, LaCresha Harrison, Becky Herring
   Absent: Christina Eanes, Stephanie Hubka
2. No changes were made to the agenda
3. The Consent Agenda was approved as submitted.

Consent Agenda Item	Key Takeaways
Last Month's Meeting Minutes	• Meeting minutes
Finance & Operations Report	Finance Report (for March 2023) 2023 Budget **Q1 Highlights:** • In 03/22 we were at $67K • In 03/21 - $69K • In 03/20 - $73K • In 03/19 - $73K Revenue: • **Membership:** $5,078 = 27% (of annual goal) • **Learning:** $675 = 5% • **Marketing** (Sponsorships/Ads): $500 = 7% • **Finance** (ChIP/Awards): $726 = 18% Expenses: • **Administrative** (RMK/Insurance): $6,314 = 26% • **Finance** (Accounting/Taxes/Bank/Board): $1,403 = 24% • **Technology**: $2,603 = 40%

	● **Learning:** $0 = 0% ● **Membership** (Events/Volunteer Recognition): $54 = 1%
[Membership & Outreach Report](#)	Important numbers: ● 270 members ● 6 new members in March ● Lost 6 members in March ● No change in Power Membership (and we won the Power Membership award!)

CARE STATUS UPDATE - [CARE 2023](#)
   4. No update this month

STRATEGIC COMMITTEE [UPDATE](#)
   5. Diversity Revenue and Increase Profitability - Jeanna
      a. Podcast Package
         i. Discussions regarding revenue generating offers
            1. Has been used with Cypher Learning and Hood College
            2. Podcasts that are above and beyond the normal podcasts
            3. Limit how many per month; stay in communication with Podcast team
      b. Chapter Membership Discount for Partner Customer
   6. Establish Innovative Strategies in our Offerings - Adaora
      a. Research Update
         i. Continue to offer remote options
         ii. Regional networking and programming
         iii. Tighten up speaker agreements
         iv. Look at non-traditional events, i.e., paint and sip
      b. Pilot Connection Experiences
         i. In-person Walk and Talk
         ii. Speed networking event using Zoom
         iii. In-person book swap possibly add to the coffee and networking events
         iv. Build in time with the pilot events to ask members for feedback
         v. Halyna mentioned that attendees at the Coffee and Networking draws a lot of independent consultants and they have asked if they can present items to the group and ask for feedback.
   7. Strengthen Membership Engagement & Connection
      a. Virtual badges and planning the criteria on how to use them and when to distribute
         i. LaCresha is working on a document that tells why a volunteer is receiving the badge
         ii. Focused on volunteering and professional development
         iii. New member letters are going out as well as keeping up with the New Member Orientation
         iv. Committee needs to focus more on retaining members
         v. Ensuring that board members are attending events

UNFINISHED BUSINESS - matters carried over from a previous meeting

8. There was no unfinished business discussed.

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

9. Adding calendar reminders – Sherrie
    a. Getting the option to click on add to calendar
        i. Sherri and Becky to talk offline
        ii. Becky to add calendar link to all confirmation emails while working with WA to ensure complete information is being included
10. Sherrie is asking for ideas on what can be offered that would have a nominal fee.
    a. Speakers want a fee; people don't necessarily attend if they haven't had to pay for the event
    b. Adaora recommends creating a participation agreement indicating to be a part of the group must attend so many meetings, how would you like to be involved – bringing accountability to being part of the CoP
11. Professional Development - LaCresha
    a. Disc on Catalyst Workshop has 2 registrants as of March 30th
        i. Will have to cancel due to lack of registration
    b. Do we have a Zoom Events account?
        i. Julia Note/Answer - We currently have a business account with 10 users at a cost of ~$1000 annually. If we were to add on those services,it would be an additional cost on top of that ($1000-$1500 annually per license).
    c. Leveraging LinkedIn contract pending
    d. Resume Writing – facilitator's price was too high
    e. Headshot - $25 headshots add-in
    f. Becky to reach out to George Mason in Arlington to inquire about space
12. ALC registration – Judith
    a. If anyone wants to go, please contact Judith
13. Board members attending events – Judith
    a. Judith would like all board members to register and attend at least one meeting per month; it is important that the board be visible to members demonstrating engagement
14. Wellness CoP is moving forward
    a. Wellness CoP leads must attend a CoP event
15. Cypher Learning Program Events – Jeanna
    a. June virtual brown bag (virtual)
        i. 1 hour virtual session regarding their Learning Management System, case study and Q&A
        ii. Which CoP would lead – Jeanna and Sherrie to talk offline
    b. July hands-on event (likely virtual)
    c. October/November dinner program (in-person)
        i. Speed dating/coaching event
        ii. Breakout sessions where attendees can talk about their projects
16. CBODN (sister organization) – Jeanna

       a. Chesapeake Bay Organization Development Network – asking for advertising for their June conference

17. Human Resource Society of PG (sister organization) – Jeanna
    a. Deadra Welcome is looking to the chapter to partner
    b. No returns to the chapter from these "sister" organizations
       i. Co-partner on workshops or events
       ii. Launch a PG county coffee networking

18. Volunteer recruitment and overview
    a. Lori asked the board to review the Volunteer Recruitment document. She updated the board on what she has been doing to increase engagement
    b. When requesting volunteer help, please be realistic about the hours and work being requested

19. Tech Updates (Zoom/CoP Emails) – Julia
    a. Julia discussed where technology costs can be cut
       i. Recommends downgrading account and cutting the licenses to 5 which would provide a $625 annual savings

RISK TRACKER - review and update identified risk factors - Metro DC ATD Risk Tracker (2023)
    Risk Tracker was not discussed. Board is to review and add any risks they are aware of.

ANNOUNCEMENTS - topics requiring announcing and no further discussion

Enter Announcement below	*Author*
Adaora Otiji starting to transition, she will be taking over officially beginning June 1, 2023	
Chris offline from 4/20 to 4/27. Submit any requests before 4/17 to have processed before time off.	VP MarComm
Adaora offline from 4/21 - 4/26. Reach out with any questions/needs by 4/19.	Adaora Otiji, President Elect
Boshra has submitted her resignation as of May 16, 2023.	
LaCresha offline from 5/7 - 5/14. Please reach out prior for any questions or needs.	LaCresha Harrison, Director of PD

The meeting was adjourned at 12:07 PM. The next meeting is Saturday, May 13, 2023 at 10:00 am.