

# ATD CFL Monthly Meeting

October 11, 2022

# Agenda

- Roll Call
- Approve Meeting Minutes from Last Month
- Review Annual Goals
- Chapter “Health” Metrics
- Review Event Calendar
- Review Completed/Outstanding Actions
- Plan for Upcoming Events
- Vertical look ahead 30/60/90 Days
- Open Forum
- Wrap Up

# Roll Call

<p><b>Attendance (highlighted members were present)</b></p>	<p><b>President: Zizo Aku</b> <b>Past President: Rosa Espinal-Perry</b> <b>VP of Engagement: Walt Brown</b> <b>VP Membership: Vacant</b> <b>VP of Finance: Cheryl Blakeney</b> <b>VP Programs: Maria Francis Rodriguez</b> <b>VP of Technology: Read Coburn</b> <b>Director of Communications: Vacant</b> <b>Director of College Relations: Monique Purnell</b> <b>Director of Membership: Vacant</b> <b>Director of Business Development: Vacant</b> <b>Director of Social Media: Elizabeth Castañeda</b> <b>Director of Chapter Operations: Scott Krouse</b> <b>Director of Certification Programs: Anita Torres</b></p>
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## Approve August Meeting & September Meeting Minutes

The motion to approve the September Meeting Minutes was called by Anita at 7:07pm. Seconded by Rosa.

The motion to approve the August Meeting Minutes was called by Rosa at 7:09pm. Seconded by Walt.

# 2022 Goals and Key Results

## 1. Improving Chapter Members' Experience

- A1: Increase Capability Model Assessment completion from 43 members to 85 (~50%)
- A2: Increase Chapter Membership by 5% from 2021 (target = 175)
- A3: Increase average event attendance by 5% from 2021 (target = )
- A4: Add 20 student memberships (target = 20)
- A5: Conduct monthly member orientation.

## 2. Develop Clear Ways to Measure, Evaluate, and Communicate the Impact of Our Work

- B1: Develop a dashboard to drive board decision-making on programs and events.

