

Sacramento ATD Board Meeting Agenda

Video conference via Zoom:
<https://zoom.us/j/740800340>

July 21, 2018
9:00 a.m. – 1:00 p.m.

Attendees:

Sarah Crawford, Allison Horak, Kim Geil, Rosalind Sago, Wendy Brodnick, Jen Anderson, Katherine Adraktas, Kori Czasnojc, T.S. Hamilton, Erin Castleberry

Agenda:

9:00 a.m. – Arrival and welcome (Sarah)

9:10 a.m. – Meeting called to order (Sarah)

9:20 a.m. – Partner Connecting Activity (Board)

9:55 a.m. – Operational Goals Review – President (Sarah)

- Dashboard for monthly board reporting (in development) – need to work with group to identify helpful data points to be captured
- Facilitate Board communication (ongoing)
- CARE Requirements (ongoing) – already met out activity minimum, want to develop and send out an annual member survey and compile an annual report
- ALC proposals (complete) – 2 were selected: Virtual Assistant presentation and Veteran’s Membership
- Banking/finance streamlining (in progress) – streamlined accounts and process
- COLA streamlining (in progress)

10:19 a.m. – Operational Goals Review – Strategic Partnerships (Sarah)

- Los Rios, UOP, Katrina Kennedy (complete)
- Alliant University (new)
- eLearningart.com (potential) – exploring opportunity

10:30 a.m. – Operational Goals Review – Programs (Rosalind)

- 2018 theme (complete) – Connect, Learn, Do
- Increasing eval scores and attendance (ongoing) – average eval score is at 4.4 (not a ton of participation though), average attendance is 44 per event
- ATD core competencies (in development) – working on this for better integration next year
- Volunteer involvement (ongoing) – list of 21 volunteers, but only about 4 active, want to formalize a volunteer ambassador
- Programs schedule (complete) – programming complete for 2018
- COLA – secured international speaker – Beverly Kaye

11:30 a.m. – Operational Goals Review – Finance (Kim)

- Calendar of important dates (in development)
- Name change (in development) – need to work with Secretary of State to figure out name change, then take it to the bank
- Balanced budget (complete) – in the black to date!

12:17 p.m. – Operational Goals Review – Membership (Wendy)

- Veteran Membership (in progress) – finalizing veteran marketing plan – hope to launch in August, was selected to present at ALC on our veteran membership SOS
- Student Membership (complete) – spreading the word, presented to UOP and other groups
- ATD Store (complete) – ability to purchase our membership along with an ATD membership online at ATD Store
- Membership ribbons (in development) – want to get power member ribbons along with other assorted (new member, Board, volunteer, speaker, etc)
- Wild Apricot clean-up (ongoing) – continued work on streamlining and organizing system
- Regional meet-ups (in development) – work on getting a team of associates to help with this
- Engaging lapsing members (in development) – want to send out a survey to those lapsed so see what we can be doing better

12:30 p.m. – Operational Goals Review – Marketing & Communication (Jen)

- Jen facilitated a quiz for the Board members to test our knowledge about our Chapter marketing and communications efforts.
- She provided an update on her marketing efforts since taking over from Wendy mid-year after her transition to Membership – and about our current posts via social media. The Chapter is currently using Facebook, LinkedIn Company page and Group pages, and Twitter. We have the largest following on our LinkedIn group page, but it's functionality is limited – so she proposes that we move to using the LinkedIn Company page more.

12:50 p.m. – Operational Goals Review – Past President (Allison)

- Brainstorming Activity - Board Members brainstormed the tasks they do in their role, then document them in order to be able to provide as a succession planning tool for future incoming Board Members.
- Allison explained that she is building a succession planning document to outline the President's monthly tasks for chapter documentation and onboarding new Presidents. She is willing to assist other Board members in documenting their roles if they send her their notes outlining their tasks.

1:20 p.m. – Meeting Adourned