

Sacramento ATD Board Meeting Agenda & Minutes

February 27, 2018
5:30 p.m. – 7:00 p.m.

Video conference via Zoom:
<https://zoom.us/j/822188378>

Attendees:

Sarah Crawford, Allison Horak, Kim Geil, Alex Read, Casey Field, Rosalind Sago, Wendy Brodnick, Jen Anderson, Katherine Adraktas, Erin Castleberry

Agenda:

Call to order 5:35 PM (Sarah)

President's Update (Sarah) 5:35 PM

- Chapter of the Month was awarded to us today! Will be working with our ATD rep to accept award.
- Social Media Policy out on Trello – please sign and email to Sarah if you haven't already done so.
- We received \$145 CHIP code commission from ATD National. Please continue to promote using the code.
- Wendy will work on content for a CHIP code email promo for ICE
- We experienced a data breach of our online member directory. Any info that members allowed to show in their membership profile was available to the general public via our website for an undetermined amount of time. Info included name, address, email address, phone number, and organization (all contact type info). No financial information was included. Membership directory has now been locked down and is only available to be seen online by members. Only name and organization name is available for viewing at this time. Casey investigating with WA how that may have happened.

Membership and Strategic Partnerships Update (Casey) 5:45 PM

- Between 235-245 members.
- Student memberships continue to grow.
- Really want to push Veteran membership. Will work with Wendy on targeted marketing campaign. Katherine will send Casey contact info for a veteran she knows.
- All updated membership levels have been posted to the website and all membership emails have been updated.
- Finalizing MOU with Alliant – it will look similar to existing MOU's – provide speakers, meeting space, promote student membership to their students, will provide tuition discount to ATD members. MOU should be in place within the next week.
- We will be continuing the current MOU with UOP.
- Exploring potential opportunity with Waggl – will be talking with their Director of Programs.

Past President's Update (Allison) 6:04 PM

- Finalized credit card usage agreement and have received all signatures needed.
- Participated in the NACC conference call today. Encouraged chapters to look at SOS's online for ideas.
- ICE – Sunday morning breakfast session for chapter leaders (free).
- CARE requirements changing to choose 10 from a list of 20 instead of current 3 "musts" and 10 options.

- ATD warned of a phishing scam that's out there right now – be aware when receiving emails from ATD national.
- May 15th – IRS deadline for filing 990's.
- ICE – possibility for volunteer opportunities – look for more info if interested in that.
- Almost done with Finance Policy – will post on Trello and send out for one final circulation.
- Continuing to work on succession plan and job aid for office of President.
- Submitted Chapter Excellence Award packet – topic was OD SIG partnership.

Programs Update (Roz) 6:13 PM

- Big Give event success! About 36 attendees, great participation, lots of energy. Sarah suggested that this event may be a good ALC session topic.
- Erin will check is post-event survey email went out.
- March meeting is all set – CPS Consulting hosting.
- April event will be up on the website soon.
- Confirmed with Katrina for May meeting – swap for August.
- Will send updated programs calendar to Kim.
- June event confirmed – gamification.
- OD SIG GOGO meet ups confirmed for this week and for May.
- Still working with VSP on supersession event in the fall.
- COLA – need to start thinking about process and committee for COLA. Sarah to send out poll on committee participation.

Special Events Update (Alex) 6:25 PM

- Working with Roz and Steve on VSP partnership event in fall.
- Los Rios agreement signed and good to go.
- Katrina contract signed and good to go.
- Alex will take on kick off and breakfast for all Katrina events. Erin can help with check-in.

Marketing and Communications Update (Wendy) 6:31 PM

- Working on building LinkedIn members.
- Web copy for March and April events is done; working on Katrina events.
- Email copy done for upcoming ATD events in San Francisco – want to add in our COM award info.
- Plan to highlight award in the April newsletter.
- The speaker guidelines and speaker proposal forms have been updated and are up on the website.
- Want to switch eLearning group in WA to OD SIG – eLearning group has been defunct for 2+yrs.
- Put the brand guidelines for the chapter up on Trello – refer to them when developing any flyers, copy, etc.
- Moved away from the Wizard of Oz theme for this year – need to do more advanced planning for that kind of theme to be effective.
- New theme for the year is “Connect, Learn, Do” in support of our chapter's purpose/mission.

Finance Update (Kim) 6:42 PM

- Budget was approved by deadline!
- Final approved budget reflecting a \$3500 surplus at year's end.

- Plan to update budget vs. actuals monthly. Won't line up exactly with events due to time lapse with credit cards and reimbursements, etc.
- Need to check with Lisa on Quickbooks billing – she may be paying for that herself.
- Need to follow up on requirements to change organization's name on bank account.

Meeting adjourned 7:03 PM (Sarah)

Action Items

- Sign social media policy if not already done (Board members)
- Send Wendy content for CHIP code promo for ICE (Sarah)
- Follow up with WA on data breach (Casey)
- Work with Wendy on marketing campaign for veteran membership (Casey)
- Send veteran contact to Casey (Katherine)
- Check on Big Give post event survey email (Erin)
- Send updated program calendar to Kim (Roz)
- Send poll on COLA committee participation (Sarah)
- Check with Lisa on Quickbooks billing (Kim)
- Follow up on name change requirement for bank account (Kim)