

**ATD LOS ANGELES
BOARD OF DIRECTORS
6th Strategic Leadership
Planning Meeting &
Operating Plan
September 18, 2021**



LOS ANGELES CHAPTER
Association for
Talent Development

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ATD-LA 2021 STRATEGIC LEADERSHIP PLANNING MEETING

AGENDA

SEPTEMBER 18, 2021, 10AM-1PM

TOPIC	TIME	BOARD MEMBER(S)	NOTES
Welcome, Introductions & Approval of August Minutes	10:00am – 10:20am	Kavita Gupta/All/Sara Padilla-Casillas	
President's Report & 2022 Initiatives	10:20am – 10:25am	Kavita Gupta	
Financial Report & 2022 Initiatives/Updates	10:25am – 10:30am	Anna Halbur	
Review of 2022 BOD New Chapter Business & Initiatives/Action Plans	10:30am – 10:40am	All	Read each board member's initiatives & plans for 2022
Q&A and Discussion of 2022 Board Member Initiatives/Action Plans	10:40am – 11:00am	All	
Group Work – Develop 2022 Goals	11:00am – 11:30am	All	Break into small groups and work on assignments
Discussion of 2022 Goals	11:30am – 12:00pm	All	Group presentations and discussion
LUNCH	12:00pm – 12:30pm		
Wrap-Up & Action Items	12:30pm - 1:00pm	Kavita Gupta/Sara Padilla-Casillas	

Attire: Business Casual

Please bring your laptop if possible

MISSION AND VISION

ATD-LA's mission is to provide local presence with the best practices in workplace learning and performance.

ATD-LA's Vision is: Member satisfaction, Local presence, Accountability, Optimal use of resources

BOARD MEMBER CODE OF CONDUCT

This policy reflects a commitment to a standard of behavior expected of every board member and volunteer at the Los Angeles Chapter of the Association for Talent Development (ATD-LA). Board members and volunteers play a critical role as chapter leaders and should strive for the highest standard in honoring the chapter's vision and mission. All board members and volunteers must show respect, professionalism and courtesy in all their interactions to each other and to members of the organization. The Executive Committee will have the discretion to recommend to the board corrective action, including and up to termination, of a board member or volunteer found to have violated this policy.

DEFINITIONS

A *board member* is defined as one filling the role of the board position as stated in the chapter bylaws. A *volunteer* is defined as one who has agreed to assist a board member or the chapter in any capacity for chapter operations and functions. *Bullying* is defined as an ongoing and deliberate misuse of power in relationships through repeated verbal, physical and/or social behavior that intends to cause physical, social and/or psychological harm. It can involve an individual or a group misusing their power or perceived power, over one or more persons who feel unable to stop it from happening. *Harassment* can be a single event or a pattern of conduct that is based on a characteristic protected by applicable law, the effect of which is to create a board business environment that is hostile, offensive, or intimidating.

All ATD-LA board members are expected to undertake the following code of conduct during their term:

RESPONSIBILITIES

- Be informed about the organization's mission, services, policies, and programs.
- Fulfill responsibilities as described in the job description that pertains to each board member's role, found in the Position Descriptions <https://atdla.org/page-1819156> and responsibilities as outlined by each board member in their Fall or Winter Action Plans.
- Serve with integrity, respect and accountability.
- Attend at least 10/12 board and committee meetings and special events or meetings when possible. An absence of 3 or more meetings per year can result in a review of a board member's commitment to their role by the Executive Committee and appropriate action taken. Attendance at meetings does not include any months in which board meetings may not be held.
- Designate a replacement or backup for tasks, projects, reports or other relevant responsibilities in the event of an absence or emergency.
- Prepare board reports prior to each board meeting by the Wednesday before each board meeting, submit

board reports to the Secretary by the due date and review meeting agenda and any supporting materials prior to each board meeting.

- Give an oral report at monthly board meetings if deemed necessary. Oral reports are expected at all monthly board meetings from the president, finance and membership directors.
 - Inform others about the organization. Advocate for the organization. Serve as an ambassador for ATD-LA.
 - Suggest possible nominees to the board who can make significant contributions to the work of the board.

COMMUNICATION

- Conduct all written or verbal communication with other board members, chapter administrators, peers, members or volunteers with respect and courtesy and refrain from slander, accusations or false information in any and all communications.
- In the event of conflict of interest or misunderstandings between board members, chapter administrators or volunteers, adopt the following protocols for resolving the conflict:
 - Request an in-person or virtual meeting with the Executive Committee to apprise them about the issue at hand.
 - Refrain from sending any further emails to anyone that can exacerbate the situation.
 - Follow steps or actions to rectify the situation as laid out by the president and/or committee assigned to resolve the situation.

CONDUCT, RESPECT & PROFESSIONALISM

- Demonstrate professional competence, fairness, impartiality, efficiency, and effectiveness. Promote a positive atmosphere at all board meetings or chapter events.
- Serve with respect, concern, courtesy, and responsiveness in carrying out the organization's mission.
- Demonstrate the highest standards of personal integrity, honesty, and fortitude in all activities in order to inspire confidence and trust in our activities.
- Refrain from investigating or discussing another board member's performance without the Executive Committee's authorization.
- While confidential and/or sensitive information such as financial, personal and other matters concerning the organization, donors, staff or members may be included in board materials or discussed from time to time, board members must uphold the confidentiality nature of such information.
- Examples of behavior that should be avoided includes but is not limited to:
 - Aggressive behavior such as shouting, abusive language, threats of violence, making accusations or demands, or non-verbal expressions of aggression;
 - Behavior that a reasonable person would find to be demeaning, discriminating,

humiliating, harassing, or bullying;

- Communicating with an officer, president, chapter administrator or volunteer either verbally or in writing using offensive or unprofessional language or tone that would be perceived as a personal attack toward an individual, including Board Member to Board Member.

LEAVE OF ABSENCE

- A board member may request a leave of absence from the board for health, work, or other reasons that make the board member unable to participate fully or complete assignments during a term. A board member can take a three-month leave during the first year of their term. This time will count toward the requirement to fulfill the board member's duties. If a board member is unable to fulfill the requirements for completing their duties, then a president can reassign tasks or the issue can be presented to the Executive Committee for a decision.

CONFIDENTIALITY AND PRIVACY

- All board and chapter information should be handled properly in order to protect it from inappropriate access, use, and disclosure.

REPORTING INAPPROPRIATE BEHAVIOR

- Board members and volunteers should report conduct contrary to this policy on professionalism to the Executive Committee. The President or the Executive Committee shall take timely and appropriate action, as determined by the Executive Committee, to address the reported conduct in accordance with the chapter bylaws. Violations may also be reported to the ATD Chapter Relations Manager who will follow up with the President or the Executive Committee of the chapter.

- Board members should avoid actions or communications that could be perceived as retaliation or retribution for someone reporting or supplying information about a violation of this policy. The essence of this clause is to encourage board members and board volunteers to speak up and to do so within a safe environment.

ACCOUNTABILITY

- Acceptance of a board role with ATD-LA signifies acceptance of the terms and conditions outlined in this policy. Failure to observe and abide by this policy may result in corrective action as determined by the Executive Committee with approval of the board.

