**Key Result Area: Membership** – *ATD Detroit promotes the benefit and value of being an active member locally and nationally by delivering programs and initiatives in support of membership, orientation, renewal and retention.*

* Retain and increase # of chapter members by 5% over 2015 year end roster.
* Establish two committees for a) Outreach and Engagement and b) New Member/Guest Welcome.
* Implement placement of a membership table with resources owned by all board members for monthly chapter meetings.
* Revise and begin distribution of an updated member packet to communicate new opportunities and engage members to greater service.
* Contact and solicit a minimum of 30 businesses who are not current corporate members to increase total of corporate memberships over 2015 year-end total.
* Design and recommend an online orientation for new and existing members to present to the Board for approval.
* Write a Committee Member job description with expectations for approval by the Board.
* Establish 5 sponsorship by the end of the year.

**Key Result Area: Marketing, Communication and Technology –** ATD *Detroit will execute a strategy and process that leverages technology and social media to promote outreach, support, chapter visibility, chapter image, knowledge sharing, resources and support to meet the marketing and communications needs of its member and board.*

* Post chapter meeting speaker presentations within one week after the event (when made available)..
* Design and implement the use of a targeted communications strategy to universities with HRD career curriculums.
* Promote ATD Detroit events through at least 5 new media outlets on a monthly basis by the end of the year.
* Design a strategy to cross promote ATD Detroit events with sister chapters of ISPI and SHRM for implementation in the 3rd quarter.
* Design and implement a strategy to reinforce to members how to engage with ATD Detroit through social media to be promoted at monthly chapter meetings.
* Develop a new strategy for structure, content, updating and schedule for email blasts for implementation in the 2nd quarter.
* Create a process to support the communication needs of other KRA initiatives, committees and teams by responding to requests within one week of the request.

**Key Result Area: Programming and Events –** *ATD Detroit supports the professional development of its member through targeted, regularly scheduled engaging programs, events, workshops and networking that parallel the ATD competency model and meets the identified needs of its membership.*

* Design and develop a program strategy for offering monthly webcasts to our members for implementation in the 3rd quarter.
* Develop a mentoring program recommendation to the board that includes the identification of a program and resource manager for implementation in 2017.
* Schedule a minimum of one certification program to the membership to be delivered by the end of the year.
* Offer 11 chapter meeting programs in 2016 based on survey results that parallels the ATD competency model to include an updated meeting agenda, facilitation of member networking time and opening Icebreakers.
* Complete a needs assessment and develop a strategy recommendation for special interest groups (SIGS) implementation as needed by the end of year.
* Provide one annual structured networking event for our membership and learning community during the 4th quarter.
* Research and recommend to the board one regional and/or signature event in 2016.
* Complete a needs assessment for an HRD student and professional engagement strategy to recommend to the board.

**Leadership and Administration –** *The Board of Directors of ATD Detroit will lead and administer the chapter with complete ethical and financial integrity that sustains the chapter in accordance with our Bylaws and C.A.R.E. requirements as a non-profit organization. The Board will continue to strive to fulfill its membership’s expectations in decision making, development, engagement and community involvement in such a way that we continue to be recognize nationally as a model chapter.*

* Create and publish a calendar of award recognition opportunities for the chapter to pursue and capture at least one national award in 2016.
* Complete the 2015 ATD C.A.R.E. survey on time.
* Monitor 2016 criteria compliance to the ATD CARE calendar at monthly Board meetings.
* Complete a chapter calendar of all events, meetings, retreats and conferences to review at each board meeting and publish to the chapter.
* Determine a board member proctor to research, recommend and implement an appropriate form of Robert’s Rules for board operations or operating procedures.
* Identify and complete at least 2 board member development session, events or functions.by the end of the year.
* Complete an accurate chapter financial budget by the end of February and report monthly to achieve a breakeven status by year end.
* Gather drafts of chapter Standard Operating Procedures from appropriate Vice Presidents, update and present for board approval at July 2016 Board meeting.
* Confirm the 2016 Nomination Committee member by 8/31 and present a 2017 board roster in October that will be voted on and approved by November 15.
* Develop and present a board structure update and recommendation for implementation schedule in time for the 2017 Nominating Committee’s use for 2017 roster and election.
* Design, present for approval and implement a Part President’s Council for implementation in 2017.