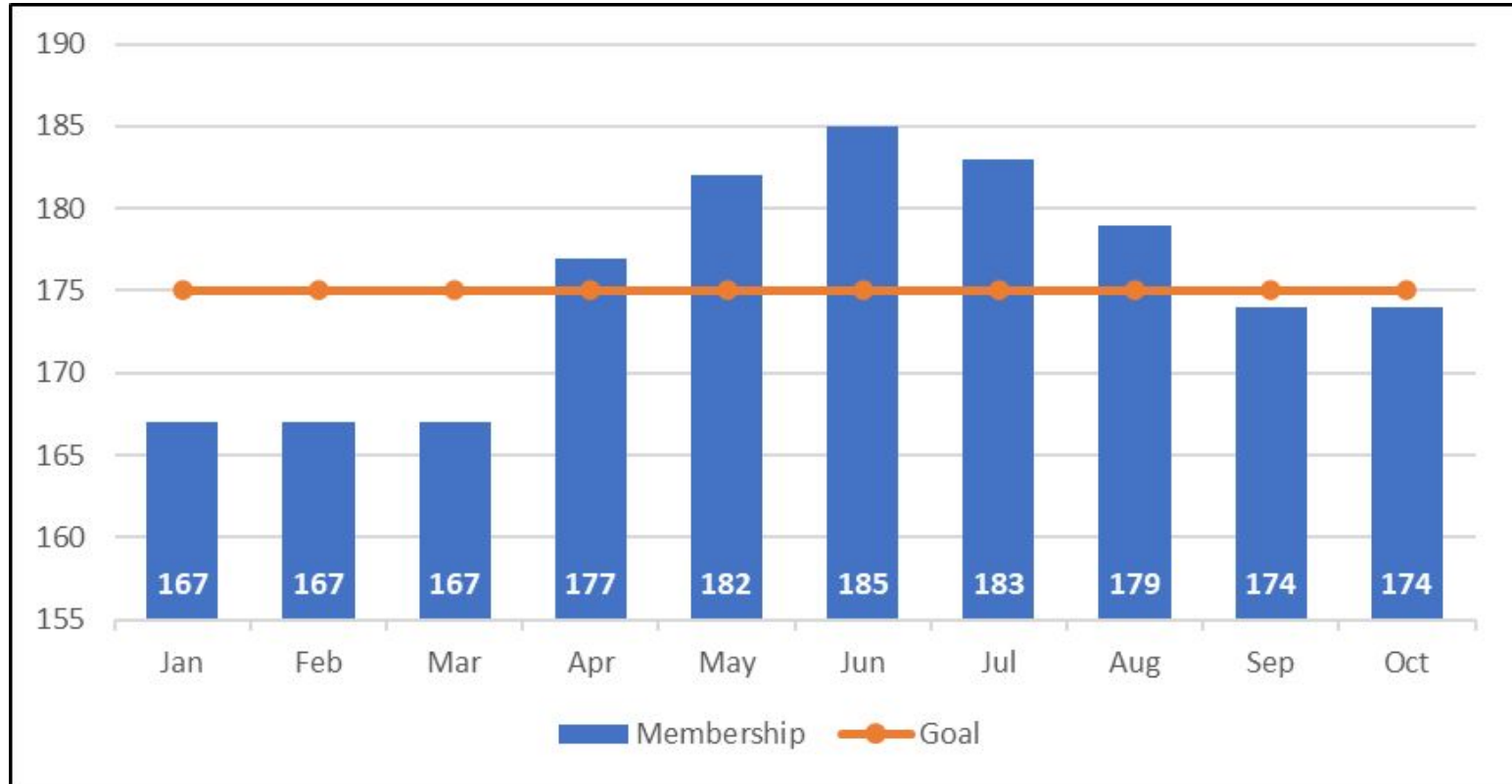
## 3. Improve Chapter Operations

- C1: Stabilize Turnover.
- C2: Complete required CARE task each month.
- C3: Create annual calendar of Chapter sustainment tasks.
- C3: Meet 90-day cash reserve goal.