Board Member Signature: _____

Date: _____

2022 BOARD OF DIRECTORS ROSTER & ORGANIZATIONAL CHART

EXECUTIVE COMMITTEE

PRESIDENT	Kavita Gupta, 480.225.5646 president@atdla.org
SECRETARY	Sara Padilla-Casillas, 562.318.6331 secretary@atdla.org
CHIEF FINANCIAL OFFICER	TBD treasurer@atdla.org

BOARD OF DIRECTORS

MEMBER-AT-LARGE	Anupa Naik, 646.413.0445 atlarge@atdla.org
DIRECTOR COMMUNITIES OF PRACTICE	
MEMBER-AT-LARGE	Mariam Manukyan, 323.513.3819 atlarge2@atdla.org
DIRECTOR CHAPTER MEETINGS	Allesaundra Mills, 310.736.5445 chaptermeetings@atdla.org
DIRECTOR MEMBERSHIP	James McKenna, 310.619.9161 membership@atdla.org
DIRECTOR VOLUNTEERS	Valerie Quezada, 818.281.1147 volunteers@atdla.org
DIRECTOR WORKSHOPS & WEBINARS	Princess Walsh, 914.325.0806 workshops@atdla.org

OFFICE ADMINISTRATION

OFFICE MANAGER	Denise Ross, 562.908.3020 office@atdla.org
OFFICE ADMINISTRATOR	Grant Skakun, 213.663.2385 officeadmin@atdla.org

COMMUNITIES OF PRACTICE LEADERS

NON-PROFIT SIG	Esther Ramirios, 213.268.6670 nonprofittrainerssig@atdla.org
SOUTH BAY GIG	Sue Gabriele, 310.848.7740 southbay1@atdla.org
SOCAL YOUNG PROFESSIONALS SIG	Michelle Yang, 626.380.5004 Nairee Bedikian, 818.689.3610 youngprofessionals@atdla.org
SANTA CLARITA GIG	Paul Butler TBD

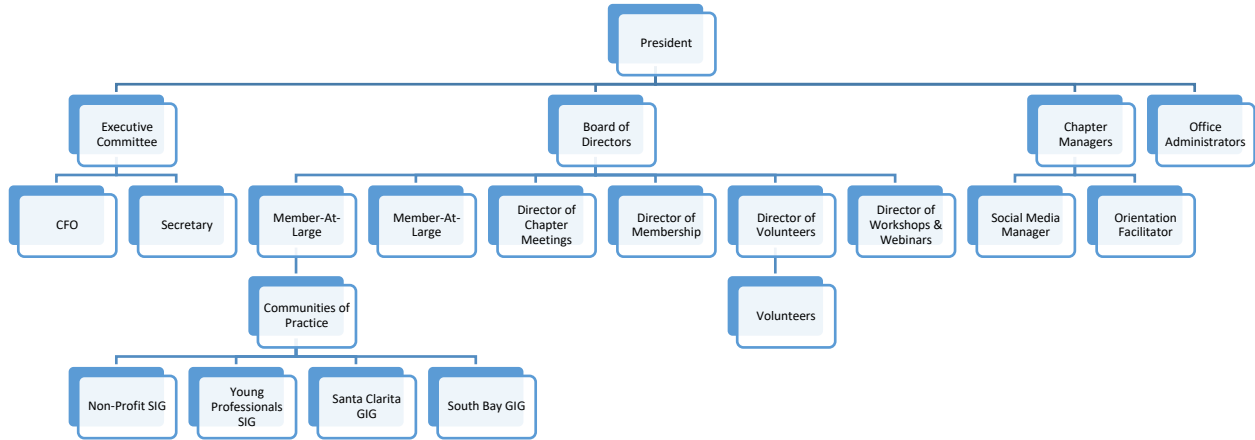
CHAPTER MANAGERS

SOCIAL MEDIA MANAGER	Scott Moe socialmedia@atdla.org
ORIENTATION FACILITATOR	Guy Morgenshtern, 310.425.9128 gmorgenshtern@gmail.com

VOLUNTEERS

Chapter Meetings	Clarissa Pitts TBD
Mentor Program Administrators	TBD Kevin Kwan, kevin.kwan@pandarg.org
Membership Ambassador	Maura Lemon, maura.lemon@gmail.com

ATD-LA BOARD OF DIRECTORS ORGANIZATIONAL CHART



ATD-LA 2022 BOARD OF DIRECTORS SCHEDULE OF MEETINGS

9AM-10AM, 2nd Saturday of the Month

JANUARY 15

STRATEGIC PLANNING MEETING
(IN-PERSON), Gupta Meeting
Room, USC TCC 432

FEBRUARY 12

VIRTUAL

MARCH 12

VIRTUAL

APRIL 9

VIRTUAL

MAY 14

VIRTUAL

JUNE 11

VIRTUAL

JULY 9

VIRTUAL

AUGUST 13

VIRTUAL

SEPTEMBER 17

STRATEGIC PLANNING MEETING
(IN-PERSON), Kavita's House

OCTOBER 22

VIRTUAL

NOVEMBER 12

CURRENT/INCOMING

BOARD HANDOFF & TRANSITION

DECEMBER 10

VIRTUAL

NOTE: Board member attendance is required at all board meetings or a minimum of 10 meetings per year. Timings for in-person meetings may vary. Attire for board meetings is smart or business casual.

2021 YTD FINANCIAL REPORT & BUDGET (as of 9/1/21)

Business Checking Plus

Activity Summary

Ending Balance this Statement \$90,574.83

Restrictions \$3,500 for Mira Gold New Board Member Award, \$755 for 2021 KG Talent Development Membership Grant, \$2,000 for ICE Volunteer Coordinator Expenses

Reserves Available \$84,244.96

Ending Balance August 31, 2021 \$90,574.83

Total Income \$11,053.62

Total Expenses \$10,981.63

Net Income \$71.99

ATD - LOS ANGELES CHAPTER, INC.
Budget vs. Actuals: FY_2021 - FY22 P&L – ANNA HALBUR, CFO
April 2021 - July 2022

	Total			REVISED FORE- CAST
	Actual	Budget	over Budget	
Income				
CHAPT MTGS REVENU - PRGMS	-	-	-	
01-April Program Revenue	136.00	80.00	56.00	136.00
03-June Program Revenue	87.00	80.00	7.00	87.00
04-July Program Revenue	-	80.00	(80.00)	80.00
05-August Program Revenue	-	100.00	(100.00)	100.00
07-October Program Revenue	-	80.00	(80.00)	80.00
09-December Program Revenue	-	600.00	(600.00)	600.00
10-January Program Revenue	-	600.00	(600.00)	600.00
11-February Program Revenue	-	600.00	(600.00)	600.00
12-March Program Revenue	-	600.00	(600.00)	600.00
Total CHAPT MTGS REVENU - PRGMS	223.00	2,820.00	(2,597.00)	2,883.00
MARKETING REVENUE	-	-	-	
Website/Interchange Advertising	325.00	250.00	75.00	325.00
Total MARKETING REVENUE	325.00	250.00	75.00	325.00
MEMBERSHIP REVENUES	-	-	-	
New Member-Individual	775.00	2,322.00	(1,547.00)	2,322.00
New Member-Student	100.00	1,008.00	(908.00)	1,008.00
Power Member from Store	1,722.09	2,739.19	(1,017.10)	2,739.19
Renewal-Corporate	560.00	2,028.00	(1,468.00)	2,028.00
Renewal-Individual	1,562.12	5,346.00	(3,783.88)	5,346.00
Renewal-Student	50.00	276.00	(226.00)	276.00
Total MEMBERSHIP REVENUES	4,769.21	13,719.19	(8,949.98)	13,719.19
SPECIAL DIVISIONS REVENUE	-	-	-	
Non-Profit Trainers	270.00	500.00	(230.00)	500.00
Organizational Development	10.00	-	10.00	10.00
South Bay	10.00	50.00	(40.00)	50.00
Young Professionals	110.00	-	110.00	110.00
Total SPECIAL DIVISIONS REVENUE	400.00	550.00	(150.00)	670.00
TREASURER'S REVENUES	-	-	-	
ChIP Program	280.80	750.00	(469.20)	750.00
Interest & Dividends	2.33	10.00	(7.67)	10.00
Total TREASURER'S REVENUES	283.13	760.00	(476.87)	760.00
WEBINAR REVENUES	-	-	-	
01 April Webinars	315.00	60.00	255.00	315.00

