**Central Massachusetts ATD**

**Operational Plan 2019**

**ATD National Mission**

Empower professionals to develop talent in the workplace

**ATD National Vision**

To create a world that works better

**Central Mass ATD Mission**

We are dedicated to the growth and development of our members in a supportive learning environment in the hopes of contributing to their business success.We strive to provide quality professional development programs in the workplace learning and performance development disciplines. We also deliberately foster opportunities for networking among professionals, collaboration with businesses and organizations and the exchange of best practices, solutions, and information**.** We are in service to our membership, our program attendees, our strategic alliances, other Human Resource Development professional organizations, and sponsoring organizations.

**2019 Strategy**

This year we look to further our mission as a chapter by focusing on our membership, operations, partnerships, communications, technology, and succession planning. In each of these areas, we have identified what we are planning focus on to achieve success. We are ambitious but realistic in what we plan to accomplish this year. Although we have identified ownership for each of these areas, we are cognizant of how interconnected they are and the potential for disproportionate workloads. Teamwork will be of the utmost importance to ensure successful execution of our strategy.

**2019 Chapter Goals and Focus Areas**

**Membership**

We plan to continue growing our membership this year. To be able to grow our membership we will need to reach new audiences. Some ways we plan to reach new audiences are the following:

* Talk to local colleges - career development depts/specific academic dept such as business admin, etc. - offer students free membership for volunteer work.
* Attend business group meetings such as the Chamber of Commerce meetings - ask for a few minutes to introduce our chapter and offer buy 1 get 1 free for a limited time.
* Buy ad space in Smart Shopper (Webster/Dudley ad booklet), or Telegram or other resource - offer special deal for limited time
* Call HR departments of various companies and build relationship with HR Directors, offer special deal.

**Operations**

We plan to both maintain and enhance our chapter operations this year. Some of the ways we plan to do this are the following:

* Be a steward of the chapter’s budget, regularly keeping board members apprised of our financial situation and providing recommendations, as necessary.
* Expediently process payments for all expenditures
* Work with the chapter administrator to maintain non-profit tax status and any other compliance matters
* Develop a high-level dashboard that can shared with members on our website to provide transparency about our financial situation, membership count, and other relevant facts about the chapter

**Partnerships**

We plan to increase and expand our partnerships with others this year. Some of the ways we plan to do this are the following:

* Reengage existing sponsors with the chapter for additional revenue generation and greater visibility in the learning community
* Seek out and create one new partnership within our geographic area to further the advancement of talent development profession
* Create senior level learning SIG that provides a resource for idea and experience sharing within the CMATD area

**Programs**

We plan to provide high-value programs for our members this year. Some of the ways we plan to do this are the following:

* Network with speakers to identify high quality programs for our members
* Incorporate input from members into program selection, times, and locations
* Seek to create learning opportunities that are experiential and relevant to our members

**Communications**

We plan to improve our communication and communication tools this year. We plan to do this in the following ways:

* Drawing from our documented strategic goals and national content, develop marketing content that is reusable, requiring only moderate editing (for efficiency - in other words, don’t re-create the wheel)
* Partner with our board members (and other local chapters) to deepen engagement with our members through in-person and online conversations
* Continue communicating with our members through follow-up conversations after meetings (post in newsletter or blog)
* Leverage social media to increase exposure and deepen our understanding of our members

**Technology**

We plan to improve the technology we use as a chapter this year. Some of the ways we plan to do this are the following:

* Ensuring all members have access to and are using the technology tools to support our chapter, including GSuite, WildApricot, Zoom, and any other tools we select.
* Supporting the chapter in our goal of being a great virtual as well as in-person source for professional development.
* Creating at least one SOS on our creative/innovative use of technology to submit to ATD National.

**Succession Planning**

We plan to enhance how we manage and plan board succession this year. Some of the ways we plan to do this are the following:

* Leverage G Suite to ensure the sustainability of communications, documentation, and other materials over subsequent board transitions
* Create a pipeline used to transition members and volunteers into new roles
* Design and implement a succession planning strategy and process sustainable over time

Regards,

Ryan Rosiello

Central Mass ATD President