**Get Ready: Before Your Term Begins**

* Meet with the current VP of marketing/communications to discuss the responsibilities, standard operating procedures, resources, and best practices for the role. Review their contributions over the past year, progress toward annual goals, and ideas for the future.
  + Materials to review: [position description](http://files.astd.org/ChapterServices/%21CLC%20New%20Website/Resources/Toolkits/Resources%20By%20Leadership%20Position%20Toolkit/ATDChapterMarketingCommunications.doc?_ga=2.160625597.1837891381.1544452308-1106022880.1509126965), board member contact information, standard operating procedures, role-specific resources
* Mark your calendar for upcoming board meetings and important chapter events.
  + Materials to review: chapter website and shared calendar
* Learn about the chapter’s process for developing and launching marketing campaigns and sharing regularly scheduled communications with the membership.
  + Materials to review: [Chapter Communications Toolkit](http://files.astd.org/ChapterServices/Toolkits/Communications%20Toolkit%202015.pdf?_ga=2.100897537.1837891381.1544452308-1106022880.1509126965), [ATD Branding Guidelines](http://files.astd.org/ChapterServices/ATD-Branding-Hub/ATD-Chapter-Style-Guide-0714.pdf?_ga=2.168343201.1837891381.1544452308-1106022880.1509126965), chapter website, additional technologies and software
* Brainstorm ideas for the year ahead and think about what impact you hope to have on the chapter.

**Get Set: The First 30 Days**

* Meet with the board to learn more about the chapter’s mission and vision, health, and operational plan.
  + Materials to review: chapter mission and vision, chapter health dashboard, chapter operational plan
* Review the board’s policies, procedures, and communication tools and familiarize yourself with the expectations of individual board members.
  + Materials to review: board policies and procedures, communication tools
* Complete the Chapter Leader Onboarding Checklist to learn about ATD and the resources available for ATD chapter leaders. Connect with your Chapter Relations Manager (CRM) and National Advisor for Chapters (NAC) to share questions and discover best practices.
  + Materials to review: [Chapter Leader Onboarding Checklist](http://files.astd.org.s3.amazonaws.com/ChapterServices/%21CLC%20New%20Website/Chapter%20Administration%20Landing%20Page/Board%20Development/Chapter%20Leader%20Onboarding%20Checklist.pdf?_ga=2.9486963.754894907.1543940307-1106022880.1509126965), [CRM contact information](http://www.td.org/crm), [NAC contact information](http://www.td.org/nac)
* Review the Chapter Affiliation Requirements (CARE) to learn about the communication activities that the chapter will need to complete throughout the year.
  + Materials to review: [CARE webpage](https://www.td.org/chapters/clc/care), [CARE Element Matrix](https://www.td.org/chapters/clc/care/element-matrix)
* Assess how the chapter shares information with current and prospective members, both online and in person.
  + Materials to review: chapter membership webpage, chapter communications, resources used at chapter events
* Explore the marketing materials and resources available through ATD.
  + Materials to review: [Marketing and Branding Materials webpage](https://www.td.org/chapters/clc/marketing-and-branding-materials), [Power Membership Resources webpage](https://www.td.org/chapters/clc/powermembership), [Free Content for Chapter Leaders](https://www.td.org/chapter-leader-community-clc/chapter-leader-free-content), [ATD Chapter Services Social Media](https://www.td.org/chapters/clc/social-media)
* Develop an elevator pitch to recruit new chapter members and volunteers who can assist with marketing-related tasks, such as writing copy for promotional emails.
  + Materials to review: [Elevate Your Recruiting Message webcast](https://www.td.org/videos/elevate-your-recruiting-message)
* Record and analyze data to assess the success of your chapter’s marketing and communications efforts and identify opportunities for improvement.
  + Materials to review: chapter marketing data
* Review Sharing Our Success (SOS) submissions related to communication to identify best practices that you can implement at your chapter.
  + Materials to review: [Communication SOS Submissions webpage](https://www.td.org/chapters/clc/sos/sos-all/communication)
* Participate in the ATD Education/Chapter Partnership Program.
  + Materials to review: [ATD Education/Chapter Partnership Program webpage](https://www.td.org/chapters/clc/education-partnership), [Education/Chapters Partnership Program Toolkit](http://files.astd.org.s3.amazonaws.com/ChapterServices/%21CLC%20New%20Website/Chapter%20Administration%20Landing%20Page/Education%20Partnerships/ATD%20Education%20Chapter%20Partnership%20Toolkit%20%20092917.pdf?_ga=2.139067059.1837891381.1544452308-1106022880.1509126965)

**Go: 60 Days In**