02 May Webinars	60.00	60.00	-	60.00
08 Nov Webinars	-	60.00	(60.00)	60.00
10 Jan Webinars	-	60.00	(60.00)	60.00
11 Feb Webinars	-	60.00	(60.00)	60.00
Total WEBINAR REVENUES	375.00	300.00	75.00	555.00
WORKSHOPS / PROF DEV				
REVENUE	-	-	-	-
03 June Workshop Rev	2,753.00	2,920.00	(167.00)	2,753.00
06 September Workshop Revenue	-	16,794.00	(16,794.00)	16,794.00
07 October Workshop Revenue	-	4,085.00	(4,085.00)	4,085.00
Total WORKSHOPS / PROF DEV	2,753.00	23,799.00	(21,046.00)	23,632.00
REVENUE				
Total Income	9,128.34	42,198.19	(33,069.85)	42,544.19
Gross Profit	9,128.34	42,198.19	(33,069.85)	42,544.19
Expenses				
CHAPTER MTGS EXPENSES	-	-	-	-
01 April Chapter Mtg Expenses	-	50.00	(50.00)	-
03 June Chapter Mtg Expenses	-	50.00	(50.00)	-
04 July Chapter Mtg Expenses	-	50.00	(50.00)	50.00
07 October Chapter Mtg Expenses	-	50.00	(50.00)	50.00
09 Dec Chapter Mtg Expenses	-	550.00	(550.00)	2,000.00
10 January Chapter Mtg Expenses	-	1,000.00	(1,000.00)	1,000.00
11 Feb Chapter Mtg Expenses	25.00	1,000.00	(975.00)	1,000.00
12 March Chapter Mtg Expenses	25.00	1,000.00	(975.00)	1,000.00
Total CHAPTER MTGS EXPENSES	50.00	3,750.00	(3,700.00)	5,100.00
CHAPTER OFFICE EXPENSES	-	-	-	-
Management Fee	4,716.00	18,864.00	(14,148.00)	18,864.00
Supplies	59.65	500.00	(440.35)	500.00
Telephone	64.74	300.00	(235.26)	300.00
Total CHAPTER OFFICE	4,840.39	19,664.00	(14,823.61)	19,664.00
EXPENSES				
MARKETING EXPENSES	-	-	-	-
Constant Contact	-	798.00	(798.00)	798.00
Web Dev'pment & Design	1,578.34	3,326.61	(1,748.27)	3,326.61
Total MARKETING EXPENSES	1,578.34	4,124.61	(2,546.27)	4,124.61
PRESIDENT'S EXPENSES	-	-	-	-
Awards & Recognition	500.00	1,000.00	(500.00)	1,000.00
Leadership Dev Clinics/Board Mt	446.42	250.00	196.42	250.00
Nat'l Leadership Conf (ALC)	(2,000.00)	2,400.00	(4,400.00)	700.00
Total PRESIDENT'S EXPENSES	(1,053.58)	3,650.00	(4,703.58)	1,950.00
SPECIAL INTEREST GROUPS	-	-	-	-
Presenter Honorarium	30.00	-	30.00	30.00
Total SPECIAL INTEREST GROUPS	30.00	-	30.00	30.00
TREASURER'S EXPENSES	-	-	-	-

Bank Charges	284.46	1,200.00	(915.54)	1,200.00
Insurance Premiums	-	943.00	(943.00)	943.00
Misc. Exp./Postage/Taxes	117.14	50.00	67.14	117.14
Professional Services	-	1,000.00	(1,000.00)	1,000.00
Total TREASURER'S EXPENSES	401.60	3,193.00	(2,791.40)	3,260.14
WEBINAR EXPENSES	-	-	-	-
03 June Webinars Wex	-	1,460.00	(1,460.00)	-
06 Sept Webinars Exp	-	14,274.90	(14,274.90)	14,274.90
07 October Webinars Exp	-	150.00	(150.00)	150.00
Webinar Platform Subscription	74.95	139.95	(65.00)	139.95
Total WEBINAR EXPENSES	74.95	16,024.85	(15,949.90)	14,564.85
WRKSHPS/PRO DEV EXPENSES	-	-	-	-
03 June Workshop Exp	1,852.00	-	1,852.00	1,852.00
Total WRKSHPS/PRO DEV EXPENSES	1,852.00	-	1,852.00	1,852.00
Total Expenses	7,773.70	50,406.46	(42,632.76)	50,545.60
Net Operating Income	1,354.64	(8,208.27)	9,562.91	(8,001.41)
Net Income	1,354.64	(8,208.27)	9,562.91	(8,001.41)

2021 STATE OF THE CHAPTER & PRESIDENT'S ANNUAL REPORT

Dear Member and Friends of the Chapter,

It is with pleasure that I share the 2021 ATD-LA State of the Chapter and Annual Report. Thanks to a dedicated board, volunteers and your support, we had another strong year. I look forward to your continued participation in the chapter. Here's to a great 2022!

*Kavita Gupta
ATD-LA President 2020-2023*

COMMUNICATIONS

Increased followership on ATD-LA's LinkedIn platform by over 13%.
Actively posted over 45 events and announcements on ATD-LA's LinkedIn platform with almost 1,200 views on select posts.
Averaged 700 web visits/month and 31k impressions on the ATD-LA website. Website visitors include professionals from business development, HR, education, community and social services and program management.

FINANCE

Introduced a Budget Variance Analysis into the chapter's monthly budget report.
Awarded \$1,000 from the Mira Gold Grant to new board members Mariam Manukyan and Princess Walsh co-created by Lifetime Member, Kenneth Nowack to advance professional career development.
Launched the KG Talent Development Grant in January donated by President Kavita Gupta and awarded 20 membership grants totaling \$1,745 to members and non-members.

GOVERNANCE

Introduced a Code of Conduct for board of directors and volunteers.
Achieved 100% Chapter Affiliation Requirements (CARE).
Updated the election materials on the website and instituted a new board member nomination policy overseen by a Nominations Committee.
Partnered with Diana Maily, CPA who will be the chapter's new tax accountant.
Started a comprehensive Standard Operating Procedure Central Online Management System for board members target completion date Fall 2022.
Improved chapter leadership best practices with the attendance of 5 incoming chapter leaders at the annual Chapter Leaders Conference hosted by ATD Global.
Revised the Volunteer Recognition Awards to better meet chapter needs with the help of Past President Sean Bloch.

