

Minutes of a Meeting of the Board of Directors

February 15, 2021

A regular meeting of the Board of Directors of the Association of Talent Development Kansas City Chapter was held on February 15, 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, Sally Koppy, Anastasia Caffrey, Jana Meyers, Shelley Etzenhouser, and Angela Buzard.

No guests were present.

Approval of Minutes

Art Gangel presented to the Board the minutes of the January 18, 2021 meeting of the Board for approval. A motion was made by Sally Koppy to approve the minutes as written. Kara Doak seconded the motion. The motion was unanimously approved.

Committee Reports

Programs		
Previous Commitment	Current Activities	New Commitment
Will have EIP 75% planned by mid Feb. Move goals to Strategic Planning document		EIP Planning finalized by end of month.
Discussion: The Leadership SIG was well attended and well received. The e-Learning and Onboarding SIGs are coming up. March program registration is open. March program is a teaser for the April workshop. We have started to receive EIP submissions. Please encourage peers (or yourself) to submit sooner rather than later. The EIP event is coming together. The theme is Year of the Virtual Trainer. There will be some member recognition – Up and Coming, Innovator, Networking/Community Connector awards. Possibly instead of just one winner per category, we can give multiple awards based on a rubric. Currently EIP is under budget, and we are hoping to be able to offer it free for members.		
Operating Plan (goal): Fine-tune SIG programming: Pivoted when COVID shut everything down.		

Launch GiGs

Improve diversity: Looking forward to partnering with other orgs in 2021.

Marketing and Communications

Previous Commitment	Current Activities	New Commitment
Hone in on templates and schedule social media posts. Build out plan for EIP;		Megan – Video content, one per month, calling out some of the amazing people that we have as thought leaders. Will put a sign-up out on Basecamp to get videos made.

Discussion:

There are some social campaigns planned. We are looking at having a video-based promo for EIP including how to make a specialty cocktail recipe. We are also creating collateral to share if we have been nominated for an award.

For the website, Mike is still learning the system. He is hoping to finish the base template and then layer in other pages.

Megan discussed branding on our events and making the event names more approachable. SIG --> Meet Up; Chapter Event --> Community or Learning Event; Webinar --> Virtual Event; Maybe a graphic that shows what to expect at different types of events. The board voiced a lot of support for this as well.

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

Finance		
Previous Commitment	Current Activities	New Commitment
	Financial Review is complete.	
<p>Discussion:</p> <p>Financials were sent out in advance on Basecamp. Not a lot happened in January, but there was some Chip money and some membership renewals.</p> <p>The Basecamp renewal got missed, so we need to add that to our budget. We need to approve \$899 under Marketing/Comms budget for 2021. A motion was made by Hayley Grayless to approve the renewal of Basecamp for the year and add it to our budget. Art Gangel seconded the motion. The motion passed unanimously.</p> <p>Piper Stone then made a motion to approve January financials. Paul Christianson seconded the motion, and it passed unanimously.</p> <p>Financial review is done every year, and every third year it is done externally. Financial status of the chapter is very sound; we do have processes, procedures, and controls in place; The external reviewers provided some suggestions.</p> <ol style="list-style-type: none"> 1. One-month program will be reviewed closer to make sure expenses are reconciled to receipts. 2. Board hold one year's budget in checking and move remainder to an interest-bearing account like a money market 3. Google drive files should be downloaded and saved by business administrator as a back-up. 4. Financial roles transition checklist when current VP is being transitioned to new VP. <p>Looking for a sponsor for EIP that is not nominated for between \$1000-\$2500. Any ideas reach out to Hayley.</p>		
<p>Operating Plan (goal):</p> <p>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!</p> <p>Maintain and grow effectiveness of Finance Team: worked well as a team, looking forward to improving next year</p>		

Membership		
Previous Commitment	Current Activities	New Commitment
Have New Member Presentation ready to look at for next board meeting.		Paul will attend the national meeting on membership changes and bring updates to next meeting.
<p>Discussion:</p> <p>Changes will be coming to ATD National Membership in March - new and improved. Breakout rooms went well at chapter meeting. Paul will be going back to lapsed member report and reaching out to try to re-engage former members.</p> <p>Angela has done some research on how we can approach different fee structures. She has researched 30 different chapters – nobody has a young professional rate, but national does; several chapters have military rates or professionals in transition rates; Options are to do nothing and work with individuals on case by case basis; Austin chapter has a professional, student, and discount rate (military, transitions, young professionals, emeritus). Need input from finance team on how this would impact the chapter.</p> <p>National used to only be able to bundle with professional or student memberships. That may have changed. If we can align with national, that would be best. Angela will continue to research and find out how a change could impact our chapter and members abilities to have a Power Membership.</p>		
<p>Operating Plan (goal):</p> <p>Promote continued member engagement: grew the ambassador program</p> <p>Manage the Member Experience: followed up with lapsed members, will update data more routinely; great programs helped with this</p> <p>Maintain and grow effectiveness of Membership team: used Basecamp effectively</p>		

Volunteers
<p>Discussion: Send Tyler any volunteer needs. Also let him know of any volunteers you already have so he can keep track.</p>

Basecamp Moment
<p>Discussion: Focus Mode</p> <p>In Basecamp, click on your profile. Click Turn on Focus mode. This will minimize notifications/distractions.</p>

Certification

Discussion: Application for programs to be eligible for recertification points is under way. This would benefit those with APTD and CPTD certifications. based on experience and capabilities. Not only is it great for members that earn their certifications, but our programs would also be listed on td.org. SHRM recertification is a little more costly at \$500, so we may need to add that to our budget. Then SHRM could also advertise our programs.

Plus/Delta

Plus	Delta
<ul style="list-style-type: none">• Great engagement• Learned a lot (financial)• Loved all new ideas and suggestions• Lots of updates and good information from new areas/subjects• Everyone is willing to pitch in together.• Basecamp tips• Everyone engaged	<ul style="list-style-type: none">• A little over on time• Possible to move earlier in evening with remote meetings/work? Possibly eliminate the need for people to duck out early.

Close

The meeting adjourned at 7:34 PM.