2018 Board of Directors

President - Linda Jenkins

Past President, Lorinda Schrammel

President-Elect - Walt Hansmann, CPLP

Vice President of Accommodations - Cathy Fox

Vice President of Administration - Jeremy Smith (January - September)

Vice President of Administration - Michael Chancey, (September – December)

Vice President of Finance – William (Skip) Eller

Vice President of Marketing – Shelby Morris

Vice President of Membership - Tammy Wise (January – March)

Vice President of Membership - Ashley Whitfield (May – December)

Vice President of Programming – Stacy Davis, CPLP
Goals Guiding Annual Operating Plan

- Foster an Inclusive Culture
- Implement “Effective” Practices to Improve Chapter Operations
Measuring Our Guiding Goals

Every Chapter Member attend at least two Chapter events. In 2017, 61.54% of Chapter members participated in 2 or more events.

Average ratings for event experiences 4 out of 5, with 5 being highest. To measure, acquire ratings for all chapter events. In 2017, only acquired ratings for a few events.

Annual Operating Plan

4 Areas

Ensure alignment with chapter bylaws and policies

Ensure compliance with ATDCare requirements

Actions to improve chapter operations

Actions to improve membership engagement, retention and growth
Alignment with Chapter Bylaws & Policies

Actions That Must Be Accomplished To Maintain Alignment With Chapter Bylaws And Policies

• Schedule for board meetings
• Budget approval process
• Develop and approve new policy for electronic voting – elections and bylaws amendments
• Schedule for elections
Compliance with

5 CARE Areas

Financial Management

Professional Development

Membership

Administration

Communications
Actions To Improve Chapter Operations, Per Risk Assessment Recommendations

- Acquiring domain name email ID’s for all chapter board members, establishing a policy for use of the email accounts and implementing use of the accounts
- Acquiring SurveyMonkey account
- Acquiring QuickBooks online account
Actions To Improve Membership Engagement, Retention And Growth

- Monthly Program Meetings – actions before, during and after
- Communications to Members - welcome, renewals, lapsed and Power Members
- Power Membership – promote to current members and ATD only members in northeastern OK
Professional Development - Goals


Ensure programs address TD Areas of Expertise

Meet engagement/quality objectives for Monthly Professional Development activities – next slides

Distribute online post-meeting surveys and collectively review the survey results to improve chapter professional development activities

Adopt informal E-Learning Group, with quarterly meetings, as Chapter supported professional development opportunity

Ensure programs address TD Areas of Expertise

Meet engagement/quality objectives for Monthly Professional Development activities – *next slides*

Distribute online post-meeting surveys and collectively review the survey results to improve chapter professional development activities

Adopt informal E-Learning Group, with quarterly meetings, as Chapter supported professional development opportunity
Professional Development - Monthly Program Meeting Goals

- Welcome
- Engage
- Network
- Promote ATD and ATD Tulsa Membership
- Provide Professional Development

Fostering an Inclusive Environment
Professional Development - Actions to Achieve Program Meeting Goals 1

1. Used Board Member Guest Passes – 18 available (2 each)

2. Personalized “warm up” and added relevant information to auto reminders sent to people registered for meeting

3. Intentionally welcomed and acknowledged guests, new members, Power Members & board members at the beginning of meetings

4. Added 5-minute networking activity to several meetings (per member requests)

5. Distributed participant surveys after all monthly program meetings
Professional Development - Actions to Achieve Program Meeting Goals 2

Program Meeting Agenda

- Scrolling PPT shown from 11:15 AM until 11:45 AM
- Lunch served from 11:15 AM to 11:45 AM
- Program begins at 11:45 AM with PPT
- Welcome
- Pitch to Future Events
- Pitch for Sponsorships with ATD Tulsa
- Announcement - Nominations Open for 2019 Board Members
- Networking Activity
- Workshop Program
- Close & Thank You
- Program ends at 1:15 PM
Professional Development - Monthly Program Meeting Results

2017
Average Meeting Attendance
31.5

2018
Average Meeting Attendance
32.7

Broader Program Participation by Board Members During Meetings

VP of Programming – Promote Future Professional Development Opportunities

President-Elect – Promote Sponsorships

VP of Membership – Welcome New Members and Power Members, Power Member Minute & 5-Minute Networking Activity
1. Chapter Membership - Increase Chapter memberships from 105 to 120

2. Satisfaction - Average quality/value ratings for event experiences will be 4 out of 5, with 5 being highest

3. Engagement - Every member will attend at least two (2) chapter events

4. Engagement – Majority of members will participate in elections

5. Power Membership (Chapter + ATD) - By 12/31/18 achieve 50% or greater Power membership rate
Actions to Achieve Chapter Membership Goals

1. Personalize and “warm up” email communications for renewals

2. Personal outreach via email or phone to members up for renewal and members who do not renew

3. Welcome packets for new members – swag items and email communications

4. Personal outreach to guests at Chapter events

5. Distributed annual membership survey
Chapter membership declined from 105 to 92

- Lost some momentum in engagement activities from resignation and replacement of VP of Membership
- Focus on increasing Power members reduced focus on acquiring Chapter only members
- Leadership change at a company resulted in loss of all members at company (12 members)
Ratings for Program Quality/Value
(5 Point Scale)

