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| **Attending:**  Stephanie Burke – President  Larry Kravitz – VP Technology/Past President  Melissa Trifoli – Dir Membership  Lauren Gigner – VP Programming  Michele Rebetti – Dir Membership/Past President  Lisa Privett-Wood – VP Marketing & Communication/  Past President  **Discussed:** | **Excused:**  Karen Flynn – VP Finance  Sy Islam – Past President  Lisa Garraputa – VP Membership |
| **Topic** | **Objectives – Top Goals** |
| **Introductions** |  |
| **2018-2019 Operating Plan Results and Budget Review (Larry)**   * **Originally estimated $5600 cash on hand for yr end 2019. Actual balance $7,327. $1727 above estimate.** |
| **2019-2020 Process and Commitments**   * All committed to execution against deliverables |
| **Brainstorming of 2020 Initiatives & Goals by Area of Responsibility** | |
| **Programming (Lauren)**   * Have meeting space at Marcum in Melville through end of year * Agreed should add structured networking at end of meetings as well   + 6:00 – 6:45 Networking   + 6:45 – 7:30 Presentation * 7:30 – 8:00 Structured Networking (i.e. conversation starters) * Consider programming theme for the year * More structure to chapter meetings   + Review competency model and identify how presentation addresses competency   + Structured networking (see at left) * Consider chapter delivery of popular topics in addition to monthly meeting topics   + Use TD materials     - E.g. Coaching training for leaders     - Leadership Development     - Change Management   + Secure meeting space   + Develop cost model with min seats, etc. * Review previous survey results * Virtual Programming   + Look for TD webcasts to promote   + Agreed not to record them   + Lauren researching closed YouTube channel   + Larry research free conference call.com * LPW to forward 2018 Employee Learning Week actions | * Programming recertification * Whole year program/theme   + Calendar * Conduct survey to inform offerings and interests * Workshop for fee * Tie in competencies for chapter meeting presentations * More structured meeting * Learning Week programming |
| **Membership (Lisa G)**   * Stephanie suggested “Build Your Tribe” podcast for reference for building a following on social media. * Each Board member to review email list * Increase student participation * Member Retention: Kiki had made attempts to contact lapsed members with minimal results * Consider Transition rate for Student to HR Professional * Add new members to LinkedIn groups * Michele will oversee New Member Onboarding * SIGs (Special Interest Groups) for Students * Hofstra develop certifications for resumes and public recognition * Hofstra scholarship: sign up 35 students and ATD LI will return annual fees as scholarship * Draft sample letter for prospective members to ask manager to sponsor membership * Melissa reach out to Kiki re: her activities | * Primary Goals   + Increase Membership   + Increase Member Retention   + Increase Power Members (National and Chapter)   + SIGs * Establish numerical goals * New Member Orientation |
| **Marketing & Communications (LPW)**   * Scrub contact list (review and update email addresses)   + Access NYS national members   + Add National member emails to contacts * Review all SOS for chapter ideas * Draft letter to Gov for proclamation of Employee Learning Week 12/2 – 6/19 * Review current Chapter collateral and deck for meetings * Consider recertification credits for SHRM or ATD * Consider internal certifications/bading   + Badger site offers free badging software (Larry researching) * Design communications plan * LPW to critique/proof all chapter comms * Consider branding activities for Board * Develop/refine elevator pitch * Work with Larry on website * Consider newsletter with realistic frequency   + Organize committee * Promote ATD Scholarship as applicable (deadline Oct/Nov) * LinkedIn Group: Make Larry manager/admin; remove Sheri * Larry and LPW to meet regularly | * Internal certification * Branding * Awards * Consider alternative conference/promotional event to SHRM LI conference * Work with Larry on website * Clean up contact list * Newsletter committee * Recruit Dir Social Media * Work with Larry on auto emails/reminders |
| **Technology (Larry)** | * Update website (Kaleidoscope theme) – build and sustain   + Update current Board   + Add website location for people to volunteer   + Add links to social media * Research badging process * Larry and LPW to meet regularly * Larry adds self as contact |
| **Corporate Outreach & Sponsorships**   * Stephanie follow up with NEFCU and warm transfer to Lauren if applicable | * Increase membership through organizations * Sponsors provide $$ in return for exposure * Each Board member challenged to secure at least 1 corporate sponsor |
| **2019 – 2020 Budget** | * Budget for 2019 – 2020 equal to actual for 2018 -2019. Will be moving to Wild Apricot for payment processing to avoid the surcharge |
| **Open Positions**   * President-Elect * **UPDATE SINCE SUMMIT:** VP Membership * Dir Social Media: mining social media, social influencer * VP Outreach |  |
| **ATD Leader Conference (10/10 – 10/12)**   * Stephanie, Michele, Sy attending |  |
| **ATD Online Tools e.g. SOS**   * All encouraged to look at what ATD National offers * Chapter Leader Community |  |
| **ATD Awards** | * To be eligible for ATD Chapter of the Month and other Chapter Excellence Awards which are cash awards we need to be Care Compliant. |
| **CARE** | * The only missing component is the requirement that 35% of our membership be ATD National members. |
| **NY Metro Conference 4/3/20**   * Michele chairing Programming * Stephanie and Lisa on Volunteer & Operations Committees * Some additional volunteers from our chapter * Tentative Registration for Conference   + $200 Volunteers   + $400 Member Local Chapter   + $500 Non-Member |  |
| **Next Chapter Meeting:** Thursday 9/26 |  |