MEMBERSHIP

Increased membership by 5.5% despite the pandemic through the KG Talent Development Grant, strong program offerings, membership drives, and outreach efforts. Maintained our national status as a top 10 largest chapter among 90+ chapters nationwide.
Added a new corporate member, Herbalife Nutrition.
Started a monthly recognition for renewing members in the e-weekly newsletter.
Supported several ATD Global Power Membership drives including a Sizzling Summer Special and an upcoming Black Friday Special for chapter members.
Awarded a complimentary certificate from ATD National to board secretary Sara Padilla-Casillas who completed an ATD Certificate in Management Development.

OPERATIONS

Updated the membership database by removing over 1,500 inactive members.

Updated the website and removed outdated information.

Revised advertising and sponsorship rates and received 2 new sponsorships.

Revised the job board and now collaborate with sister chapters in the western region to promote job offerings.

PROGRAMMING

Hosted over 600 members and guests at chapter meetings, orientations, webinars, workshops and communities of practice meetings.

Relaunched the mentor program started by Past President Anthony Lewis after a 5-year hiatus with 29 mentors and mentees.

Relaunched the Annual Volunteer Recognition and Awards program started by past presidents of ATD-LA after almost a decade.

Launched a new SoCal Young Professionals Special Interest Group in collaboration with the Orange County and San Diego chapters.

Co-hosted the International Conference and Exposition (ICE) in Salt Lake City with the Rocky Mountain Chapter and oversaw 70+ volunteers led by Valerie Quezada, ICE Volunteer Coordinator.

Secured proclamations from senior government officials for Employee Learning Week in December.

STRATEGIC PLANNING

Hosted the first Leadership Retreat for 12 board members, office administrators and volunteers.

Held the 5th and 6th leadership strategic planning leadership meetings attended by board members, chapter leaders and office administrators in winter and fall.

Increased leadership involvement by adding 3 new board members and 4 new chapter leaders and volunteers.

Identified a president-elect for 2023.

*Enjoy the ATD-LA 2021 year-in-review video [here here](https://www.youtube.com/watch?v=7FmugyluwEQ)
<https://www.youtube.com/watch?v=7FmugyluwEQ>
Thank You Members and Friends of ATD-LA!*

2022 NEW CHAPTER BUSINESS & BOARD MEMBER INITIATIVES/PLANS

PRESIDENT'S INITIATIVES – KAVITA GUPTA

1. Continue to oversee chapter governance, operations, finance, programming, marketing and communications for the chapter as outlined in the President's Standard Operating Procedures (see below).
2. Oversee the development of an online Standard Operating Procedure Central Online Management System to be completed by Fall 2022.
3. Oversee the removal of outdated information from the website archives with the Office Administrator.
4. Oversee a senior learning leaders' panel in February 2022.
5. Initiate the development of a President's Advisory Council that will be comprised of 5-7 past presidents by Fall 2022.

ATD-LA President's Master Standard Operating Procedures (to be incorporated into the Chapter Online Management System by Fall 2022)

I. Governance

Board Roster & Organizational Chart
Position Descriptions
Bylaws
Code of Conduct
Articles of Incorporation
State of California Filing
Bi-Annual Strategic Planning Documents & Operating Plans
CARE Report
Annual Report
Nominations Committee Election Forms

II. Finance

Financial Metrics
Budget
Finance Policy
Expense Reimbursement Form
Quickbooks use login and password to access account
Wells Fargo Account use login and password to access account
Mira Gold Restricted Fund
KG Talent Development Restricted Fund

III. Administrative

Monthly Board Meetings & Board Reports
Board and Volunteer Retreat 5/18/21
Monthly President's Message
Chapter Metrics Reports
Office Manager Contract
Office Administrator Contract
Bi-Monthly Admin Phone Meetings
Administrative Database & Records

New Board Member Onboarding
Tax Accountant & Tax Filings
Directors & Officers Insurance
Liabilities Insurance
Office Phone
Monthly Chapter Leader Calls
Annual Chapter Leader Conference
Job Board

IV. Marketing & Website Management

ATD-LA Website
Constant Contact
Wild Apricot
GoDaddy
Gmail and Google Docs
Advertising, Sponsorships & Partners

V. Social Media

ATD-LA LinkedIn page
Zoom Account
LinkedIn Social Media Account

VI. Programming

Chapter Meetings Guidelines & Annual Plan
Volunteer Orientation Onboarding Guidelines
Workshops & Webinars Guidelines & Annual Plan
Employee Learning Week
Mentor Program
Communities of Practice

- Non Profit Trainers Special Interest Group
- South Bay Geographic Interest Group
- SoCal Young Professionals Group
- Santa Clarita Geographic Interest Group

Annual Holiday Party & Volunteer/ATD-LA Partner Recognition

VII. Membership

Membership Metrics & Financials
Welcome Packet
New Member Orientation
Membership Directory
Membership Ambassador
Membership Specials – Valentine’s Day, Summer Sizzler and Black Friday Special
Power Member Specials from ATD Global
New Member Recognition in eweekly (monthly)
Member Renewal Recognition in eweekly (monthly)
Retention Strategy
Annual Membership Satisfaction Survey

SECRETARY INITIATIVES – SARA PADILLA-CASILLAS

Continue to do the following:

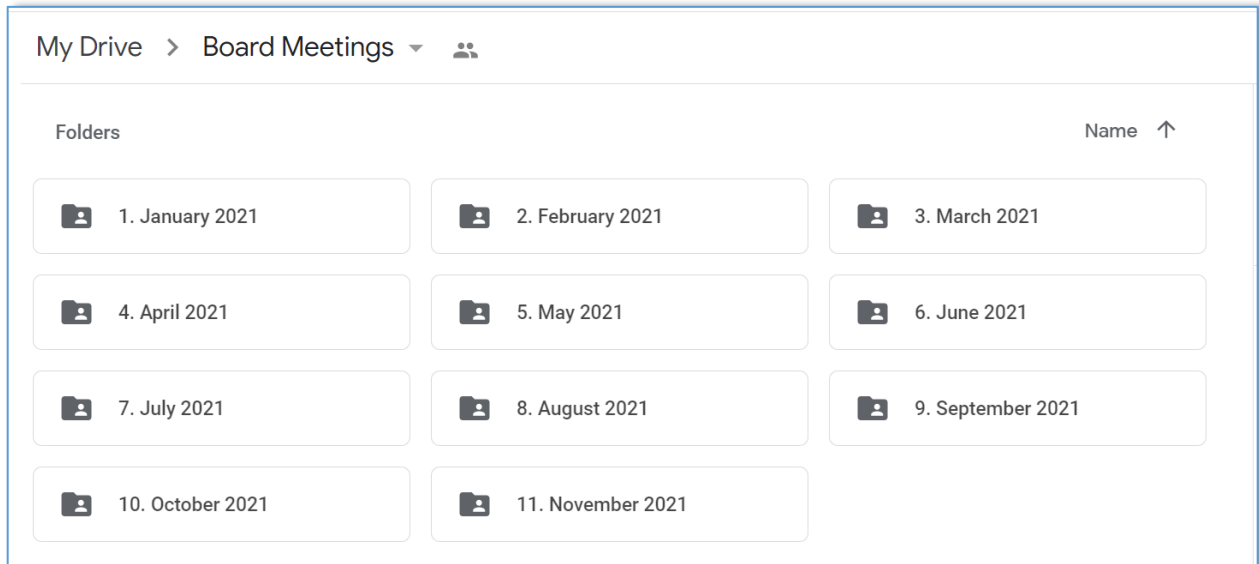
- **Board Meetings:** Support board of directors' meetings by gathering board reports, keeping meeting minutes, and assembling documents for review before each meeting. Post meeting minutes to the ATD-LA website.
- **Governance:** Oversee, update, and enforce the chapter's bylaws and the board's code of conduct. Serve on the Executive Committee to review cases and recommend appropriate action to the board.
- **Staffing:** Serve on the Nominations Committee to review nominations, conduct interviews with other committee members and advise on the selection of incoming board members.

