



Minutes of a Meeting of the Board of Directors

January 18, 2021

A regular meeting of the Board of Directors of the Association of Talent Development Kansas City Chapter was held on January 18, 2021 via Zoom. Art Gangel called the meeting to order at 6:00 PM.

Directors Present via Zoom

Amy Swaminathan, Paul Christianson, Deb Lewis, Art Gangel, Piper Stone, Kara Doak, Crystal Askew, Kelly Zamboni, Megan Galloway, Tyler Dixon, Mikki Johnston, Emily Brown, Abby Walter, Mike Stewart, Haley Grayless, and Sally Koppy.

No guests were present.

Committee Reports

Programs		
Previous Commitment	Current Activities	New Commitment
	Booked with programs through May including 2-day virtual workshop on gamification.	Will have EIP 75% planned by mid Feb. Move goals to Strategic Planning document
<p>Discussion:</p> <p>Celebrating successful 1st program of the year. Networking tables went very well. Continue to give feedback and sign up for February rooms.</p> <p>SIGS for 1st quarter are planned. Leadership SIG will be on Feb 4th, Onboarding on Feb 24th, and March 16th is the E-Learning SIG.</p> <p>EIP nomination site is up and running. The event will be held virtually on March 30th. The committee would love collaboration on ideas to make the event really great. We will coordinate with Training Umbrella to host the event.</p> <p>SHRM is asking for speaker from ATD to present at September meeting on Promoting Training Culture. Let Emily know if you are interested.</p>		
<p>Operating Plan (goal):</p> <p>Fine-tune SIG programming: Pivoted when COVID shut everything down.</p> <p>Launch GiGs</p> <p>Improve diversity: Looking forward to partnering with other orgs in 2021.</p>		

Marketing and Communications		
Previous Commitment	Current Activities	New Commitment
		Hone in on templates and schedule social media posts. Build out plan for EIP;

Discussion:

The committee will be scheduling out social media posts for regular events so we can focus on special events like EIP and the April workshop.

Update on website : We are trying to figure out who owns/updates various portions of website; May be redoing job posting page; Will take existing theme and rebuild some pages in background, then make quick swap from one page to another to reduce downtime.

Social media: Talk to Abby if you have anything that needs to go out. Working to use templates to keep branding on point. Asking for people to re-post from our own accounts, especially on LinkedIn. Engagement increases with use of video, rather than just static image/text.

Also looking at using video on website.

Reach out to Abby or Kelly if you want to be involved with video.

Operating Plan (goal):

Improve social media presence: Has gone well and can continue to fine tune.

Promote and model the use of Basecamp: has gone very well, great adoption by Board; opportunities for education around Basecamp exist

Improve effectiveness & efficiency of communication & marketing: Tracy will have pre-scheduled events to tweak a cadence for information pushes and reminders

Membership		
Previous Commitment	Current Activities	New Commitment
		Have New Member Presentation ready to look at for next board meeting.

Discussion:

Hannah is trying to work on learning Wild Apricot. Membership report was sent out last week.

Ambassador team is set with Anastasia.

University Outreach program with Angela – Exploring idea of reduced membership cost for young professionals

Looking at new member presentation at end of events. 5-10 minutes to show people interested in becoming members.

Operating Plan (goal):

Promote continued member engagement: grew the ambassador program

Manage the Member Experience: followed up with lapsed members, will update data more routinely; great programs helped with this

Maintain and grow effectiveness of Membership team: used Basecamp effectively

Finance

Previous Commitment

Current Activities

New Commitment

Financial Review is in progress and nearly complete.

Discussion:

Committee met last week.

Mikki – Formal Financial Review – Working with her mom who is a tax accountant to get ideas of tax firms that can give us a quote to work with us; May be able to get a reduced fee as a contribution to our organization. Hoping to have names of firms to contact by end of week.

Shannon is hoping to have report on Internal Financial Review by end of January. Hoping to share at Feb meeting.

Haley – Sponsorships – Please reach out to Haley if you have ideas on who would be interested in sponsoring. Would be good to get a sponsor for EIP awards.

Budget is in Basecamp. We want to end the year where no budget line goes over budget. We can move money from line item to line item at end of year with a board vote, but we would like to not need to do that.

November and December Financials are ready to be approved. Art Gangel moved to approve financials and Kara seconded the motion. Motion passed unanimously.

Operating Plan (goal):

Establish scholarship plan: this was established, and several scholarships were given, but did not have as many applicants as there were scholarships available – **submission has been accepted by SoS!**

Maintain and grow effectiveness of Finance Team: worked well as a team, looking forward to improving next year

Basecamp Moment

Discussion:

Adding Basecamp calendar to personal/work email.

Go to Activity – Click Upcoming Dates – Use “Add this” link at top – Choose Google, Apple, or Outlook – Follow directions.

Be careful to ensure that your phone is also synced up.

Succession Planning

Discussion:

Encourage you to reach out to Kara if there is a role you really want to be considered for on the 2022 board.

Succession planning meetings will begin in the summer.

Volunteers

Discussion:

How to request volunteers: Be looking for a “To Do” on Basecamp for requesting volunteers. Let Tyler know what the volunteer needs are, if they are already filled, and who is filling them.

Tyler may need to reach out if he has people interested in specific volunteer roles that align with your committee.

Goal is to increase participation by 15%, and by 15 opportunities.

Certification

Discussion:

One is APTD – Associate Professional in Talent Development; based on a few capabilities and requires less experience

One is CPTD – Certified Professional in Talent Development; requires at least 5 years in talent development and recommendations

Webinar this week if you are interested to get more information

Goals:

1. Increase awareness
2. Provide test prep support for those interested
3. Recertification credits
4. Partner with SHRM so we can attach recertification credits to our programs

President's Update

CARE process – Our CRM, Lauren, early deadline was last Friday. Art was able to get things in and the chapter has received a ticket for ACM. We did meet the CARE plus criteria.
They do have a report template that is really good for strategic planning that we may want to use in the future – could even go on the website.

Plus/Delta

Plus	Delta
<ul style="list-style-type: none">• Everyone was prepared and gave quick updates• Basecamp tip was great• Icebreaker• Good collaborative energy and responsiveness• Amy's update on certification• Leveraging technology (Google, Basecamp, etc)• Good to hear about social media campaigns	<ul style="list-style-type: none">• Need some instruction around social media (tagging, etc)

Close

The meeting adjourned at 7:18 PM.