



# Metro DC ATD

## **Chapter Strategic Plan**

### 2023 - 2025

*Approved by Chapter Board on July 15, 2023*  
*Plan in effect from July 15, 2023 - December 31, 2025*

# EXECUTIVE SUMMARY

- The **Metro DC ATD Chapter is currently experiencing significant challenges** in operations and member engagement indicating a need to adjust our chapter management approach
- Going forward the chapter will **create structure to operate as a lean and agile organization** to support member development more effectively
- To support this vision, the chapter has identified actions needed to **increase engagement and retention of chapter members** including changes to chapter mission and vision, board structure, operations and finances, and event management and marketing
- These changes will enable the chapter to focus on develop a **strong volunteer culture** that empowers members to engage in set projects and opportunities as volunteers and support succession planning for chapter leadership

# AGENDA

- 1. Strategy Overview**
- 2. Chapter Strategic Areas Review & Next Steps**
- 3. Proposed 2024 Board Role Position Descriptions**
- 4. Board Vote**

# Strategy Overview

# PROPOSED CHAPTER MISSION, VISION, & PURPOSE

The Metro DC ATD Chapter shifted approach and focus to virtual support in response to the COVID-19 global pandemic. Although it has ended, **the COVID-19 pandemic experience initiated a collective human mindset shift focused on the values of balance, well-being, and connection to drive professional growth.** Going forward the chapter will focus on alignment with ATD National in our purpose, vision, and mission:

- These values are key drivers in the **PURPOSE** of the Metro DC ATD chapter to provide guidance and opportunities for the practical application of talent development knowledge gained through formal resources and training provided by ATD national.
- The **VISION** of the Metro DC ATD chapter is to make Metro DC organizations work better.
- To achieve this our **MISSION** is to develop talent development professionals through connection and learning with the Metro DC talent development community.

# CURRENT CHAPTER MISSION, VISION, & PURPOSE

## Mission

Our **Mission** is simple – to provide quality programming, networking and learning events for our membership, thereby increasing its impact in the local talent development community.

## Vision

Our **Vision** is to be the premier association for workplace learning and talent development professionals in the metropolitan Washington, DC area. We want to build a stronger presence with the DC Metro Talent Development and Learning Professional communities. To achieve this we will continue to expand our reach through offering quality programs, networking events and partnering with other learning organizations.

## Purpose

The Chapter is organized exclusively for charitable and educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986, as amended, and may make expenditures for one or more of these purposes. Without limiting or expanding the foregoing, the Chapter's specific **purpose** shall be to promote the education, development, and professional standards of personnel who work in the field of workplace learning and talent development.

# METRO DC ATD CHAPTER AT A GLANCE

264 chapter members

72% of chapter members are Power members (+National ATD membership)

40% decrease in member participants in events offered from Jan - June since 2022 ( 2022: 428 vs. 2023: 258)

8 members on average in 2023 per events offered from Jan - June (decrease from 13 in 2022 from Jan-June )

32 chapter volunteers (12% of membership)

18 Metro DC ATD board members (56% of chapter volunteers)

\$41K annual operating budget

**Chapter recognition in decline:** 12 awards in 2021, 3 awards in 2022, 2 awards in 2023

## Board Structure

- Large board (18 positions) with multiple vacant positions (7 vacant) that have been difficult to fill and manage
- Board size does not support strategic alignment with initiatives and chapter goals to ensure impact.

## Member Engagement

- Lack of members expressing interest in volunteering and participation in majority of events/initiatives offered
- Low involvement puts chapter management at risk

## Chapter Events & Initiatives

- Lack of clarity and alignment regarding focus of COPs, programs, and professional development offerings
- Inconsistent approach to when and how much to charge members for registration

## Finance & Operations

- Chapter continues to exponentially lose money each year leading to unstable financial situation
- Low return on investment for events and programs offered due to high overhead costs and low member participation

# CHAPTER STRATEGY OVERVIEW

1. Continuity & Strategy	2. Chapter Engagement	3. Operations & Development
Lead chapter vision and strategic direction with consideration to budget, programming, and member engagement as well as adherence to ATD CARE requirements and reporting.	Focus on chapter member engagement in chapter initiatives through networking and programs, volunteer engagement and empowerment, and strategic branding, marketing and communication to chapter members.	Ensure the effective administrative operations of the chapter, including chapter filings, document and technology management, and strategically aligned partnerships that generate revenue to support member programming.