Accomplishments for 2021:

- **Board Meetings:** Created a folder system in the shared Google Docs to streamline the process of gathering board reports and sharing meeting documents. See picture below.
- **Governance/Accountability:** Suggested edits to Code of Conduct, which was adopted by the board. Achieved 100% participation for signature acknowledgments.

Goals for 2022:

- **Accountability:** Create a system to track attendance at board meetings.
- **Administrative:** Organize board meeting-related documents into new central document management system.
- **Transition:** Identify a successor for the secretary position and train them.



MEMBER-AT-LARGE INITIATIVES – ANUPA NAIK

- 2021 Accomplishments Summary
 - Worked with COPs leads as all meetings went virtual. Strongest engagement was from the Non-profit and Young Professionals groups.
 - Assisted with Chapter Meetings leadership.
 - Developed New Board Member Orientation.
 - Assessed South Bay GIG participation and moved it from monthly in 2021 to quarterly for 2022.
 - Discontinued OD SIG meetings due to lack of commitment from SIG leaders.

	Jan	feb	mar	Apr	May	Jun	Jul	Total
South Bay								
Reg'd	10	13	9	11	4	2		4
Attended	2	7	3	7	1			3
Profit	\$ -	\$ 10.00	\$ 20.00	\$ -	\$ 10.00	\$ -	\$ -	\$ 40.00
Non-Profit								
Reg'd			35		47			29
Attended			26		37			21
Profit			\$ 200.00		\$ 270.00		\$ 130.00	\$ 200.00
Young Professionals								
Reg'd		39		30				
Attended		21		16				
Profit				\$ 110.00	\$ -		\$ -	\$ 110.00

2022 Plan

1. Oversee COPs, new Board Member Onboarding, other tasks/projects as needed.
 - Monitor and communicate attendance and member engagement.
 - Assist COP leaders as needed.
 - Review metrics each month and identify areas of need or opportunity.
 - Promote COPs on social media.

2022 Plan

Area	Relevant Information	Other Information
COPs Coordinate with COP leaders, assist, when necessary, promote and monitor COP engagement.	In 2022, will meet during their respective dates specified below.	Depending on health guidance, in-person vs. virtual COP events are to be determined for 2022.
<ul style="list-style-type: none"> • South Bay GIG 	<ul style="list-style-type: none"> • Meets once per quarter on the first Friday in 2022 as follows <ul style="list-style-type: none"> ○ February 4 ○ April 1 ○ June 3 ○ October 7 	If Honda offers the facility again, then meetings will be there if deemed safe, otherwise they will be virtual. These events will be co-promoted with (and free for) ISPI
<ul style="list-style-type: none"> • Young Professionals SIG 	<ul style="list-style-type: none"> • Meets five times on 2nd Thursday of chosen month <ul style="list-style-type: none"> ○ March 10, 2022 (virtual) ○ June 9, 2022 (virtual) ○ September 8, 2022 (virtual) ○ Summer Mixer (in-person; date TBD) ○ End-of-Year Mixer (in-person; date TBD) 	This is in collaboration with OC and San Diego chapters.
<ul style="list-style-type: none"> • Non-Profit SIG 	<ul style="list-style-type: none"> • Meets virtually four times per year <ul style="list-style-type: none"> ○ Dates TBD. 	Good opportunity to convert attendees into new members. Continued high participation expected with virtual meetings in 2022.
<ul style="list-style-type: none"> • Santa Clarita GIG 	<ul style="list-style-type: none"> • Proposal for this new GIG to be evaluated after September 14th, 2021 	Led by Paul Butler

2. New Board Member Onboarding Plan
 - Schedule and conduct onboarding for new Board Members joining in 2022.
 - Ensure all necessary onboarding documents are signed and completed.
 - Update content as needed.
3. Assist with other projects/tasks as needed.

MEMBER-AT-LARGE2 INITIATIVES – MARIAM MANUKYAN

1. Employee Learning Week | 2. Nominations Committee | 3. SOPs Project

1. Employee Learning Week

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Local Employer Engagement Activities												
Identify L&D practitioners												
Market to internal and external L&D practitioners												
ELW webinar (?)												
Highlight participating employers												
Proclamation Activities												
Research/Update List of Local Gov Reps and Draft Request Emails												
Request proclamations												
Publicize proclamations												
Communication Activities												
ELW page and slider image												
Social media awareness campaign												
Dedicated emails												
Celebrate ELW <ul style="list-style-type: none"> ● Announce ELW ● Daily tips via social media ● Recognize employer activities 												

2. Nominations Committee

	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Local Employer Engagement Activities								
Update Job Descriptions and Post Open Positions								
Review Applications								
Schedule Interviews and Conduct Reference Checks								
Congratulations and Next Steps								

3. SOPs Project

Assist board members with putting together Standard Operating Procedures (SOPs) for their respective roles and responsibilities. Assist organizing all of the documents in a standard format and remind members to update their folders throughout the year as they create any new documents/emails that can be used in future years.

INCOMING DIRECTOR CHAPTER MEETINGS INITIATIVES – SANDI MILLS

DATE	TOPIC	SPEAKER	VENUE	RESPONSIBLE	Notes
Thur., Jan 20 6:30pm–8:30pm	Brain Exchange & Networking Mixer	N/A	USC	Sandi & Kavita	
Thur., Feb 17 6:30pm–8:30pm	TBD (Coping with Changing Job Skills Market/How to Sell Stakeholders on TD programs)	Khristina Keleshian, Sr Dir Herbalife & Jeff Miller, Former CLO Cornerstone	USC	Kavita & Anupa	Invite 2 senior leaders from the LA area for a panel discussion
Thur. Mar 17 (Virtual) 6:30pm–8:30pm	TBD	Ted Fleming, VP CVS Health	Virtual	Sandi	Need to check availability
Thur., April 14 6:30pm–8:30pm	TBD	Troy Achong, SVP Technology, Strategy & Operations Viacom CBS	USC	Sandi	Past President ATD-LA, need to check availability
Thur., June 16 6:30pm–9pm	TBD & Summer Mixer	Anthony Lewis, Sr Dir Universal Music Group	USC	Sandi	Past President ATD-LA, need to check availability
Thur., July 21 6:30pm-9 pm	Ideas: D, E, & I (UCLA speaker), Darlene Mininini (Health & Wellness), Workplace Conflict (Candice Clark)	TBD	USC	Sandi	
Thur., Aug 11 6:30pm-9 pm	Idea: Collab w/ GSEP Career Services Pepperdine Univ.	TBD	USC	Sandi	
Thur., Dec 3 6:30pm-9pm	Volunteer Recognition and Holiday Mixer	N/A	TBD – Marriott/USC	Sandi, Kavita, Denise, Grant	

DIRECTOR VOLUNTEERS INITIATIVES – VALERIE QUEZADA

Initiatives Completed in 2021

Action Item	Number	Comments
Maintain volunteer database		See comment 1
Volunteers interviewed in 2021	15	See comment 2
Volunteers joined in 2021	5	See comment 3
Volunteers' quarterly recognition	8	See comment 4
Membership Ambassador	1	See comment 5
Volunteers oversaw at ICE	~70	See comment 6

