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| **Attending:** Stephanie Burke – PresidentLarry Kravitz – VP Technology/Past PresidentMelissa Trifoli – Dir MembershipLauren Gigner – VP ProgrammingMichele Rebetti – Dir Membership/Past PresidentLisa Privett-Wood – VP Marketing & Communication/Past President**Discussed:**  | **Excused:** Karen Flynn – VP FinanceSy Islam – Past PresidentLisa 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
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| **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
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| **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
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| **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
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| **Open Positions*** President-Elect
* **UPDATE SINCE SUMMIT:** VP Membership
* Dir Social Media: mining social media, social influencer
* VP Outreach
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| **ATD Leader Conference (10/10 – 10/12)*** Stephanie, Michele, Sy attending
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| **ATD Online Tools e.g. SOS*** All encouraged to look at what ATD National offers
* Chapter Leader Community
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| **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.
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| **CARE** | * The only missing component is the requirement that 35% of our membership be ATD National members.
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| **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
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| **Next Chapter Meeting:** Thursday 9/26 |  |