**2023: Operationally Agile** - Create flexibility in the operational structure of the chapter to explore innovative and engaging opportunities for chapter members

**2024: Engaged Membership** - Establish strategic cadence of chapter initiatives, marketing, and finances to support growth in member and volunteer engagement

**2025: Financially Thriving** - Build on strong member engagement to offer strategic paid networking and learning opportunities for members



# CHAPTER STRATEGY KEY CHANGES

The following key changes in chapter functions and operations have been identified to implement in support of the 2023 - 2025 strategy:

1. Continuity & Strategy	2. Chapter Engagement	3. Operations & Development
<ul style="list-style-type: none"><li>A. Implementation of new chapter mission, vision, and purpose that is simplified and in alignment with ATD National beginning in 2023</li><li>B. Decrease in chapter board positions from 18 to 9 positions beginning in 2024 (Requires bylaw revision and approval by board and membership)</li><li>C. Continuity Partners will lead management of chapter finances (President, President Elect, and Past President) beginning in 2024</li><li>D. Implementation of a 3-year strategic planning review cycle led by President Elect in the final year of current strategy beginning in 2024</li></ul>	<ul style="list-style-type: none"><li>A. Change in overall chapter member community engagement to focus on connection experiences in (2) networking and (2) learning initiatives on a quarterly structure aligned with ATD Capability model with priority on in-person events and with consideration to member fees based on overhead costs beginning in 2023</li><li>B. All volunteer lead opportunities will be restructured as positions with specific deliverables or initiative commitments that are time-bound in connection with annual strategic calendar of initiatives beginning in 2024</li><li>C. Chapter Communities of Practice (COP) groupings and structure for program/event development will no longer continue - COP Leads will be transitioned to project/initiative leads on specific initiatives in 2023</li></ul>	<ul style="list-style-type: none"><li>A. Sole focus of revenue generation for chapter will shift to Partnership &amp; Sponsorship portfolio beginning in 2023</li><li>B. Decrease in chapter operating expenses by focusing administrative contract on financial management and filings support beginning in 2024</li><li>C. Board meeting management, note taking, and reporting responsibilities will reside with board members rather than administrative partner beginning in 2024</li></ul>

# ANNUAL STRATEGIC GOALS

The following are proposed strategic goals that would be used to determine the success of the chapter's work on an annual basis:

1. Continuity & Strategy	2. Chapter Engagement	3. Operations & Development
<p><b>A.</b> Chapter board positions are 100% staffed</p> <p><b>B.</b> Chapter ATD CARE requirements 100% completed and reported on time</p> <p><b>C.</b> Chapter operating budget no more than 35% of annual chapter budget</p>	<p><b>A.</b> Facilitate at least 3 in-person events and 2 virtual events per quarter - total of at least 20 events per calendar year that are attended by at least 25% of chapter members</p> <p><b>B.</b> Volunteer positions are 100% staffed</p> <p><b>C.</b> Chapter annual survey response rate of at least 50% of members</p>	<p><b>A.</b> Establish at least 1 strategic sponsorship or partnership relationship per quarter, 4 per calendar year</p> <p><b>B.</b> Raise at least \$1,000 in sponsorship or partnership relationships per quarter, \$4,000 per calendar year</p> <p><b>C.</b> Chapter community engagement newsletter issued to members monthly and opened by at least 50% of members</p>

# Chapter Strategic Area Review & Next Steps

# CONTINUITY & STRATEGY OVERVIEW

Continuity & Strategy

Chapter Engagement

Operations & Development

Strategic area of Continuity & Strategy focuses on the needs to establish and maintain chapter continuity provided by elected board positions with consideration to the following key areas:

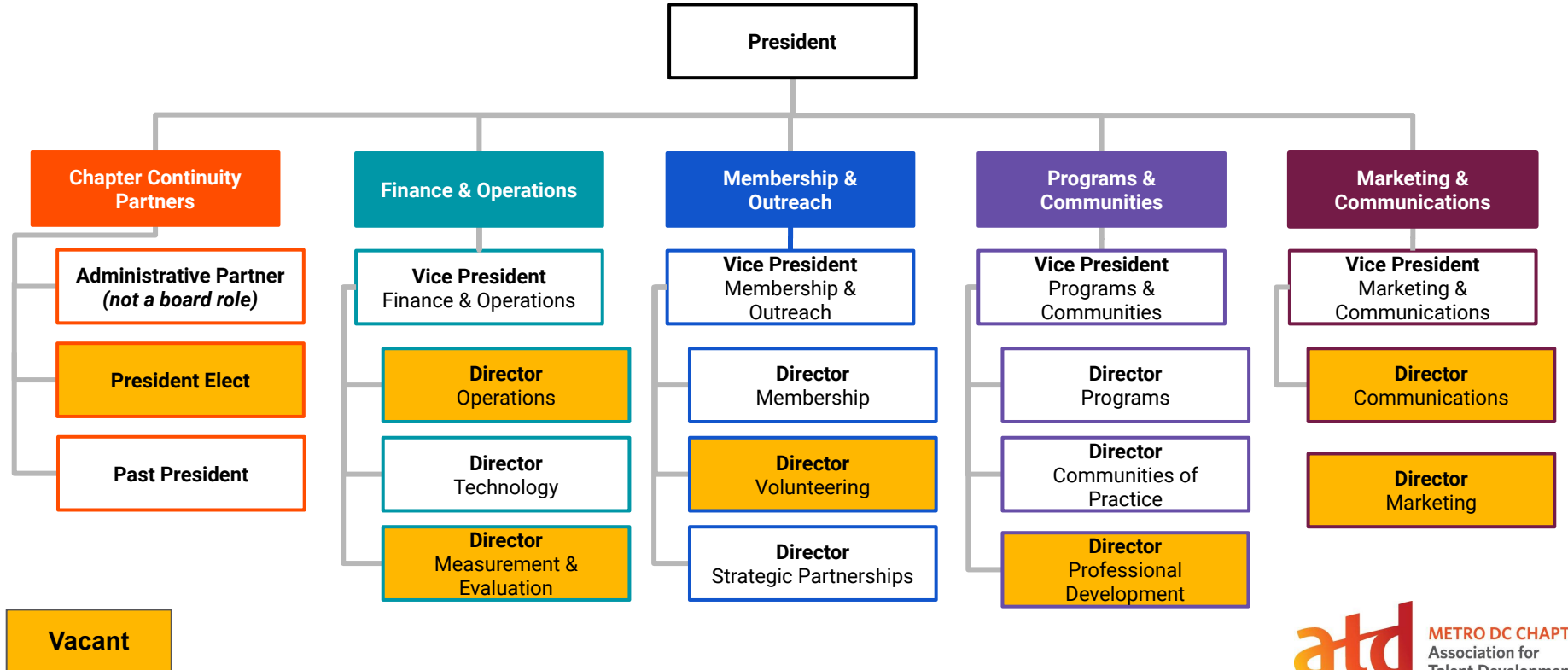
1. **Board Structure & Roles** - Revision of board roles to create lean and agile board that supports flexible direction of chapter
2. **Volunteer Engagement** - Establishment of project-based and time-constrained volunteer opportunities aligned with specific initiatives or deliverables.

# BOARD STRUCTURE & ROLE CHANGES

The following changes to the Metro DC ATD board structure and roles are proposed to **go into effect for the 2024 Chapter Board** support the new strategic direction of the chapter:

Category	2023 Board	2024 Board
<b>Roles</b>	<ul style="list-style-type: none"> <li>18 board positions (11 filled, 7 vacant)</li> <li>Executive committee of 7 board members</li> </ul>	<ul style="list-style-type: none"> <li>9 board positions (decrease of 9)</li> <li>2 filled (President, Past President), 7 vacant for 2024</li> <li>No executive committee</li> </ul>
<b>Structure</b>	Structured with 5 strategic areas: <ul style="list-style-type: none"> <li><b>Chapter Continuity Partners</b></li> <li><b>Finance &amp; Operations</b></li> <li><b>Membership &amp; Outreach</b></li> <li><b>Programs &amp; Communities</b></li> <li><b>Marketing &amp; Communications</b></li> </ul>	Structured with 3 strategic areas: <ul style="list-style-type: none"> <li><b>Continuity &amp; Strategy</b></li> <li><b>Chapter Engagement</b></li> <li><b>Operations &amp; Development</b></li> </ul>
<b>Meetings</b>	<ul style="list-style-type: none"> <li>Monthly Board &amp; Executive Committee meetings (12 total)</li> </ul>	<ul style="list-style-type: none"> <li>Bi-monthly Board meetings (6 total)</li> </ul>
<b>Volunteers</b>	<ul style="list-style-type: none"> <li>Term-focused volunteering by portfolio</li> </ul>	<ul style="list-style-type: none"> <li>Project-focused volunteering in connection with initiatives/deliverables identified during annual strategic planning for calendar of initiatives</li> </ul>

# CURRENT 2023 BOARD STRUCTURE



# PROPOSED 2024 BOARD STRUCTURE & ROLES

**President**

## Continuity & Strategy

**President Elect**

**Past President**

## Community Engagement

**Vice President,  
Chapter Networking**

**Vice President,  
Learning Initiatives**

**Vice President,  
Membership & Volunteering**

## Operations & Development

**Vice President,  
Knowledge Management**

**Vice President,  
Partnership & Sponsorship**

**Vice President,  
Branding & Influence**

# BOARD STRUCTURE - How does this impact me?

## 1. Why are we doing this now?

Our chapter is currently in crisis - we have low member engagement, and continuing on the same path will result in bankruptcy in the not-too-distant future. Other chapters are experiencing the same crises, and we must get creative, implementing drastic changes, to overcome this. These changes will allow the chapter greater agility, position us to be innovative, responsive, and add member value.

## 2. How does the decrease in board roles in 2024 change my current position in 2023?

The change in board structure and roles in 2024 does not impact the current board. All 2023 board members will continue and finish their term in December 2023. The primary shift is the focus of your work and collaboration in alignment with our three strategic areas. Current board members will have the opportunity to and are encouraged to apply for a 2024 board role.

## 3. What will actually change in my role and work and what is expected of me?

The largest impact will be on the learning team in how we plan and market events. Current and future chapter offerings for 2023 will be determined in alignment with our Chapter Engagement focus of networking or learning initiatives as guided by the ATD Capability model. However, the work of finding innovative ways to support the practical application of knowledge for our members will still be here and we need every member engaged.

## 4. What will happen to the Communities of Practice (COPs)?

The formal structure of the COPs will be dissolved in 2023. Events scheduled will need to transition to a strategic calendar for remainder of year and volunteers will be transitioned to volunteer project-based roles in alignment with their interests.

## 5. How does this change benefit me?

This change offers greater opportunities for engagement with new roles. The 2024 board positions will also require less time in meetings and more time crafting innovative and impactful offerings for our members. The structure also creates space for more leadership opportunities for members through the clarity offered by structure of volunteer opportunities and project teams on short-term timeframes.



# CHAPTER ENGAGEMENT OVERVIEW

Continuity & Strategy

Chapter Engagement

Operations & Development

Strategic area of Chapter Engagement focuses on key areas necessary to establish, promote, and maintain chapter member community engagement in three (3) key areas:

1. **Community Engagement** - event participation and chapter culture building
2. **Membership & Volunteering** - chapter member development opportunities through member retention and volunteer opportunities to apply practical knowledge and lead impactful projects
3. **Branding & Influence** - strategic marketing of chapter offerings and opportunities to support impactful chapter member community engagement, as well as management of social media presence

# COMMUNITY ENGAGEMENT

- Portfolio led by (1) Vice President, Chapter Networking and (2) Vice President, Learning Initiatives
- Focuses on providing opportunities for chapter member connection in two ways:
  - **Networking** - connection opportunities for members (VP, Chapter Networking)
  - **Learning** - knowledge sharing opportunities for members (VP, Learning Initiatives)
- **Event Schedule:** At least 3 networking events and 2 learning events coordinated on a quarterly schedule in alignment with a designated ATD Capability Model area, 5 events per quarter/20 events per year
- **Delivery:** Events facilitated primarily as in-person opportunities each quarter to promote the opportunity for member connection
- **Timing:** In-person events facilitated evenings or weekends; virtual events facilitated weekdays during lunch hours

# COMMUNITY ENGAGEMENT IDEAS

## Networking

*Offerings focused primarily on facilitating connection between members with little structure and take place on evenings or weekends.*

- Saturday Coffee
- Walk & Talks
- Community-specific networking by levels of professional career
- Think Tank/Open Mic
- LinkedIn for Member Engagement

## Learning

*Programs and initiatives focused on imparting the practical application of a skill, perspective, or tool to further the development of members, facilitate connection, and can vary in delivery based on content.*

- Wellbeing events
- Podcast live audience recording
- DC ATD Tek Talk Event
- Mentoring Program
- Coaching Program
- CPTD Study Group
- Unconference

# OPERATIONS & DEVELOPMENT OVERVIEW

Continuity & Strategy

Chapter Engagement

Operations & Development

Strategic area of Operations & Development focuses on key areas necessary to support the effective administrative operations of the chapter in two (2) key areas:

1. **Knowledge Management** - Technology, systems, and knowledge management to ensure the effective operations of the chapter. Including the management of board member annual onboarding.
2. **Partnership & Sponsorship** - Development of partnerships and sponsorship opportunities and relationships to financially support the operations of the chapter in alignment with chapter mission, vision, and purpose to support member engagement.
3. **Branding & Influence** - Marketing and communication of chapter opportunities and initiatives to members in alignment with the chapter's brand, mission, and purpose to support member engagement and chapter sustainability.

# RECOMMENDED IMPLEMENTATION NEXT STEPS

The next steps identified below support the effective implementation and communication of the Metro DC ATD chapter and strategic direction.

1. Continuity & Strategy	2. Chapter Engagement	3. Operations & Development
<p>A. <b>July 2023:</b> Finalize 2024 board position descriptions and facilitate 2024 board elections</p> <p>B. <b>August 2023:</b> Communicate shift in chapter strategy and direction to chapter members</p> <p>C. <b>September 2023:</b> Bylaw revisions completed by August 2023 and sent to chapter members for vote (with election ballot)</p> <p>D. <b>September 2023:</b> Create a transition plan for 2024 chapter work</p>	<p>A. <b>August 2023:</b> Develop a calendar of networking and learning initiatives through December 2023 to achieve CARE requirements</p> <p>B. <b>August 2023:</b> Develop event approval package process, including overhead calculation worksheet</p> <p>C. <b>August 2023:</b> Establish new volunteer position descriptions to support the transition of existing COP volunteers into project-specific volunteer opportunities</p> <p>D. <b>December 2023:</b> Offer at least six (6) in-person events</p>	<p>A. <b>September 2023:</b> Determine next steps for administrative support and financial management</p>

# PROPOSED 2024 BOARD ROLE POSITION DESCRIPTIONS

# Continuity & Strategy | President

**Purpose:** As Chief Executive Officer of the Chapter, the President is responsible for managing the chapter in accordance with the Chapter's Bylaws. It is their responsibility to provide leadership, exercise general supervision over chapter activities, and conduct chapter affairs in accordance with the bylaws and Policies and Procedures.

<b>Reports to:</b> Chapter Members	<b>Term:</b> Second year of three-year term	<b>Oversees:</b> Board of Directors	<b>Time Commitment:</b> 25 hours per month	<b>Qualifications:</b> Experience as President Elect of chapter
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**1. Chapter Management (40%)**

- a. Manage the chapter in accordance with the chapter bylaws.
- b. Support management of chapter finances with President-elect
- c. Lead development and presentation of annual Chapter report to be provided to the membership
- d. Act as liaison between the chapter and ATD National to ensure that chapter policies, procedures, and activities support the society's mission and vision, including adherence to CARE requirements. .
- e. Seek Board approval of annual budget no later than January 31st.
- f. Authorize all expenditures in excess of approved budgets.

**2. Board Management (50%)**

- a. Coordinate, set the agenda for, and preside over monthly Board of Directors meetings and Executive Committee meetings
- b. Preside at membership meetings, including special meetings of the chapter.
- c. Ensure bylaws, Policies and Procedures, and position descriptions are understood and adhered to by the Board of Directors.
- d. Work with the President Elect to ensure a smooth transition of board rotation.
- e. Provide mentoring, monitoring, and coaching for chapter officers as needed.

**3. Strategic Planning (20%)**

- a. Conduct an annual review of the chapter bylaws, mission, and vision.
- b. Oversee the development and execution of the chapter's annual plan and goals and manage related milestones.
- c. Lead facilitation of November annual annual strategic planning as part of development and implementation of short-term and long-term strategic planning for the Chapter.

# Continuity & Strategy | President Elect

**Purpose:** Supports the President while learning the details of the chapter logistics, operations, and policies in order to succeed the President. Leads the financial management of the chapter with guidance from the President.

**Reports to:**  
President

**Term:**  
First year of three-year term

**Oversees:**  
Administrative Partner/Contract

**Time Commitment:**  
25 hours per month

## 1. Chapter Management (50%)

- a. Lead financial management, reporting, and approval of chapter annual budget with input for board members and ongoing chapter finances including oversight of Administrative Operations contractor to ensure bill payment, monthly reporting, and financial review with guidance from President
- b. Prepare for term as President by learning as much as possible about the Chapter and ATD National, particularly CARE requirements, Chapter history, and the roles and responsibilities of each board position.
- c. Assume the office of the President in accordance with chapter bylaws should the President be unable to fulfill their term.

## 2. Board Management (30%)

- a. Lead the planning and facilitation of board meetings in absence of the President as needed
- b. Oversee onboarding program for new board members
- c. Assess and support learning and professional development needs for board members
- d. Support board succession planning efforts
- e. Support Past President as needed in recruitment, nomination, and selection of board members through annual elections process or off-cycle situations where board role is vacant mid-term

## 3. Strategic Planning (20%)

- a. Co-Facilitate November annual strategic planning as part of development and implementation of short-term and long-term strategic planning for the Chapter.
- b. Lead the review and update of chapter strategic plan at least six months before expiration of existing plan



# Continuity & Strategy | Past President

**Purpose:** Manages the creation and submission of the chapter's annual report, CARE reporting, Chapter nomination process, serving as historical knowledge for the Board, and providing assistance as needed

<b>Reports to:</b> President	<b>Term:</b> Third year of three-year term	<b>Time Commitment:</b> 25 hours per month	<b>Qualifications:</b> Completed term as President
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## 1. Chapter Management (50%)

- a. Lead monitoring and management of CARE requirements and annual reporting and submission to ATD national by January 31st
- b. Support President in completion of annual Chapter report to be provided to the membership and posted on the Chapter website.
- c. Support efforts to achieve chapter recognition, including through Share Our Success (SOS), Chapter Excellence Awards (CEA), Chapter of the Month (COM)
- d. Support management of chapter finances with President-elect

## 2. Board Management (30%)

- a. Manage the Chapter nominations and elections process for the next year's incoming board.
- b. Provide mentoring, monitoring, and coaching for chapter officers as needed.
- c. Coordinate quarterly Past President Virtual Happy Hours
- d. Support the recruitment and placement of chapter volunteers to support programs, events, and initiatives

## 3. Strategic Planning (20%)

- a. Review chapter Policies and Procedures annually to identify changes needed and lead changes
- b. Co-Facilitate November annual strategic planning as part of development and implementation of short-term and long-term strategic planning for the Chapter.

# Chapter Engagement | Vice President of Chapter Networking

**Purpose:** Manage the development and deployment of chapter networking and connection opportunities for members.

**Reports to:** President

**Term:** 1 Year

**Time Commitment:** 25 hours per month

## 1. Event Management & Community Engagement (50%)

- a. Manage event planning and approval process to ensure chapter networking offerings are confirmed, listed on chapter event calendar, and communicated to chapter members for registration at least three months in advance on a quarterly basis
- b. Lead the strategic direction and communication of networking offerings to promote and manage chapter community engagement in collaboration with Vice President of Learning Initiatives
- c. Ensure clarity on membership benefits as part of membership fee and manage determination of member/non-member rates for events where overhead is incurred

## 2. Chapter Engagement (40%)

- a. Attend all scheduled board meetings and provide detailed report/presentation on status of portfolio work for discussion and/or decision
- b. Oversee volunteer leads assigned to initiatives to ensure successful management and implementation
- c. Attend all scheduled networking offerings or determine a designated representative for chapter leadership presence

## 3. Strategic Planning (10%)

- a. Ensure programming alignment with the Chapter's Learning and Development (L&D) Strategy.
- b. Establish annual chapter event calendar as part of November annual strategic planning

# Chapter Engagement | Vice President of Learning Initiatives

**Purpose:** Manage the development and deployment of chapter learning opportunities, events, and initiatives.

**Reports to:** President

**Term:** 1 Year

**Time Commitment:** 25 hours per month

## 1. Event Management & Community Engagement (50%)

- a. Manage event planning and approval process to ensure chapter learning initiatives are confirmed, listed on chapter event calendar, and communicated to chapter members for registration at least three months in advance on a quarterly basis
- b. Lead the development and implementation of the chapter annual mentoring program
- c. Lead the strategic direction and communication of learning initiatives to promote and manage chapter community engagement in collaboration with Vice President of Chapter Networking
- d. Ensure clarity on membership benefits as part of membership fee and manage determination of member/non-member rates for events where overhead is incurred

## 2. Chapter Engagement (40%)

- a. Attend all scheduled board meetings and provide detailed report/presentation on status of portfolio work for discussion and/or decision
- b. Oversee volunteer leads assigned to initiatives to ensure successful management and implementation
- c. Attend all scheduled learning initiatives or determine a designated representative for chapter leadership presence

## 3. Strategic Planning (10%)

- a. Ensure programming alignment with the Chapter's Learning and Development (L&D) Strategy.
- b. Establish annual chapter event calendar as part of November annual strategic planning

# Chapter Engagement | Vice President of Membership & Volunteering

**Purpose:** Manage the recruitment, retention, and engagement of chapter members as volunteers

**Reports to:** President

**Term:** 1 Year

**Time Commitment:**  
25 hours per month

**Qualifications:**  
Database experience recommended

## 1. Member & Volunteer Management (50%)

- a. Manage onboarding of chapter members to ensure understanding of chapter benefits and promote engagement in chapter events
- b. Lead reporting and management of membership registration
- c. Provide monthly reports to Board of membership activity, including new, renewed, joint and expired memberships.
- d. Determine requirements for any promotional or informational membership material and coordinate with the appropriate portfolio to get it produced.
- e. Lead volunteer recruitment, placement, and engagement process
- f. Lead annual chapter member survey planning, implementation, analysis and reporting

## 2. Chapter Engagement (40%)

- a. Attend all scheduled board meetings and provide detailed report/presentation on status of portfolio work for discussion and/or decision
- b. Attend at least 2 scheduled events per quarter, 8 total for term

## 3. Strategic Planning (10%)

- a. Develop and execute strategy to recruit new members for the Chapter and retain current members.
- b. Manage the percentage of joint Chapter and National ATD members, as defined by CARE requirements, and develop strategy to address, as necessary.
- c. Lead engagement with ATD National to promote member volunteer engagement, as necessary

# Operations & Development | Vice President of Knowledge Management

**Purpose:** Manage the logistical operations, technology, and documentation of the Chapter

**Reports to:**  
President

**Term:**  
1 Year

**Time Commitment:**  
25 hours per month

**Qualifications:**  
Experience in budget design, fiscal management, and bookkeeping practices recommended

## 1. Technology & Knowledge Management (50%)

- a. Manage chapter administrative operations
- b. Manage the structure, accuracy, and guidance for chapter document storage systems
- c. Oversee the completion of annual chapter filings (taxes, licenses, etc.)
- d. Manage access, security, and contracts associated with all chapter technology, including, but not limited to Zoom and Google Workspace
- e. Lead annual onboarding program for board members

## 2. Chapter Engagement (40%)

- a. Attend all scheduled board meetings and provide detailed report/presentation on status of portfolio work for discussion and/or decision
- b. Serve as meeting note taker for scheduled board meetings
- c. Attend at least 2 scheduled events per quarter, 8 total for term

## 3. Strategic Planning (10%)

- a. Develop and execute strategy to shape chapter brand to support member engagement and recruitment

# Operations & Development | Vice President of Partnership & Sponsorship

**Purpose:** Manage sponsorships and partnerships with the Chapter's external partners

**Reports to:**  
President

**Term:**  
1 Year

**Time Commitment:**  
25 hours per month

**Qualifications:**  
Experience establishing and management partners and sponsors

## 1. Partnership Development (50%)

- a. Lead the development and implementation of partnerships that align with the mission and purpose of the chapter and enrich members
- b. Monitor branding of the Metro DC Chapter so that partner, sponsor, and advertiser messages and images align with the mission and purpose of both the Chapter and potential partners, sponsors, and advertisers.
- c. Develop and manage revenue-generating sponsorships and advertising opportunities and relationships that support Chapter events and areas of need

## 2. Chapter Engagement (40%)

- a. Attend all scheduled board meetings and provide detailed report/presentation on status of portfolio work for discussion and/or decision
- b. Attend at least 2 scheduled events per quarter, 8 total for term

## 3. Strategic Planning (10%)

- a. Develop and execute strategy to shape chapter partnerships, sponsorships, and revenue generation to support member engagement and chapter's financial stability

# Operations & Development | Vice President of Branding & Influence

**Purpose:** Manage the chapter's marketing and communication strategy

**Reports to:**  
President

**Term:**  
1 Year

**Time Commitment:**  
25 hours per month

**Qualifications:**  
Experience in communications management and social media

## 1. Chapter Branding & Communication (50%)

- a. Lead marketing and communication of chapter opportunities and initiatives to members in alignment with the chapter's brand, mission, and purpose
- b. Maintaining the communication calendar to track publication dates and ensure consistent messaging
- c. Ensure effective and strategic management of chapter social media and influence tools, including, but not limited to website, social media, and email communications.

## 2. Chapter Engagement (40%)

- a. Attend all scheduled board meetings and provide detailed report/presentation on status of portfolio work for discussion and/or decision
- b. Attend at least 2 scheduled events per quarter, 8 total for term

## 3. Strategic Planning (10%)

- a. Develop and execute strategy to shape chapter brand to support member engagement and recruitment
- b. Lead and manage the communication strategy to ensure that it aligns with the chapter's strategic goals and the established communications goals as well as best practices.