- Volunteer data base tracks:
 - Conversations virtually during chapter meetings and 1:1 interview with prospective volunteers.
 - Recruits who directly emails or completes an interest form and will be contacted within 5 business days.
- Recruiting involves:
 - Telephone or virtual chats.
 - Completing rubric.
 - Updating volunteer database.
- Volunteer onboarding utilizes Volunteer Onboarding Guide and Volunteer Agreements.
- Volunteer recognition involves a recognition certificate for posting volunteers quarterly on LinkedIn:
 - Q1 Mentor Program Leads James McKenna, Chrissi Boryk, and Kevin Kwan.
 - Q2 Young Professionals Coordinators- Michelle Yang and Nairee Bedikian.
 - Q3 Chapter Meetings Volunteers-Candice Sylvia and Sandi Mills.
- Created a membership ambassador flyer for posting on LinkedIn:
 - Recruited 1 person.
- ICE duties included planning, executing, and managing a team designated to help with volunteer activities:
 - Activities included web page oversight, slack board, managing Volgistics (volunteer software) and emails.
 - Management of ~70 volunteers during weeklong national conference.

Goals for 2022

- Continue to follow initiatives 1-4 outlined above.











DIRECTOR WEBINARS & WORKSHOPS INITIATIVES – PRINCESS WALSH

January	No Event	July	Date: TBD Time: TBD Workshop/Webinar?: Facilitator: Website: TBD Non-Members: \$15
February	Date: Feb 16 th , 2022 Time: 12:00 – 1:00 p.m. Webinar: TBD Speaker: Maria Romero Members: Free Non-Members: \$15	August	Date: TBD Time: 12:00 – 1:00 p.m. Webinar: DEI in L&D Speaker: Serilda Summers-McGee Members: Free Non-Members: \$15
March	Date: Mar 16 th , 2022 Time: 12:00 – 1:00 p.m. Webinar: Core Strengths Assessments Speaker: Michael Brown Members: Free Non-Members: \$15	September	Date: TBD Time: TBD Workshop/Webinar?: Augmented Reality? Facilitator: Betty Dannewitz? Website: TBD Members: Free Non-Members: \$15
April	Date: April 13 th , 2022 Time: 12:00 – 1:00 p.m. Webinar: OKR's in L&D Speaker: Scott Provence Members: Free Non-Members: \$15	October	Date: TBD Workshop/Webinar: Meaningful Conversations Facilitator: Dr. Pardeep Kullar Time: TBD Website: TBD Members: Free Non-Members: \$15
May	Date: TBD Time: 12:00 – 1:00 p.m. Webinar: Gamification Speaker: Jonathan from Sententia Members: Free Non-Members: \$15	November	No Event
June	Date: TBD Time: TBD (two days) Workshop: Gamification Members: TBD Non-Members: TBD	December	No Event

SOCIAL MEDIA MANAGER REPORT – JOHN ZUPANCIC

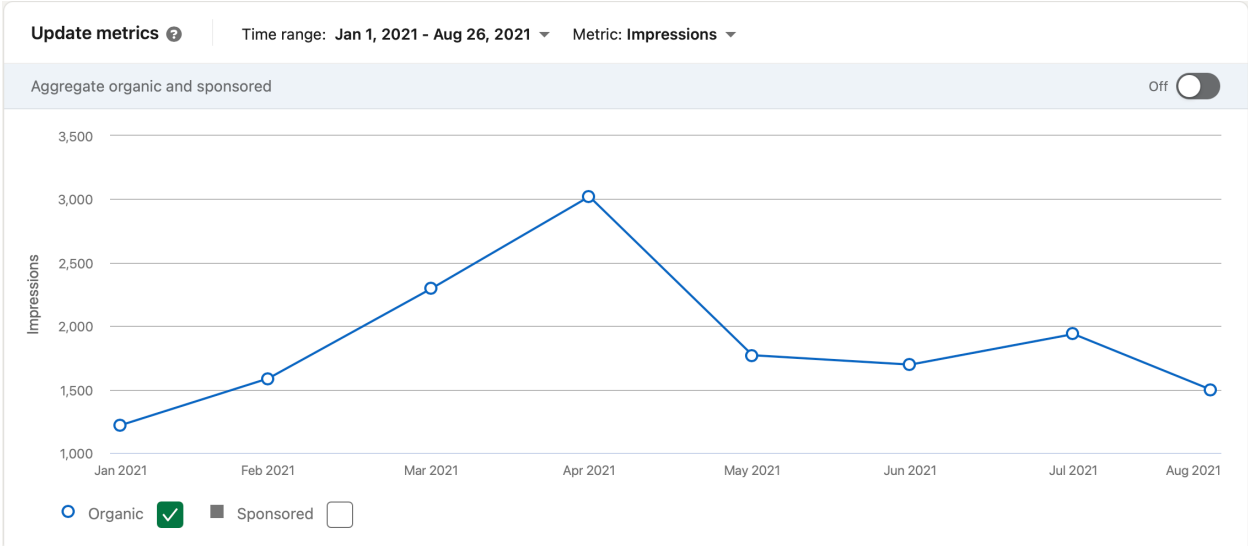
In 2021, we gained 80 followers on LinkedIn. As of Aug 26, we have **696** total followers. Our engagement rate is 8.52%.

Companies to track ⓘ Time range: Jan 1, 2021 - Aug 26, 2021 Excluded from report

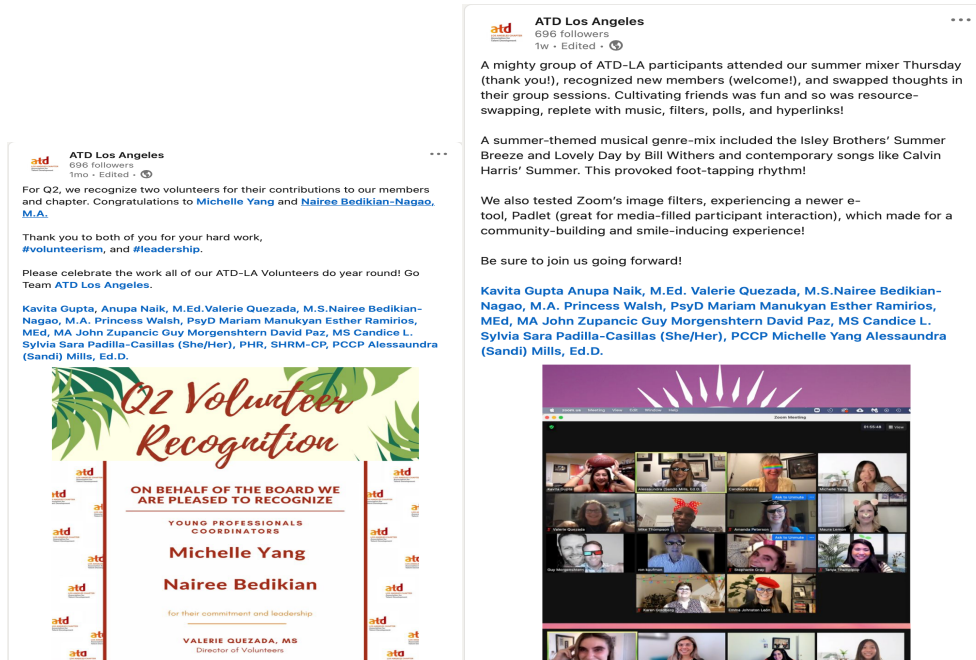
Company	Total followers	New followers	Number of updates	Engagement rate
 ATD Los Angeles Your company	696	80	39	8.52%
 Association for Talent Development (ATD)	124,665	20,091	498	1.4%
 ATD Orange County	758	84	242	6.97%
 Association for Talent Development - Greater Twin C...	4,019	1,059	24	2.83%
 ATD San Diego Chapter	470	109	145	9.8%
 Association for Talent Development (ATD)- Greater P...	1,118	128	22	3.45%
 ATD Golden Gate Chapter	224	23	13	7.36%
 ATD Sacramento	231	33	20	5.68%
 ATD Northern Rockies	51	14	19	11.26%
 ATD Pikes Peak Chapter	51	29	10	13.53%

