

# ATD-Cascadia Chapter Operating Plan 2019

## Vision

Create a community that works better.

## Mission

Empower professionals to develop talent in the workplace.

## Strategy

The Association for Talent Development (ATD)-Cascadia is a professional membership organization supporting those who develop the knowledge and skills of employees. We create interactive and engaging opportunities for our members to connect, learn and develop.

The association was previously known as the American Society for Training & Development (ASTD).

Focus Area	Overview	Tasks	Dates
Operations	Focus on balanced revenue streams, board member training, and continue efforts to streamline and simplify how our members interact with every aspect of how we do business as a chapter.	<ul style="list-style-type: none"> <li>Operationalize CARE moments, Succession Planning moments, and engagement with resources from National ATD.</li> </ul>	All quarters
Membership	Provide networking opportunities commensurate with 2018 levels	<ul style="list-style-type: none"> <li>Continue new model of Chapter Meetings which include both content and networking</li> <li>Increase use of in person and virtual focus groups</li> </ul>	All quarters  All quarters
Programs	Offer innovative and targeted events to members at all levels.	<ul style="list-style-type: none"> <li>Continue a spectrum of program including networking, chapter meetings, virtual workshops, in person workshops and professional development</li> <li>Develop two professional development workshops along the lines of our Fundamentals of Training two-day session, including The Accidental Trainer and eLearning</li> <li>Develop levels of CPLP support and promote the CPLP opportunity</li> <li>Continue annual conference</li> </ul>	All quarters  Q2 and Q4  Q3  Q4