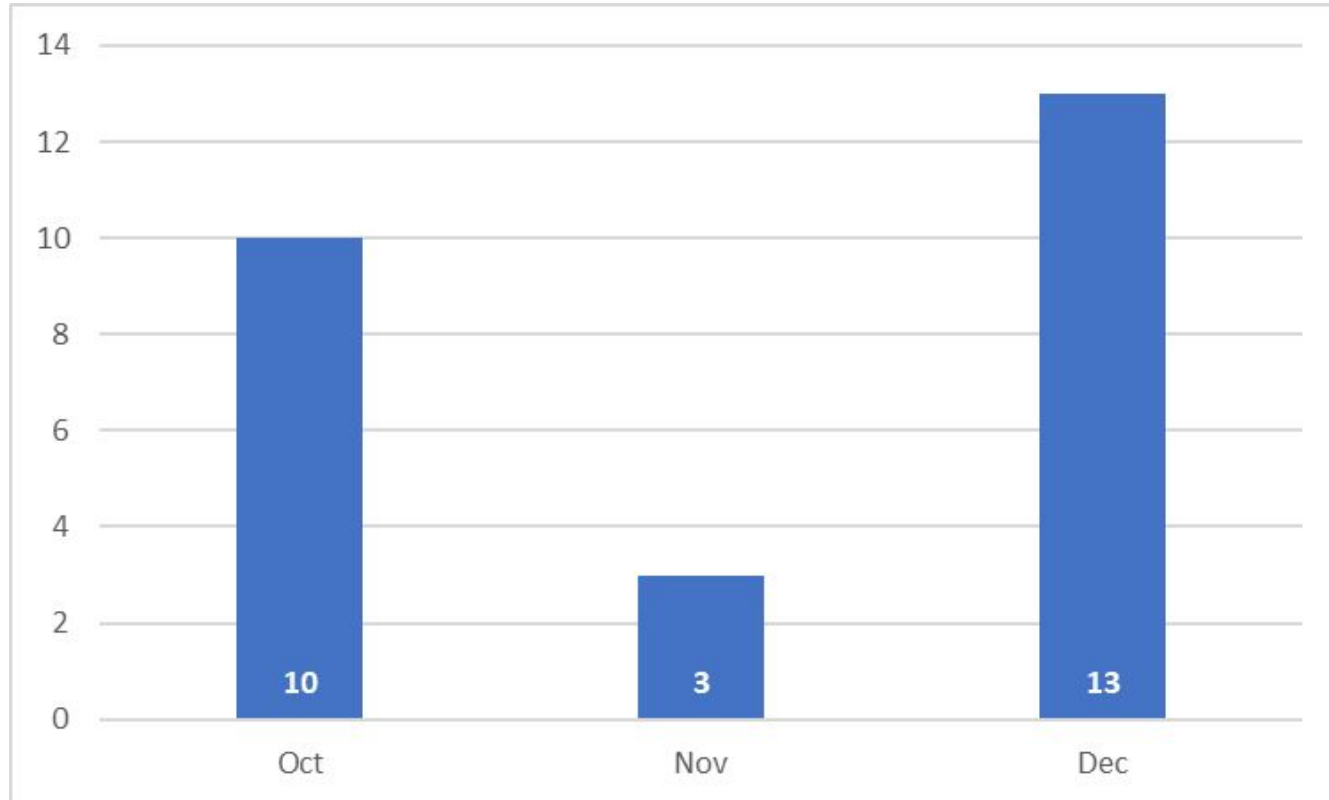
# Chapter “Health” Metrics

- Chapter Membership
- Average Event Attendance
- Financials

# Chapter “Health” Metrics: Chapter Membership



# Chapter “Health” Metrics: Renewals by Month





# Chapter “Health” Metrics: Average Event Participation

Date	Event	Registered	Attended	# Members	% Registered	% Attended
19-Jan	7 Fundamentals of Effective eLearning	30	19	167	18%	11%
16-Feb	New Member Welcome Session*	9	3			
24-Feb	Exploring the value of certification	17		167	10%	
9-Mar	Implementing Budget-friendly Video-based Learning with NINJA TROPIC!	16	16	167	10%	10%
16-Mar	New Member Welcome Session*	0				
20-Apr	New Member Welcome Session*	7	2			
5-May	Finding Your Way in Talent Development	25	9		13.7%	4.9%
9-Aug	Reframe & Refocus Your Training Content	27	3	179	15.1%	1.7%
14-Sep	Alain Hunkins: Cracking the Leadership Code	28	10	174	16.1%	5.7%
22-Sep	So...You want to Speak @ Conferences	34	18	174	19.5%	10.3%

# Chapter Financials

Review Monthly Financial Documents.

Profit and Loss for September:

- September Net Income: \$5.61
- Net for the Year: \$1,146.39
- Current Assets: \$7,644.47

# Review and Explain CARE Metrics (as of 9/14)

CARE Status:	Complete	Total	%		Complete	Required	%
<b>CARE OVERALL:</b>	12	21	57%	<b>CARE PLUS:</b>	17	20	85%
Board of Directors:	2	4	50%	Care Plus:	4	4	100%
Governance	3	4	75%	Care Plus:	3	2	100%
Finance	1	4	25%	Care Plus:	4	3	100%
Membership	2	4	50%	Care Plus:	3	6	50%
Programming	1	1	100%	Care Plus:	3	3	100%
Communication	3	4	75%	Care Plus:	3	2	100%
<b>Power Member Activities</b>	13	10	130%				
10 Required, 20 for Plus							

<https://docs.google.com/spreadsheets/d/1GWFhKKhu-cd3i63yo5T9vfUNmT7y-OXtOci43gTF1qQ/edit?usp=sharing>

## Event Calendar (**Bold** = Last 30 Days)

- **Sept 14: Alain Hunkins**
- **September 22: So you want to speak @ Conferences**
- Oct 19/20: New Member Event
- Nov 4: Conf: Coming Back. Coming Together. Moving Forward. **(working w/NEFL team)**
- Conference Volunteer Assistance - Women in Leadership Nov. 1-4 / Maria & Rosa
- Conference Volunteer Assistance - Learning 2022 Nov. 6-9 / Maria & Rosa
- November 16: Keith Keating (Rosa hosting)
- **December 7 - Sam Snead Tavern - details to come**

# After Action Review for Events in the Last 30 Days

Goal is to capture a **quick** synopsis, positives/sustains, and improvements for the future for EACH event in the slide notes to improve long-term chapter operations.

- **September 14 - Alain Hunkins**
  - Great event. People liked the topic. 28 registered, 10 attended
- **September 22 - Speaker Panel**
  - Great event. People liked the topic. 34 registered, 18 attended
- **November 16 - Keith Keating**
- **December 7 - Annual Event @Sam Snead**

# Individual Slides for Upcoming Events?

Enter individual slides for upcoming events here outlining:

1. POC Responsible / Host
2. Actions Taken
3. Actions Pending
4. Support Needed

Anything additional??? Too micro???

If event content is in these slides, the slides that follow will be much more organizationally focused.

**LearnUpon: Vendor Spotlight (Justin is now with Moodle but this vendor paid \$500 and we should reach or refund.**

**Vendor paid \$500 - Someone needs to follow up w/Vendor - set up new dates**

Purpose: Vendor Spotlight

1. POC Responsible: Maria, Rosa, Janet
2. Speaker: LearnUpon Demo
3. Topic: TBD
4. Capability Focus Area/s - Developing Professional Capability: Instructional Design, Technology Application
5. Actions Taken:
  - a.
6. Actions Pending
  - a. Finalize a date
  - b. Post meeting to website
  - c. Need a volunteer facilitator
  - d. Conduct/Record Event
  - e. Marketing
7. Support Needed
  - a. Hosting Schedule?

## **September 14 from 6:30-8pm: Alain Hunkins - Cracking the Leadership Code**

Purpose: Monthly chapter program

1. POC Responsible: Maria & Rosa
2. Speaker: Alain Hunkins
3. Topic: Cracking the Leadership Code
4. Capability Focus Area/s - Developing Professional Capability: Career & Leadership Development
5. Actions Taken:
  - a. Volunteer Facilitator - Rosa Espinal
  - b. Posted on Website
  - c. Scheduled Marketing via Wild Apricot - 7/27, 8/10, 9/7
6. Actions Pending
  - a. Follow up with Speaker via email or Slack to ensure he's all set
  - b. Social Media marketing
7. Support Needed
  - a. TBD



## Sept 22 from 6:30-8pm: “So...You Want to Speak @ Conferences?”

Purpose: Monthly chapter program

1. POC Responsible: Maria & Rosa collaborating w/Sean McClean
2. Speaker: Mayra Roldan, Sierra Marquardt, Pam Hogle, Lisa Schwartz, JD Dillon, and Ron Price
3. Topic: Speaker Best Practice Panel
4. Capability Focus Area/s - Developing Professional Capability: Career & Leadership Development
5. Actions Taken:
  - a. Volunteer Facilitator - Rosa, Sean McClean
  - b. Posted on Website
  - c. Scheduled Marketing via Wild Apricot - 7/21, 8/23, 9/15
6. Actions Pending
  - a. Follow up with Speakers via Slack
  - b. Social Media marketing
7. Support Needed
  - a. TBD

## October: No Events Planned

Purpose: Monthly chapter program

1. POC Responsible:
2. Speaker:
3. Topic:
4. Capability Focus Area/s -
5. Actions Taken:
  - a.
6. Actions Pending
  - a. Post meeting to website
  - b. Conduct/Record Event
  - c. Marketing
7. Support Needed
  - a. Hosting Schedule?

# Nov 4: Conf: **Coming Back. Coming Together. Moving Forward.** (w/ NEFL Chapter)

Purpose: Joint annual Conference in JAX

1. POC Responsible: Conference Team
2. Actions Taken:
  - a. [Initial Planning Meeting](#)
  - b. Event Theme/Planned
  - c. Awesome speakers!
3. Actions Pending
  - a. Determine ATDCFL Contributions
  - b. Market Event
  - c. Determine Virtual Solution to use existing WILD Platform / Central Florida location?
4. Support Needed
  - a. ?

## November: Volunteer efforts at Women in Leadership & Learning 2022

Purpose: Volunteer opportunities for members

1. POC Responsible: Maria & Rosa
2. Update:
  - a. Women in Leadership - November 1-4 / Volunteers selected. Final preparation stage.
  - b. Learning 2022 - November 6-9/ Volunteers selected. Final preparation stage.

## **November 16 from 12-130pm: What do CFOs think about L&D? Leveraging the CFO to Further your L&D Strategy**

Purpose: Monthly chapter program

1. POC Responsible: Maria & Rosa collaborating w/Keith Keating
2. Speaker: Keith Keating
3. Topic: Speaker Best Practice Panel
4. Capability Focus Area/s - Developing Organizational Capability: Business Acumen
5. Actions Taken:
  - a. Volunteer Facilitator - Rosa
  - b.
6. Actions Pending
  - a. Post on Website
  - b. Schedule Marketing
  - c. Follow up with Speaker via Slack
  - d. Social Media marketing
7. Support Needed
  - a. TBD

# December TBD: December 7, ~6:30-8:30?, In-Person Event @ Sam Snead

Purpose: End of Year and Employee Recognition

1. POC Responsible: Maria & Anita
2. Speaker:
3. Topic:
4. Capability Focus Area/s -
5. Actions Taken:
  - a. Venue selected and placed deposit
6. Actions Pending
  - a. Post meeting to website
  - b. Select menu for event
  - c. Marketing
7. Support Needed
  - a. Volunteers for day of event (greeters, etc.)

# Outstanding Action Items/Completed Last 30 Days

<b>Task</b>	<b>Complete? / Outcome</b>	<b>Owner/Vertical</b>
Board Member Spotlights	Incomplete	Elizabeth/Social
Blog Roll-Out	Pending	Monique/Zizo
ATD National Payout for ATD Ice	Complete - Was paid in January under new member dues	Cheryl/Zizo
Identify ALC participants for virtual event 11/3-11/4	Complete	Rosa registered Walt and Anita
Identify attendees for NEFL on 4 Nov	Pending (Walt?)	Zizo
Identify organizers for Dec Event	Pending	Walt, Zizo, Scott

# Past-President

## Last 30 Days:

- New Member follow up
- Coordinating scheduled and future programs
- Working w/Mary Alexander for conference volunteer needs

## Next 30 Days:

- Assist w/scheduled programs as needed
- Continue sourcing speakers & vendors
- Document past president duties and programs processes

## Next 60-90 Days:

- Transition past president and programs to other leaders
- Continue to work w/Mary Alexander for conference volunteer needs - Learning 2022, Women in Leadership 2022, LSCON 2023

## Support Needed:

- Webinar hosting when programs are scheduled.



# President / Operations

## Last 30 Days:

- Continued recruiting efforts towards succession planning
- Continued updating social media sites with marketing for November collaboration event with NEFL

## Next 30 Days:

- Chunking the CARE tasks
- Update NEFL team on board members attending
- Assist w/scheduled programs as needed

## Next 60-90 Days:

- Follow up meeting with NEFL team
- Board reorganization

## Support Needed:

- Volunteers to fill critical vacant board seats
- Plan 2023 Strategy Session?

# Engagement/College Relations

## Last 30 Days:

- Data Slides

## Next 30 Days:

## Next 60-90 Days:

- New Member Welcomes

## Support Needed:

- Class on how to better support our Social Media initiatives

# Communications

## Last 30 Days:

- Q1 Report update
- First board spotlight

## Next 30 Days:

- Member & Board Member Spotlight Submissions

Board Members

Send **NOW!**

- Event posts

## Next 60-90 Days:

- Establish posting cadence for recurring events (i.e. member welcome)
- Get all board member profiles

## Support Needed:

- Finalize Event Templates

# Membership - Vacant

**Last 30 Days:**

-

**Next 30 Days:**

-

**Next 60-90 Days:**

-

**Support Needed:**

-

# Program Operations - Maria Rodriguez

## Last 30 Days

- Communication and follow up with Florida Easter College /Looking for their response to our application
- Connected with Stukent. They did a DEMO of different simulations to evaluate from so I can select which one fits our program focus for a Webinar in January 2023
- Waiting for answer about how to address Learning Pool issue
- Coaching Session to ATD Puerto Rico/President: L.Pagan  
\*\*\*COLLABORATION-GLOBAL-PARTNER
- LinkedIn Contacts – Potential Speakers reaching out/ ATDCFL events.
- Following up on events/programed for September – and November
- Supporting other members Anita/Rosa/Sizo as needed it.
- ALC Leadership meeting

## Next 60 Days

- Support my team to effectively address the needs of the chapter.

## Next 30 Days:

- Support the chapter with events planned:
  - Leadership Conference
  - Learning Conference
- Work on Volunteers needs
- Note: During this board meeting I am looking forward to see we are reconnecting with our mission & ready to create a plan of achievable actions for the next 3-6 months/focus on solutions.
- What can I do? / Strengths

## Goal: Commit and move on

Research, evaluate, share and implement new strategies to solve our weaknesses.

# Programs - Vacant - REFER TO PAST PRESIDENT

Last 30 Days:

-

Next 30 Days:

-

Next 60-90 Days:

-

Support Needed:

-

# Business Dev/Sponsorships

## Last 30 Days:

-

## Next 30 Days:

- Scheduling event for July; Microburst training through text messaging

## Next 60-90 Days:

-

## Support Needed:

-

# Certifications - Nothing new to report here

## Last 30 Days:

- Fall Cohort started on August 23rd
- August 30th it began with approx 13 participants
- One CF Chapter member attended and decided to delay his testing window and study group participation
- Posted event on Social Media
- Sent out an email blast to encourage more participation
- Had an orientation conversation with a member named Alicia Ellis who is deciding on which certification to pursue and when.

## Next 30 Days:

- Support Tuesday cohort sessions as a moderator and/or support person
- Participate in leader meetings to plan for future study group changes because National wants a separate study group for APTD

## Next 60-90 Days:

- 

## Support Needed:

- If you are certified, would you be interested in joining as a Guest Speaker to share your experience of the certification?
- We could still use some guest speakers if you're interested. We have opportunities on 10/18, 10/25, 11/1, 11/8, and 11/15



# Technology

## Last 30 Days:

- Learning how to change theme color settings
  - Reset theme?

## Next 30 Days:

- Reach out to ATD National for assistance with CSS and theme colors
- Figure out source of 404 errors

## Next 60-90 Days:

-

## Support Needed:

# Actions Items (Scott will complete after the meeting)

<b>Task</b>	<b>Support Needed</b>	<b>Owner/Vertical</b>

# Open Discussion

# Wrap-Up

Next Meeting: Nov 8 @ 7:00-8:30pm