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1 2 3 4 5 6
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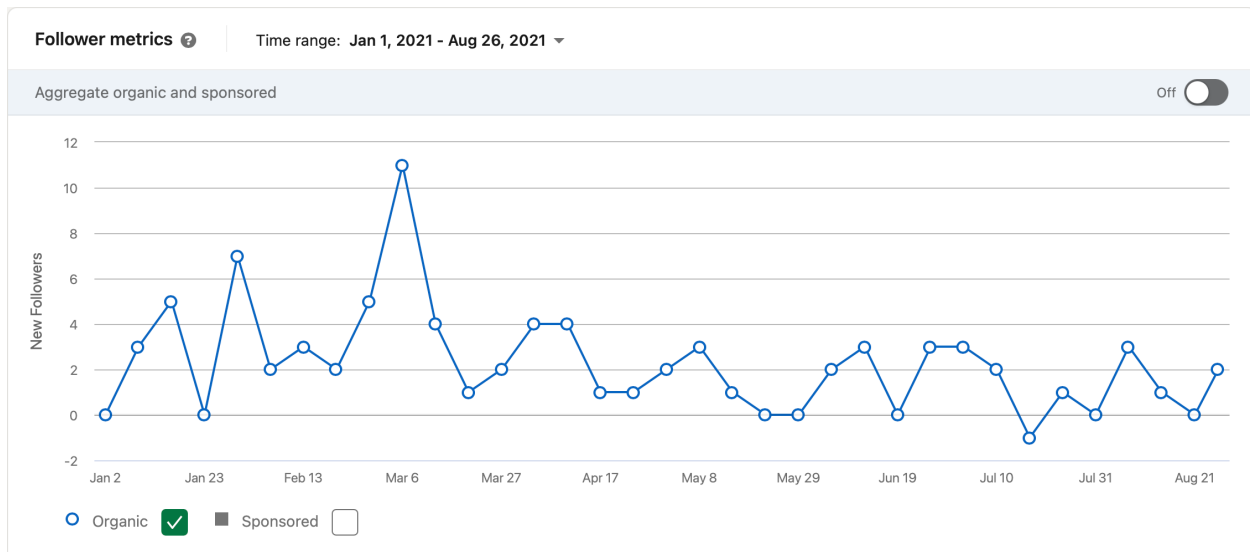
Posts: We reached a peak of 3,000 impressions in April. Impressions have gone down during the summer months.



The post with the highest number of impressions, 1,223, was the recognition of Michelle Yang and Nairee Bedikian. Recognition and post-meeting updates give us the highest number of impressions. The post with the highest CTR (clicks/impressions) was the Summer Mixer chapter meeting on August 26 at 9.29%. Post-meeting updates increase engagement.



The new year appears to be the best time to attract new members. A more concentrated effort at the beginning of the year might increase these numbers in 2022.



MENTOR PROGRAM REPORT – CHRISTINA BORYK, KEVIN KWAN, JAMES MCKENNA

Program Administrators

Volunteer team of Christina Boryk, Kevin Kwan, and James McKenna, under advisement from Kavita Gupta.

Program Support

Past President Anthony Lewis provided key insights and lessons-learned. Additionally, ATD-LA member Nairee Bedikian shared ideas and lessons from her experience running a mentor program in her organization. Finally, Grant and Denise provided support with communications and event set-up.

External Meetings

Three meetings, including an information session, launch, and closing (scheduled for 10/11/21). The average attendance for these meetings was approx. 30, with 1000+ views on LinkedIn for the kickoff meeting held on March 30, 2021. Sample members' comments from the kickoff meeting include "awesome," "great job," "very nice," "very well done, mentoring team," and "looking forward to this experience. It was what I need to move forward in a new direction in my life, thanks for your time."

Internal Meetings

The Team met approximately 15 times to develop, launch, monitor, and close the program.

Participants

13 mentors

16 mentees

Resources Created

Program Participant Guide adapted from the original guide created by Past President Anthony Lewis

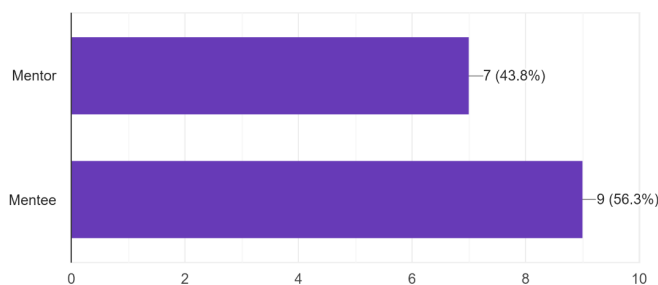
Resource Padlet

Surveys

Evaluation

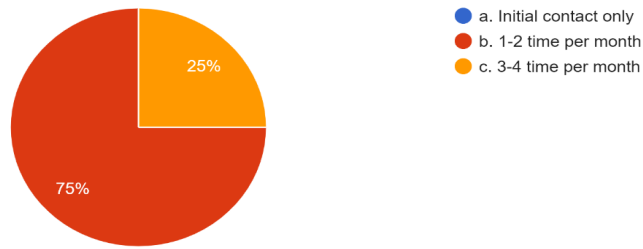
A mid program survey was sent in June, receiving over 50% response rate (7/13 mentors, 9/16 mentees); quantitative data follows this chart. A closing survey is in development and will be distributed 2 weeks prior to the closing event to both solicit feedback on the program as well as gather information that will be used in the closing meeting including accomplishments.

Are you a mentor or mentee?
16 responses



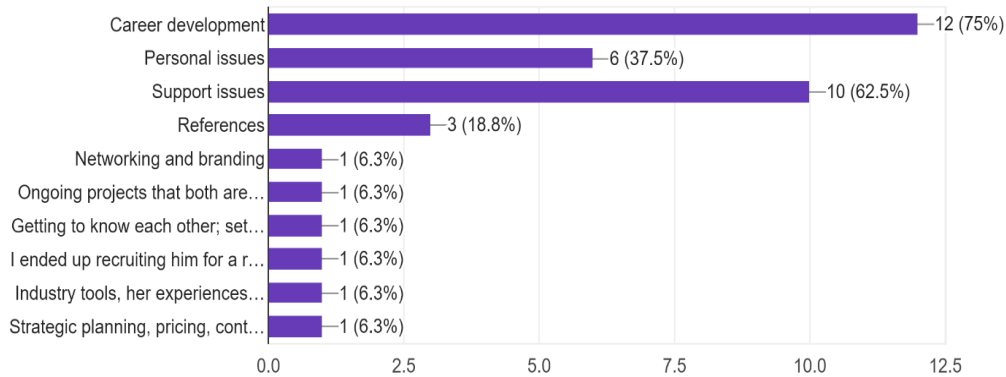
1. On average, how often do you have contact with your mentor/mentee?