<table>
<thead>
<tr>
<th>Month</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leading from Where You Are</td>
<td>4.79</td>
</tr>
<tr>
<td>Gamification</td>
<td>3.66</td>
</tr>
<tr>
<td>December</td>
<td>4.44</td>
</tr>
<tr>
<td>November</td>
<td>3.5</td>
</tr>
<tr>
<td>October</td>
<td>4.66</td>
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<tr>
<td>September</td>
<td>4.18</td>
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<td>August</td>
<td>3.8</td>
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<td>July</td>
<td>4.55</td>
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<tr>
<td>June</td>
<td>4.88</td>
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<tr>
<td>May</td>
<td>4.4</td>
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<tr>
<td>April</td>
<td>4.4</td>
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<tr>
<td>March</td>
<td>4.23</td>
</tr>
<tr>
<td>February</td>
<td>4.63</td>
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<tr>
<td>January</td>
<td>4.4</td>
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</table>

Average Rating = 4.32 out of 5

Highest rating achieved for “ICE Insider” Program Meeting in June 2018 at 4.88 out of 5
Goal: Every Chapter Member attend at least two Chapter events. In 2017, 61.54% of Chapter Members participated in 2 or more events. In 2018, **67.74%** of Chapter Members attended 2 or more Chapter events – 6.2% increase.
Election Participation

- **54%** of members participated in 1st online elections and voting on bylaws changes. Previously, for in-person elections, at August Monthly meeting, approximately 22% of members participated.
Actions to Achieve Power Membership Goals

- Joined ATD Store
- Highlight Power Membership Benefits @ Chapter Meetings
  - Power Member Minute
  - Power Member Slide and Acknowledgement
  - Power Member Rates for Workshops – Lowest Rates
- Outreach to ATD only members in northeast Oklahoma
  - Hosted Oklahoma Networking Dinner at ATD 2018 in San Diego
  - Personal invitations to attend Monthly Meetings (via guest passes)
  - Send emails promoting workshops and Employee Learning Week celebration
- Promote Benefits of Attending ATD2018 (ICE)
  - “ICE Insider” Program Meeting – *Highest Satisfaction Rating*
  - Swag from ICE distributed as door prizes at Chapter events
  - Chapter team and Oklahoma networking dinner at ICE
Oklahoma Networking Dinner Organized by ATD Tulsa
Membership Results - Power Membership

Goal: Achieve greater than 50% joint membership by Dec. 31, 2018

Achieved 51% Power Membership in July 2018!
Started at 40% in January 2018.
Communications - Goals

- Publish, distribute and post Annual Report
- Website Redesign (Responsive)
- Consistent messaging at Chapter events
- Consistent and enhanced social media presence (Facebook, LinkedIn and Twitter)
- Communications on Chapter business from President to members
- Personalize and “warm up” automatic email communications via Wild Apricot
- Board member emails @ tdtulsa.org
Communications - Results

1. Published Annual Report

2. Website Redesign – a) clean design and easy navigation, responsive with Twitter feed, and b) User feedback on how easy it is to use!

3. Consistent Messaging at Chapter Events via PowerPoint presentation

4. Social Media – Consistent messaging across all media

5. Email Communications from President to Members

6. Official Email Communications – Domain Name Email Addresses For Chapter Leaders @ tdtulsa.org
Increase Income From:

- Half- and full-day workshops
- Membership Dues (increased from $40 to $50)
- Sponsorships

Per Risk Assessment, Acquire:

- QuickBooks online for cloud-based accounting system
- SurveyMonkey account for ATD Tulsa online surveys
- Email addresses for board members in addition to VP – Administration and VP – Finance
Increase Income From:

- Half- and full-day workshops
- Leading From Where You Are ($0 Revenue Neutral – Low Attendance)
- Level 1 Gamification Certification (Via Cost Sharing - $2,579 Net Revenue)
- Membership Dues (increased from $40 to $50)
- Sponsorships
  - Four Program Meeting Sponsorships @ $250 each for $1,000
Per Risk Assessment, **Acquired:**

- QuickBooks online for cloud-based accounting system
- SurveyMonkey account for ATD Tulsa online surveys
- Email addresses for board members in addition to VP – Administration and VP – Finance
### 2018 Financial Performance

<table>
<thead>
<tr>
<th>Category Description</th>
<th>2018 Budget</th>
<th>2018 Actual</th>
<th>Variance</th>
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<tbody>
<tr>
<td><strong>INCOME</strong></td>
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<tr>
<td>ATD ChIP</td>
<td>$988</td>
<td>$1,237</td>
<td>$250</td>
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<td>Meeting Fees</td>
<td>$9,617</td>
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<td>Membership Dues</td>
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<td>ATD Meeting Sponsorship</td>
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<td>Special Event - Training</td>
<td>$3,000</td>
<td>$5,840</td>
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<td><strong>TOTAL INCOME</strong></td>
<td>$21,255</td>
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<td><strong>EXPENSES</strong></td>
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<td>Board</td>
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<td>Communications</td>
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<td>Misc</td>
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<td><strong>TOTAL EXPENSES</strong></td>
<td>$21,170</td>
<td>$18,548</td>
<td>$2,622</td>
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<td><strong>OVERALL TOTAL</strong></td>
<td>$85</td>
<td>$1,873</td>
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Results for Guiding Goals

Goal: Every Chapter Member attend at least two Chapter events.
Result: 67.74% of Chapter members participated in 2 or more events. 6.2% increase from 2017.

Goal: Average ratings for event experiences 4 out of 5, with 5 being highest.
Result: 4.32 Average rating for event experiences.

Goal: Achieve greater than 50% joint membership by Dec.31, 2018.
Result: Achieved 51% joint (Power) membership status in July 2018.
Questions?

Contact:
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918-808-6935