

## May 2023 Board Meeting Minutes

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

**1. The meeting was called to order at 10:05am**

**Participants:** Adaora Otiji-Splizer, Judith Bartels-Brezac, Halyna Hodges, Julia Alson, Lori Muhlstein, Nejat Abdurahman, Stephanie Hubka, Becky Herring

**Absent:** Sherrie Reece, Jeanna Williams, LaCresha Harrison, Christina Eanes

**2. 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"> <li><a href="#">Meeting minutes</a></li> </ul>
Finance & Operations Report	<p><a href="#">Finance Report (for April 2023)</a> <a href="#">2023 Budget</a></p> <p style="text-align: center;"><b>April 2023 Finance Report</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p><b>\$61,374</b> Account Balances</p> <p>\$38,350 Savings \$23,023 Checking</p> </div> <div style="text-align: center;"> <p><b>\$41,160</b> 2023 Revenue Budget</p> <p>\$11,992 29%</p> </div> <div style="text-align: center;"> <p><b>\$41,160</b> 2023 Expenses Budget</p> <p>\$12,807 31%</p> </div> </div> <div style="text-align: center; margin-top: 20px;"> <p><b>\$-814</b> Net Revenue</p> </div> <div style="margin-top: 20px;"> <p>↓ April 2022 <b>\$69,687</b></p> </div> <p><u>Revenue:</u></p> <ul style="list-style-type: none"> <li><b>Membership:</b> \$6,589 = 35% (of annual goal)</li> <li><b>*Learning:</b> \$100 = 0.84% *Number went down because DISC workshop was canceled and we had to issue refunds</li> <li><b>Marketing</b> (Sponsorships/Ads): \$1,100 = 16%</li> <li><b>Finance</b> (ChIP/Awards): \$4,203 = 105%</li> </ul> <p><u>Expenses:</u></p> <ul style="list-style-type: none"> <li><b>Administrative</b> (RMK/Insurance): \$8,226 = 34%</li> <li><b>Finance</b> (Accounting/Taxes/Bank/Board): \$1,463 = 25%</li> <li><b>Technology:</b> \$3,171 = 49%</li> <li><b>Learning:</b> \$0 = 0%</li> <li><b>Membership</b> (Events/Volunteer Recognition): \$54 = 1%</li> </ul>

<p><a href="#">Membership &amp; Outreach Report</a> New link and format!</p>	<p>Important numbers:</p> <ul style="list-style-type: none"> <li>● 274 members</li> <li>● +5 new members in April</li> <li>● 70% Power Membership</li> </ul>
--	--

**CARE STATUS UPDATE - CARE 2023**

4. Bianca Clark, Chapter Services from National ATD, joined the meeting to discuss the following using slides to further explain how the chapter recognizes the chapters:
  - a. Awards available
  - b. Employee Learning Week – examples from other chapters:
    - i. Champions of Learning
    - ii. One day conference devoted to learning practice
    - iii. On-line forum doing joint events with other chapter
    - iv. Some chapters have made efforts to get recognition from state government

**STRATEGIC COMMITTEE UPDATE**

5. Diversity Revenue and Increase Profitability - Halyna
  - a. Worked on Objective #2: Leverage successful programs to earn revenue via modes of advertising - Advertise via the Podcast Channel at a cost
    - i. Sponsored episode with Cypher Learning released on 4/16 (part of \$2000 package)
    - ii. Sponsored episode with Hood College released on 4/30 (\$600)
    - iii. Lessons learned from doing this for first time and how to better interact with sponsors and set expectations
6. Establish Innovative Strategies in our Offerings
  - a. Walk n Talk to be in person August in evening
  - b. Rescheduled May 10<sup>th</sup> networking to July; decision made to not charge members
  - c. Book swap expected to be scheduled for September
7. Strengthen Membership Engagement & Connection
  - a. No updates

**UNFINISHED BUSINESS - matters carried over from a previous meeting**

8. Learning Event Calendar: questions if there was work being done on this - Judith
  - a. [https://docs.google.com/spreadsheets/d/1IzQmcRbGd6XmlwQq0idtJoUIIreH5PVBFZL3F\\_ivAgc/edit#gid=837825334](https://docs.google.com/spreadsheets/d/1IzQmcRbGd6XmlwQq0idtJoUIIreH5PVBFZL3F_ivAgc/edit#gid=837825334)
  - b. Question asked if chapter should proceed or wait to use in July/August
    - i. Adaora said a decision was made to use a shared calendar rather than individual calendars
9. Zoom Reduction Proposal – Julia
  - a. Julia reviewed the cost options – current vs. proposed
  - b. Renewal is beginning of July
  - c. Nejat raised issue with the two step verification and the use of too many IP addresses
  - d. Proposed assignments: President, 1 for CoPs, Professional Development, Programs, 1 “dummy account” extra

- e. Motion to go from 10 Zoom licenses to 2; Board approved; google meet will be used for meetings

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

- 10. Change from Volunteer to Membership - Lori changing titles and roles – Stephanie
  - a. Motion to change to the Director of Volunteers to Director of Membership; motion approved
  - b. Julia asked about changing the email; Judith said to change it to Director of Membership for Lori; Director of Volunteering will stay an active email for now
- 11. Professional Development
  - a. There are no May Workshops.
  - b. Upcoming Workshops
    - i. August - Applied Improv Workshop
    - ii. September - Leading Multi-Generational Teams Workshop
      - 1. Waiting on final signature from President
  - c. Potential "Partnership" with Alchemist Learning
    - i. Has a list of workshops she is interested in advertising and offering access to Metro DC ATD membership. Meeting scheduled May 17th to understand the ask.
  - d. Mentorship Program
    - i. Things have been extremely slow with NovoEd and getting access to the platform. I think that we should brainstorm other ways to create this experience through our existing technology tools (Google Workspace, Zoom, LinkedIn, etc.). I have reached out to Adaora to discuss how she coordinated the program and how we can shift this to a virtual experience.
    - ii. Is there anyone who would like to assist in the coordination of the mentorship program?
  - e. Career Development Month
    - i. Are there any updates regarding resume writing, Nejat?
    - ii. Are there any updates regarding coaching support, Adaora?
  - f. Virtual Badges
    - i. Have we decided on the criteria for these badges? How did we want to use them?
  - g. Jeanna's email about Chesapeake Bay Organization Development Network (CBODN) – Judith
    - i. Question is whether to continue; Judith suggest not changing anything at this point
    - ii. Stephanie suggested that a formal proposal be given to the chapter to fully understand the request; Judith to ask Jeanna to follow up

**12. President Transition Updates (Adaora)**

- a. **Board Meeting Agenda Changes** - Effective 6/1 board meeting agenda structure will change to clarify agenda item, presenter, resources, decision points and amount of time requested as well as deadline for submission of items to finalize agenda in advance of the meeting in alignment with allotted time. **Any recommendations for agenda structure change?**

- i. Julia suggested that rather than going through individual activities spend more time on items where action is required
  - ii. Adaora would like board members to provide how much time they need and a drop dead deadline for meeting agendas
- b. **Chapter Strategy** - EC is meeting for an in-person retreat on 6/3 to identify a new strategy for the chapter. Proposal will be presented to the full board by the July meeting for discussion and to determine next steps. **Any questions/concerns regarding possible change in chapter strategy?**
  - i. No questions/concerns were raised
- c. **In-Person Board Meeting** - Interested in hosting the July board meeting in person. **Can the board commit to meeting in person on July 15, 2023 from 10:00 am - 12:00 pm?**
  - i. Julia would not be able to attend in person due to location

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

- a. Membership decline was discussed; Stephanie H. suggested it can be removed from the risk tracker as there are initiatives in place to increase membership

**13. Volunteer Recruitment – Lori**

- a. Lori shared slides to go over “Why Volunteer?” She asked that the board review and provide any feedback.
- b. Adaora asked if there were any volunteer testimonials that could be shared; at this time there are none, but Lori suggested that the board provide something based on their experience
- c. Adaora recommended sending out a survey to volunteers to ask what they liked about volunteering, etc.

**ANNOUNCEMENTS - topics requiring announcing and no further discussion**

<i>Enter Announcement below</i>	<i>Author</i>
Julia earned her CPTD as of 4/26!	Julia
LaCresha OOO May 7th-14th	LaCresha
Adaora OOO May 26-30, 2023	Adaora

Jeanna OOO May 13th, May 18th - 25th	Jeanna
<p><b>President Transition Updates:</b></p> <ol style="list-style-type: none"> <li><b>Board Meeting Agenda Changes</b> - Effective 6/1 board meeting agenda structure will change to clarify agenda item, presenter, resources, and amount of time requested as well as deadline for submission of items to finalize agenda in advance of the meeting in alignment with allotted time.</li> <li><b>Chapter Strategy</b> - EC is meeting for an in-person retreat on 6/3 to identify a new strategy for the chapter. Proposal will be presented to the full board by the July meeting for discussion and to determine next steps.</li> </ol>	Adaora
<p>Please review the following items, drafted by our Measurement and Evaluation volunteer, and <a href="#">provide feedback</a> by 05/18:</p> <ol style="list-style-type: none"> <li><a href="#">Chapter Program/Event Survey</a></li> <li><a href="#">Membership Satisfaction Survey</a></li> <li><a href="#">Strategic Partnership Survey</a></li> <li><a href="#">Volunteer Satisfaction Survey</a></li> </ol>	Halyna

Meeting adjourned at 11:41 am. The next meeting is scheduled for Saturday, June 10, 2023 at 10:00am