16 responses



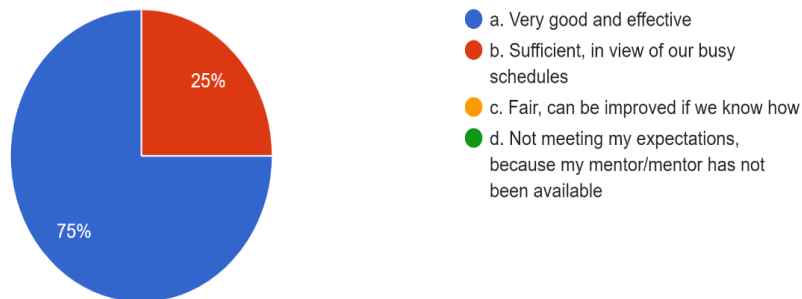
2. What topic(s) have you discussed (check all that apply)?

16 responses



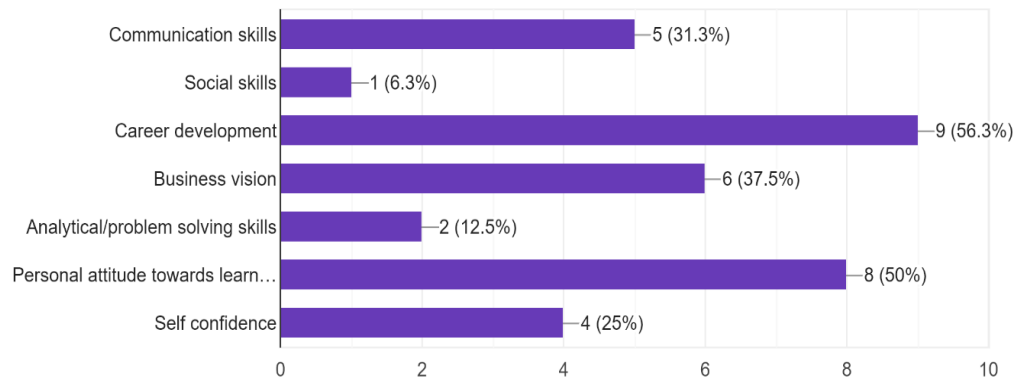
3. I consider the communication in my mentoring relationship to be:

16 responses



4. I feel the area/areas that I have benefited most from the mentorship program is/are

16 responses



2021 ANNUAL GOALS

<u>COMMUNICATIONS & MARKETING STRATEGY</u>	
Goal: Increase ATD-LA's visibility on the national and global map.	
Publicize ATD-LA as a host chapter for the International Conference & Exposition to be held Aug 29 to Sep 2 via social media – LinkedIn, Twitter, the chapter website and sister chapter websites in California.	Completed
Market ICE through weekly announcements in the chapter enewsletter beginning in February.	Completed
Continue to increase followers on LinkedIn through engaging news posts and announcements (see Social Media Report for statistics).	Ongoing in 2022
<u>RECRUITMENT & RETENTION STRATEGY</u>	
Goal: Maintain a stable membership base by offering incentives and high quality programs and job opportunities via the job board.	
Initiate the 2021 KG Talent Development Fund on January 5 that offers \$2,500 to members and non members that qualify for a need-based membership (value \$50 each). This grant can potentially bring back or add 50 members in 2021.	20 grants awarded in 2021, \$755 remaining for 2021/2022
Continue to offer 1-hour Orientation webinars five times a year that usually recruit about 60%-75% of prospects/year.	Ongoing in 2022
Institute an examination of the current job board and ways to improve and increase the number of job postings.	Completed
Recognize volunteers quarterly through a Volunteer Recognition program and chapter leaders through an Annual Recognition and Awards program that was successfully re-launched in December 2020.	Ongoing in 2022
Continue to offer professional development opportunities to board members through ATD National complimentary award programs and board incentives such as two \$500 cash awards toward an ATD National or ATD-LA certificate program for new board members from 2021-2024. Continue to offer free dinners at in-person chapter meetings and annual gifts to board members and chapter leaders at the Holiday Mixer at the end of the year.	Ongoing in 2022
Launch a Young Professionals Network for individuals under 35.	Completed
Continue membership retention strategies such as following up on renewals with phone calls to members.	Completed
Continue recruitment through discounted membership incentive drives such as Valentine's Day, Black Friday and summer specials.	Ongoing in 2022

SUCCESSION PLANNING STRATEGY	
Goal: Create a pipeline of volunteers that can move into leadership positions and recruit 6-8 volunteers in 2021.	
Continue to advertise volunteer opportunities through the Call for Volunteers video https://atdla.org that successfully recruited 12 potential candidates in Fall 2020.	Ongoing in 2022
Align one volunteer with each director so that they can shadow and learn the ropes and move into a board role when a director steps down.	Ongoing in 2022
Continue to grow the leadership base that grew 54% in 2020.	Ongoing in 2022

2022 ANNUAL GOALS GROUP WORK PLAN

Operating plans provide a framework for effectively doing business and efficiently managing resources and explain how the chapter will achieve the outlined goals and objectives, so that chapter activities are consistent and target member needs. As mandated by ATD Global, we will work in groups to draft goals, objectives and define deliverables and a timeline for what we need to accomplish in the following 3 areas. An example is presented below.

DIRECTIONS:

1. Review the 2021 Annual Goals on the previous page that were submitted as part of ATD-LA's Chapter Affiliation Requirements report.
2. Use the information from the 2021 Annual Goals, templates and additional material you have been provided to develop new goals for 2022. These goals may be ongoing goals from 2021 or new goals for 2022.
3. Come up with 2 or more goals for each area that are realistic and manageable and can be accomplished by the board and/or volunteers within designated timeframes.

A. GROUP 1 – COMMUNICATIONS & MARKETING STRATEGY

TEAM LEADER – JOHN ZUPANCIC

TEAM MEMBERS - *Sandi Mills, Princess Walsh, Denise Ross*

B. GROUP 2 – RECRUITMENT & RETENTION STRATEGY

TEAM LEADER – KAVITA GUPTA

TEAM MEMBERS - *James McKenna, Maura Lemon, Grant Skakun*

Goal 1 (Example): Increase recruitment by x%. Send a monthly communication to prospective chapter members.

- **Objective:** Identify prospective members by leveraging the ATD state list, LinkedIn, and Wild Apricot records of nonmembers who have recently interacted with the chapter (by attending an event, opening an email, or participating in a webcast). Track nonmembers and develop a plan to follow up with them.
- **Tasks and Owners:** Membership Director, Office Administrators
- **Timeline:** Ongoing throughout the year

C. GROUP 3 – SUCCESSION PLANNING STRATEGY

TEAM LEADER – VALERIE QUEZADA

TEAM MEMBERS - *Sara Padilla-Casillas, Anupa Naik, Mariam Manukyan*

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ATD-LA COMMUNICATIONS & MARKETING STRATEGY

GOAL 1:

OBJECTIVE:

TASKS & OWNERS:

TIMELINE:

--

ATD-LA RECRUITMENT & RETENTION STRATEGY

GOAL 1:

OBJECTIVE:

TASKS & OWNERS:

TIMELINE:

ATD-LA SUCCESSION PLANNING STRATEGY

GOAL 1:

OBJECTIVE:

TASKS & OWNERS:

TIMELINE: