

Minutes of a Meeting of the Board of Directors

March 15, 2021

A regular meeting of the Board of Directors of the Association of Talent Development Kansas City Chapter was held on March 15, 2021 via Zoom. Art Gangel called the meeting to order at 5:34 PM.

Directors Present via Zoom

Amy Swaminathan, Paul Christianson, Deb Lewis, Art Gangel, Piper Stone, Kara Doak, Crystal Askew, Kelly Zamboni, Megan Galloway, Mikki Johnston, Emily Brown, Mike Stewart, Sally Koppy, Jana Meyers, Shelley Etzenhouser, and Angela Buzard.

No guests were present.

Approval of Minutes

Art Gangel presented to the Board the minutes of the February 15, 2021 meeting of the Board for approval. A motion was made by Kara Doak to approve the minutes as written. Emily Brown seconded the motion. The motion was unanimously approved.

Save the Date

ALC is Nov 4-6 this year. It will be all remote. This is for chapter leaders to come together and learn about their roles.

Committee Reports

Programs

Discussion:

The committee is requesting a budget adjustment for EIP. They would like to move \$76 from the Programs monthly budget to the EIP budget to pay for some membership awards. Piper made a motion to approve the budget adjustment. Sally provided the second. The motion passed unanimously.

EIP is coming up. The judges have most of the winners selected. 32 people have registered to attend the event in the last 2 weeks.

April 8-9 there will be a gamification workshop. Please share with your network. Register by last day of March in order to receive materials in the mail prior to workshop. Can register and attend right up to day of event.

Update from Jana on GIG efforts – Trying to drive more interest in GIGS this year. If you know of anyone that may be interested or if you can publicize in your own network that would be appreciated. We would potentially like to have meeting shout outs during regular chapter meetings. We are also going to have some virtual networking opportunities. April 27th will be the first one from 4-5, and July 27th will be another opportunity. Jana is currently pulling lists from chapter meetings to target those individuals that may benefit most.

October 19-20 will be the Fall Conference dates. It will be held as a virtual conference again for half days. The

keynote speaker is already booked!

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

Discussion:

We have been working with Emily to get marketing going for EIP. Have some great graphics that are scheduled to go out next week. Regular social media posts will continue. Please let Tyler know that if there are new volunteers interested in videos, that would be great.

Mike has been working through website sandbox to see how long it would take to flip to a new theme. Will be reaching out to a couple of other chapters to see if there are some things that could help.

Megan is working to complete the new information on new board of directors members on website.

Abby submitted for the non-profit license for Canva and received it.

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

Discussion:

Financial report was sent out on Basecamp. There wasn't a lot going on this month. A little bit of membership money and a few expenses, but fairly straight forward this month. Art made a motion to accept the financial report as written, Megan seconded to approve. Financial report passes unanimously.

Finance committee met last week. Discussed some sponsorship plans and reaching out. They are putting together some plans and reviewing documents.

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

Membership

Discussion:

ATD updated membership benefits. Check out the new website/dashboard. You can see the benefits center, My Topics, My Learning, etc. Easy to find information.

Membership week starting 3/22.

Membership benefits – would like to launch this in May or June; would be an add-on at the end of a regular meeting.

Also working on lapsed membership report and will be discussing when to do the next lapsed member drive. Wanting to get this on a regular basis.

Angela – 2021 scholarships will look similar but with a few changes: Due date is moved up to July 31. Rather than 5 of each professional and student offerings, we are offering 7 and 3 respectively to support lapsed members and get the student outreach off the ground. A new category for professional and student chapter memberships has been added to support membership growth and serve as a support to those members that were affected by the pandemic. An expanded marketing campaign will be developed to try to increase applications.

We had about \$8000 set aside for scholarships but are still under \$6000 total despite increasing professional scholarships. Sally recommends taking a look at the CPTD/APTD scholarship to ensure that cost is correct.

Networking rooms are going well. We are considering only 3 rooms for networking next time to get more people in the rooms.

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

Basecamp Moment

Discussion: Focus Mode

Basecamp does partner with third parties. Some are free and some are paid. There may be some opportunities that will work for you. Check out the integrations through Basecamp.

Certification

Discussion: Benefits to certification programs is that it allows us to broaden our reach and help members with their professional development. Our chapter programs will also now be on TD.org which expands our reach, and also allows us to reach out to APTD and CPTD professionals in our area. This will allow us to offer recertification points.

Next step is to promote certification and support. This puts us in a good position to earn a chapter excellence award. Need to find members interested in a study group and then put them together.

Amy has started to explore certification points for SHRM as well. More to come later.

Plus/Delta

Plus	Delta
<ul style="list-style-type: none">• 5:30 start time was good• Pets joining the meeting• Scholarship changes• Made up time – very efficient• Icebreaker (Lego Ducks)• Keynote speaker for fall conference• Basecamp submissions prior to meeting is very beneficial	<ul style="list-style-type: none">• 5:30 start?• Lack of side conversations due to virtual meetings; Basecamp/Zoom is not the same as face-to-face

Close

The meeting adjourned at 7:00 PM.