

## Board Meeting Minutes

**1/23/2022**

Susan:

I'm going to start us off just by anchoring us in our basics for the year.

So, do you remember connection, community, content, commitment, cadence, and consistency? I think that if we keep those words in mind, all that we do for 2022 will be good.

### **New Meeting Venue**

We will not be continuing with The Boathouse as a venue for our monthly speaker meetings. We will utilize our money that put down as a deposit. So, we'll plan an event there, of some sort. It may be a meet and greet, some type of community connection meeting, or onboarding a new member.

The new venue is in the downtown area with a parking lot. There's a meeting space and we can bring in our outside caterers.

### **Board Member Updates**

I do have a couple of updates to share with you before we get into the business and I'll turn it over to you, Jodi, after I do this to talk about 21 care report submission.

Linda had to step away from the board for this year. She had a couple of things come up in her personal life. The good news is that she's willing to be our extra set of hands throughout the year as we need them, and she really left us in a great spot. She set us up for our venue and she secured speakers up until March.

And then my second bit of news is that Lindsey will not be able to help us with our newsletter. She also has some personal stuff going on and so, it's just a little much to commit to. I'm sure if we need anything like editing or any support, she'd be happy to help or if we want her to help with a certain event or the conference.

That being said, Brandi and I talked a little bit about what we need to meet our commitments and obligations for this year and really, we're building the basics. This team has the basics covered. Lindsey was providing an additional layer of communication with the newsletter. I would still like to re-fill that spot. I believe that it will enhance our community connections, so that's something we will look for but again, it's not a requirement for 2022.

Linda was overseeing professional development, which is again an additional layer of moving more towards into 2023 and beyond. This year is really focused on programs and having a cadence of events with great content every month, and so Ed has that covered. We were looking for Linda to bring in more of the vision for special interest groups, continuing education credits so that there is a value add for people attending our meetings, etc. and so that's easily moved to 2023 or if we just feel like we're doing great this year, then we can add it back onto our plates. But except for both of those things, I feel like that the team that we have is capable of executing the vision as is for 2022.

Questions, comments, or concerns?

**Question**

Jodi asked the following questions:

We've had far less people to help us achieve our goals in the past and we've managed to get by and do it. I think with the existing group that we have we will be able to band together and really provide our members with a more improved experience than we've had the past couple of years. So, are you thinking about replacing those positions or how are we going to approach this?

Susan replied:

Brandi and I talked a little bit, and we don't feel it's necessary to replace those positions this year. And again, we would like someone to cover the newsletter and we would also like to move into professional development, but it's not a requirement for 2022.

Ed is over programming so one example is he may want to look for somebody on his team to be over registration and so that may grow. I'm not saying Ed would move into professional development, but that would grow like succession planning.

And Maddie you may want to grow your team. If you know somebody that could take on the newsletter so that's something that you all have autonomy to do on your teams. Whatever you need to accomplish your goals. You have the autonomy to add to your teams as you wish.

OK, well with that Jodi, I'll turn it over to you to talk to us about the care requirements.

**Care Requirements**

Jodi:

OK, so the exciting news is that it is done and ready to go. I was just wondering if we want to have one more person look at it before I hit the send button or if you guys are ready for me to send it out.

Susan:

I trust you. I have the login open if you want to give me the credentials and we can look at it really quick as a group if you want.

Jodi:

One moment.

Susan:

Alright Jodi, I have it up what should I do?

Jodi:

So, if you click on in progress.

Susan:

Got it.

Jodi:

And then it's pretty lengthy, so if you click on edit you will see everything I had to answer.

Susan:

Oh wow.

Jodi:

So, I think maybe the better choice instead of going through each section here, maybe if anybody wants to take a look at it before I send it is to do that offline. It's due at the end of the week. So how about if I give you until Wednesday, if anybody wants to look at it and make comments and that way, I can send it out by the end of the week.

Susan:

OK. Sounds good Jodi, thank you.

Jodi:

And I thank you all for supplying me with the information. I know at the last minute I was texting people and asking them for information. And so, thank you for getting back to me quickly. I really appreciate that.

Susan:

Well let me ask you before we move off this do you have any concerns?

Jodi:

I don't think so. I'm always concerned with my attention to detail that maybe I missed something. Or I put the wrong information in, but I think we're in OK shape. The good news is that they are for nationals so if they don't meet their standards, they will let us know. So, I'm sure it will be fine. Speaking of nationals, they provide a lot of great resources for the board. I met regularly with our map representative who just meets with the president to make sure that everything is going smoothly to see if we have any concerns or to help solve problems. They also have quarterly meetings for everybody on the board and there's usually a topic related to a board position or an overall issue that some chapters have so I really encourage you guys to attend at least a couple of those, this year.

Susan:

And I echo what Jodi said. If you can work it into your schedule. I know sometimes our next couple months are booked up, but these are scheduled enough in advance that you just put it on your calendar and hold it and you'll learn a lot and you're not only learning a lot about your role, but you'll learn a lot about what other chapters are doing. If you want to follow a chapter right now that's pretty on target. I think you should follow Atlanta. I would follow them on Instagram and LinkedIn. They're doing a call for speakers, they're doing coffee connections for new members, so they seem to have kind of the same ideas that we have and maybe be in the same spot.

Thank you, Jodi.

**Board Retreat**

Susan:

I'm just going to remind everybody that February 20th is our board retreat. It will be at Emily 's house. And it's going to be amazing. Emily, you haven't shared with everybody why you have a blue hand, but I think it's going to be awesome. And so, during the board retreat is typically when we onboard new board members, really clarify roles and responsibilities, make our goals and objectives for the year, and then just cover some team building stuff. We will also do a site review and technology review.

Brandi Williams:

Did everyone see that the retreat is potluck style of bring your favorite thing to share with the board? We'll also have snacks and stuff provided.

So, we were really intentional about picking what we were doing and how we were doing it. And we chose to do it at Emily 's house because we want it to feel like a community. We don't want a formal event and then we wanted to do in person. So that we can build those connections and then we also wanted to deepen the connections. And also, every board member is committed before they get there because you have to do something before you arrive. It's your commitment. Either you're cooking something or you're buying something and then once you bring it you can tell us a story about why you chose it. And if the story is because I was running late in my week was terrible and this is what you get, then that's fine.

And I have a couple of activities that I would like us to do as a leadership team which is create the membership journey and then create the event experience journey and we'll all walk through that together and see what that looks like. That is really an integral part of what people should experience as a member from the time that they sign up to the time that they attend their first event. So, we need to look at what that looks like. what communication are they going to receive, when are we going to interact with them, etc. So, for example, what will a member experience once they become a member? What's the first interaction that they get from us? When does it happen and what is our standard? And once we create that journey, then we have these measurements and these standards that we can all meet. And so, one thing that Cas has talked about over the last year or so is have a new member connection and so there could be a coffee and connection new member onboarding and she could do it virtually or she could use The Boathouse. It could be once a quarter or more frequently if needed. So those are the kind of thing we want to map out and it'll be for 2022 and then we can take what's manageable for this team to accomplish and then we can grow that and make it even more meaningful and valuable next year.

And then add the same thing for events. When somebody registers for an event, we need to think about: what's their first interaction with an event? What information do they get before? What is it like when they walk in the door? What is the board 's roles and responsibilities during the event? What happens after the event? And I know that we all of us have talked about some really good ideas and Maddie has brought up post event communication of recapping what happened. I love the idea of taking as many pictures as possible, and marketing those out so people are like what did I miss? And so that's just a piece. I think if we can define those two journey maps for both members and events, we can really do a good job as a board knowing what our roles are and what our standards are.

Cassandra:

I'm extremely excited about it. I have learned a lot about journey mapping, and I think looking at membership from that angle is going to be extremely beneficial. I will definitely have something ready for that meeting.

Susan:

Thank you, Cas.

For the so for the retreat our focus will be those member journeys, establishing our goals, reviewing our care packet or care requirements, and identifying and clarifying roles and responsibilities.

### **Budgets**

The one thing that I want you all to think about prior to is budgets. This is not something we've typically done in the past, but I really want you all to think about how much money you will need to do your scope of work. So, if we're going to in person events, we are going to need speaker gifts. If we are going to do programs, we need to pay for the venue and location and so things that we're already spending and Brandi we need to have a budget for Wild Apricot.

We need to have a budget for any software technology that we currently utilized. QuickBooks would be one of those things and the beauty of this is, is that you have in your email an itemized expense list from what I sent Jodi and I copied the whole team on it, so you can see what we've purchased in the past. If you want any additional information, I can send you that. So, anything that we purchased last year we have an itemized list of it because it came out of our bank account.

But what I really, really want you to think about is what do you want to do that we haven't done before? What do we need to spend money on that we haven't?

We brought in about \$5000.00 last year in membership. And so, I would ask that that's kind of our pot that we're not going to plan to spend more than we brought in even though I think we will bring in more this year with events in person events, especially but between our groups. We need to determine how we're going to allocate that \$5000. So, how much of it is going to programming? How much of it is going to membership experience? And I'm sure you all can see the benefit of having a budget.

Any questions or thoughts anything I'm missing?

### **Technology**

Brandi Williams:

This is a question. Is slack something that will still be using?

Susan:

It's free for us. We haven't bought anything to communicate on slack. We can talk about it if you want to note that as a decision we need to make.

Most everybody on this call, I think everybody texts. I find everybody here is responsive through text so that is what I use.

I'm really open to what communication is best for everyone. We also have something that we don't use on Facebook. We have a COCATD board Facebook group. I don't think Madi utilizes Facebook, so that may not be ideal, but there is that way to communicate as well.

Madi Dyer:

Susan to that point that was one of the things that I was going ask for help with. Our website hates me. It won't let me in and so some of the things that I needed sorted out are purely from the technical side. I've got access to our linked in Page and the linked in ATD leaders page, but as far as our website and stuff like that I'm just running into a ton of issues. What I really need help with is some of those more basic questions. I know especially if Kirsten and I are going to work on the newsletter together that would be something we would want to put into the website. We would want to basically collaborate across platforms so that's something I need help with.

Susan:

These are all fair questions. This is totally fair, and I said the exact same thing before we hopped on this call. I think what we ask is that in our retreat we allocate a time frame to do a site review and if you all could bring a mobile device or a laptop, we can do a demo and a walk through.

And Jodi if you want to be there, if you can be there, and you want to do a walk through, or I can do the walk through. I think between the two of us, we can show you pretty much everything that you will need to know to do your parts.

Madi:

That would be awesome.

Jodi:

I was going to say that I can also try and do a video walk through so that we have that as a resource for after the live demo. I can walk through how to log in, how to add events, how to add information to the front page, etc. Let me know if there's anything else that needs to be included in that walk through and I'll try and get it done by the retreat.

Susan:

Thank you, Jodi and to add on to that we will basically do a demo of the capabilities of this site and how we do it. On wild apricot there is a training page that has videos and one pager on how to do everything that you'll need to do so. If you need to create a registration, you can go to that side if you need to add a member.

I think Cass is probably the one that I've shared that stuff with the most. But the resources are pretty good, and Cass, I would ask you if you found any benefit in them?

Cassandra:

Absolutely they were very helpful.

Susan:

And Emily said she's happy to help with that as well. Thank you, Emily. So, if you have questions just ask one of us. This sounds like Emily, Jodi, and myself can help you walk through that stuff, and then Madi, I looked up your account and you are an admin so we may just need to either stay on a couple minutes or get together this week and figure out what's going on with your account.

Jodi:

I will say this as well. It's not an intuitive site, so sometimes I end up just having to go click around in it until it does what I want to do so that that may also unfortunately be the solution. Although I've never watched the tutorials, which, bad on me. I just try and figure it out on my own. So that could be a completely different story if actually did the training.

### **Team Support/Communication**

Susan:

OK, so after the budget, the other thing is a site review on our agenda and then one of the things that we need to talk about in our retreat. once you get an idea of where you're going for the year is what support you need from your team. Brandi talked about this before, but we all have these areas that were responsible for, but no single area can be successful without the support of the other areas.

Do you have a program you need to make sure members are engaged in and that we're communicating it out? If you're communicating something out, it needs to be in line with what programs is doing and if you're in strategic engagement and you're going out and speaking, you need to be able to know what's going on and as overseeing everything, we need to make sure that we all know what's going on as well. The other the other part of that is we have to support each other 's goals and objectives. No person is on this board alone doing the work.

So, if for example, Ed is over registrations and events, he's accountable for sharing with us things like how many people are registered and letting us know what he needs from us to have a successful event and that maybe I need you to post it on your Facebook or your LinkedIn or contact some of the people in your network and let them know what's going on. And what that looks like is you're responsible for that. He's accountable for the event, but each one of us is responsible for those things and even if somebody isn't responsible, they may need to be informed.

So, Madi almost in all things with communication and marketing, she will need to be informed of what's going on. Even if she doesn't have her responsibility and that's how we work together to make sure each of us are successful.

For example, another one would be Cass. Cass is going to be creating a member experience journey and we're going to agree together what that journey looks like. If she tells them they're going to receive a newsletter every quarter. Madi's team will have to make sure that's executed. You can't be selling that which you're not delivering so that's just kind of how we work together and so while the ownership, I guess the commitment, is what I'm asking for. So that we all own each of our goals and objectives for the year.

Thoughts?

Cassandra :

I think that's fair.

Brandi Williams:

I agree I think it there's no harm in over communicating. The more that we talk to each other and include each other in what's going on the Better. So that we're all on the same page, we're aware and we can help each other if needed. So just include everyone as much as possible, and I think that will help us be successful.

Susan:

I will never complain about being cced on communication. I may not have an action item, but just to know it's important.

OK so the action item there before the retreat is just to think about what support specifically that you're going to be asking for from your partners.

I am putting the URL for the training videos for Wild Apricot in the chat box so that is there if anybody wants to jump on that beforehand.

### **Excel Spreadsheets**

Alright I'm going to move into some more prep work. So, I think we're going to just wrap up with the last bit of prep work before we talk about open business.

Kirsten I'm going to turn this over to you to make it however you think it should look. It was just brain dumping on that Excel sheet.

So, I have themes and topics. And so, these will be our campaign for the for the year. And then when our board meetings are, when our monthly member meetings are, etc. I don't have anything in conference planning yet. And then each one of you will end up filling these pieces out after the retreat and what it will look like in January? What are you focused on? What are you doing? What's membership doing? What's coms doing? What is our focus? And just set some milestones. And then, the good news is that we have all but eight months of events already planned because we're booked till March, November will be the conference, and December is going to be our annual Jingle mingle. So, we really just need April through October and that's feasible to do. So, what I did in one of our goals for programming is to create a speaker list. So, I'm going to share this with everyone, and everybody can put their ideas on this Excel document, and we'll get this started. Kirsten, I think again I will turn it over to you for that administrative piece. I anchored everything to our capability model.

In addition, I am tracking Covid numbers. I'm doing projections of when the next outbreak will be. So, I don't have in person events, after July 4th in August, etc.

OK, so this is the capability model and if you have not done a personal assessment, you should for 2 reasons. One it's going to be helpful for you as an individual that you know how you're performing in your field, but this is also a benefit to our members. And so, you can't speak to something if you haven't actually gone through it yourself. So, I've gone through it, and I have my assessment, and I also have a learning plan created. The beauty of this is this is our program model. This is what our program is aligned too. So, every event, professional development thing , etc. that we create is going to be aligned to one of these three areas. It's going to be aligned to personal capability, which are things like

communication. It's going to be aligned to professional capability, which maybe things like coaching and then it's going to be aligned to organizational capability, which is like organizational development, business knowledge, things like that. So, if you click on this, you'll go to personal capability, and it will break it down into competences and so my assessment shows my scores. You'll get your own scores. But what I did is, I tied all of the contents for our program area into one of these competencies and then the same thing folks went back to. And then the same thing for professional development. Each is tied to one of these things and then the same thing for the organization and so these are the things like business insight, consulting, organizational development, change management, etc. This is all the good stuff. All the good things everybody wants to learn about so that is how we anchor our content and content is one of our building the basics to 2022.

So, what I did is I created a sheet to help us do that. And so, it's going to have the ATD capability model. And so, I went in and I put all the people off the top of my head this morning that I could think of that we could use and then I put a description of what we're looking for so financial literacy change management, branding, and relationship building. These are just ideas for topics, and I already know people so why not reach out to the community. So, one of the things that we have incurred in back to basics. this year is community. So., I tried my best to anchor these organizations to local Oklahoma Central people. Now we want to pepper in some national areas as well if we can, but this serves two purposes. One we're engaging our community to draw in new members were highlighting them so our local people, local issues, local interests. People are going to be interested in what local people are doing and they want to make those local connections whether they're looking for a job or they want to know what their competitors are doing or they're just looking to make a connection. Also, if you know somebody that speaking, you're more than likely going to watch and support them. So, it builds our audience. So, you'll see a lot of the names of giant local like Thunder, OSU OKC, Loves, Heartland, Paycom etc. So, we don't need to do it all local. I have a couple like Leader Growth that are national. So, we can pepper in those things and again, we only have 8 events to fill.

And then I put some people down that I thought could be responsible for helping us secure those speakers. We could do a call for speakers, and I know Ashton so I could contact her. I've already reached out to Matt, so I could contact him. I have a relationship with Heather, so I could contact her.

This first one, is in a capability model. It's a care requirement. It's like having somebody from ATD come and talk about membership benefits. That's something we want to do, but everything else on here is a capability builder.

So, Brandi, I put you on something that had the Thunder because. I know you worked there; you probably have the connections. I asked Joy who the people were that could do that, and she gave me the names. Emily, I have on here with the possibility of Hope Science because there's such a good coaching piece and goal planning so that could be you, or me. That's it. So that's where I'm leaning towards us all helping us build this. This call for speakers. Just go through here and put down any ideas. But they are tied to the capability model and then we'll also be able to utilize this to turn in our care requirements at the end of the year and all of our events are tied to a capability model.

Ed Cunliff:

The links that you were sending where's all that stuff housed? In Teams or Google? Where is it?

Susan:

The links depends on what it is. They're just sites that I'm pulling from. I don't have a knowledge transfer document for this stuff.

Ed Cunliff

So somebody asked about slack earlier and I'm not a great lover of Teams, but Teams does have the capability of keeping folders there filed.

Susan:

Good point, yeah that's true. Like I said, I'm good with whatever. I just think as a team whatever we decide on. We've done Google Drive. We have slack. We have, used Teams. We can use whatever is best for this group.

I tend to lean on the Google drive just because that's tied to all of our other documents, but we haven't been super successful at getting people to utilize email accounts or the drive so my thing is if you'll commit to it, and you'll use it, it works.

OK, thank you for asking those questions. They are things that we need to address like storage locations and where can we find these things. I'm sorry I don't have good answers. I know it's something we need to work on.

So, the last thing I wanted to share that I was working on is responsibilities. So, I thought I would start these before the retreat and that way when we come to the retreat you all have an idea of what you want to put under this area.

### **Membership Team's Responsibilities**

Susan:

So, from membership Cass we want to focus on appreciation, member plans, orientation for new members, membership spotlights, reaching out to new members, and of course accounts receivable. We can take the administrative duties and then map member experience with standards and touch points. I'll take a look at the agenda with Brandi, and we'll map out a timeline of how much time we're going to get but I'd like for you to lead that at the retreat.

Cassandra:

I will be prepared to do so.

Susan:

Thank you and then from other administrative duties make sure your membership page is looking great (and we may have to work with me or Jodi to do that), remember to add national members, contact upcoming groups who are expiring, that kind of proactive administrative piece of retention. You will also need to reach out to national members who are not local members and find out why. Maybe they don't want to be, but let's find out why. What are we missing? We will just need to stay on top of that and all of your care requirements. And so, some of that is conducting a needs assessment once a year. We need to do a satisfaction assessment and we need to do 10 power member activities. Those are all on the care requirements that we have, and we will go through that at the retreat. But it has that itemized list of things that we have to do to stay a chapter. And so those are ideas. I'm not asking you to commit to all of them, but I just thought I would give you a place to start.

Cassandra:  
That's perfect thank you.

### **Program Team's Responsibilities**

Susan:  
You're welcome and then Ed, we've already gone over years, but I wanted to go over it again with the group. So, some of the ideas when Linda was here over professional development that we may not pursue so that programs meet the goal for 2022. But some of those things were like professional development opportunities, which included Sigs, which stands for special interest groups so that could be how to create E learnings or how to do a podcast or how to use coaching/mentoring programs. But that will most likely get moved to 2023. And then for this some measurements are schedule events three months in advance.

Ed and I and Brandi talked beforehand we want to have the year scheduled by March. And that way all Ed has to do is execute the plan and then that allows this team to move towards planning the conference because that's going to be a beast for us to lift up. And then because the events will be scheduled for the year. we'll just work with Madi's team on making sure we're communicating things out when they should be communicated out.

Part of Ed 's responsibilities will be letting us know registration numbers before the event and then also a recap after the event of what went well and he's going to be accountable for letting us know for breaking even. I don't care that we make money, but if we keep losing money, that will be a concern in our events and we're going to have to invest some money.

I don't anticipate when we first start in person meetings that we're going to have a big draw. We're going to have to re-engage members. So. it may be a very small group to begin with, and then we build up. We can build our speakers pool, which is what we started doing on that other sheet that is shared with you, and then map the experience with standards and touch points. So, Ed if you could be prepared to facilitate an event map, that would be great. And if you want help with that, I'm happy to help, but in our strategic retreat I also want to be able to say once you register for an event with us what happens? What's the standard of every member? What do they get when they walk in the door? Is a board member greeting them? Are we putting a board member at each table to interact with people? What does that experience look like and what are the roles and responsibilities of the board during the event and after?

So, scheduling speakers, setting up for registration planning, the event and management and then Emily, I would like to partner you with Ed to help with the food (like pastries and yogurts) and whatever we do in the morning spread and then speaker gifts. We want to make sure that we have something set up to say thank you for their time with us.

So, you see how these things are crossing over. Every person has to partner with everybody else on the team for us to be successful.

Just an idea for speaker and door prizes, perhaps we can leverage our expertise such as offering a high level training analysis by the board or redesign of their LinkedIn or business card for those of us who have graphic design experience. I love it.

### **Communication Team's Responsibilities**

Susan:

And then Madi. You are well versed in the communication plan. I saw it last year, so as long as we do our parts and tell you what membership plans to do and what programs plans to do then that feeds into your communication plan. I mean, you can do a high level version of what to communicate for events and membership, but you can't do that if you don't know what you're communicating. So, we all have to give you the information. In addition to what you want to curate and create.

Madi:

I was just going to agree with you, and I do pivot pretty fast so especially if there's something that y'all have forgotten or anything like that please text me or send me a quick email and even if we need something turned around next day unless I'm off site with a client I'll get it out before end of business.

How do you want to be communicated with? How is it best to make sure that I'm serving you all and doing what you want from a communications plan standpoint because I'll do whatever we need. I guess that's a really long way of me, saying just tell me what you need me to do, and I will try to do it for you.

Susan:

I'm a welcome your thoughts and feedback. Don't be afraid to hop in.

Ed Cunliff:

Are we doing a face to face meeting in February? I was unclear on that and again, Linda is the one that they made the contact on that.

Susan:

Yes, so we will be meeting in person on 2/20 at Emily 's house, bringing food.

Ed Cunliff

No, for the monthly meeting.

Susan:

Oh, I don't have those specifics. So, I think she's going to do a warm transfer with you and David so that you can work out those specifics. I think by February our numbers should be dropping, but I'll have to wait to see how that plays out.

Ed Cunliff:

OK.

Susan:

We're seeing the aftermath of people getting together for Christmas right now and it's a highly contagious variant.

So Madi, some of the things I thought you could do it to put some standards in place, but market all the events to build the social media following and engagement. So, I thought maybe you could come up with some goals for numbers around that whether it's numbers of followers or something like that and goals for yourself and then once you make those goals for yourself, it's this team's responsibility to

support you in achieving those goals. So, for example, we have a LinkedIn page, if we want to get to 150 members then we need action items on what we need to do to help you accomplish that goal. So, it doesn't fall on you alone.

Madi:

I appreciate that, and I think on the reporting side the other thing we would be interested in, not just from a growth standpoint, is what our folks engaging with. So where are we hitting the target for people because I think that'll give us, as we try to grow membership, a better idea of where people want to go. It'll give us a little bit of a course correction if we need it or let us know if we're on the right track. If that makes sense. So, I think not just from a growth standpoint, but where do we get in? Where do you get in depth engagement?

Susan:

Yeah, call it a return on energy, right? What are we getting for the time that we put in? Where's the bang for our Buck?

Any other thoughts.

Uh so on the website and technology social platforms, I would really like us to get to the newsletter. I just feel so strongly about that, but I know that if we also get a high engagement on our social media platforms, we're accomplishing the same things as we would, in a newsletter. But I do really like the idea that there's a ton of content out there. That's amazing on the TD website. The TD website is really hard to navigate and so even if we just had somebody to curate content and send it out as a gift to our members, it's almost like a value. And Cass did amazing job of just putting something together and it was all beneficial tools and tips that people could use, and they probably wouldn't have found it otherwise.

And then last but not. well two more actually.

### **Engagement Team's Responsibilities**

Emily so engagement, you'll be supporting the other areas heavily, but you'll also need to identify strategic relationships to further the chapter so that's on the speaker list why did we pick those businesses? Because they're local. Local issues. Local people and so who do we need to partner with that we're not and so Cass is a great partner in that because she has the membership list. She also has the national membership lists of people who are not local members and if they're national and not local.

That's the target area for you to connect with them. Find out why they're national but not local. Work to recruit member sponsorship in alliances. So, what that means is membership from the people that we just talked about, but with some of the bigger businesses like Heartland and Paycom. You could offer a sponsorship that includes so many memberships and that's the way that we get sponsorships and members. And then building some metrics around our next generation like going to the universities and making sure we have those students, becoming members. It's free. There's no reason not to you. We have connections with all the local universities. So, somebody has to go and be that face for the chapter and that would be you.

And so just making sure that we're connecting with our next generation and that they're utilizing a free opportunity for them to learn and develop.

And then if you wanted to, if you build that program app, you could do a student and volunteer spotlight. This role will also be over volunteers so as we move into the chapter you would be the volunteer coordinator and you're also indirectly responsible for working with Brandi for succession planning so as we get volunteers, who's our next board member? Who's our next person that can move into registrations or newsletters or professional development?

And then I'd like to have two networking events for the year. One is already scheduled with Jingle mingle. I think we planned for a summer type of something and then just some activities.

### **Operations and Finance Team's Responsibilities**

Susan:

And then operations, finance, and administration.

This is the accountability and commitment part so Kirsten I'm going to ask that you help with these things just making sure there's some commitments that we made as we moved into 2022. Like we will attend so many board members board meetings. We will attend member meetings every month and I know that there's going to be sometimes you may not be able to make a meeting, but in order to provide a member experience, board members have to be there to provide that experience. And it cannot be acceptable to only have one or two board people there at an event. We need the whole team there to provide this experience and that is not something that's not a level of accountability that we have done in the past and. I won't be good at tracking it. So, I'm going to ask you to help keep up with who's there and who's not.

Also, to check our email. We have the VP of finance email and that's where all of our emails go and so I think between you, myself, and Brandi we need to be we need to have a game plan of checking it 3 times a week and we triage if it needs to go to Emily for sponsorship or engagement. Then, we forward it to her or if it needs to go to Ed as a possible speaker. If it's an issue with the website, it goes to Jodi. Whatever it is, we need to ensure that we are the ones that are making sure people get communicated to.

I've already taken care of the insurance for this year. That's done. We've already had the operational plan. Jodi created it as part of the care package that we sent in and then just the administrative things of managing the care requirements. We will go through those in every meeting and will mark off what we've done, make a list of anything that's not done, etc. Bank login and QuickBooks log in are all things I'll take care of until we have a finance person.

We'll create (probably Brandi and I) the annual budget for this year. Once we get your budget needs, we'll review and update the bylaws.

The goal is to clean up accounts receivable. We have a bunch of things on the website where we're telling people they owe money that they do not know. And so that is that that impacts member experience. And that is one of the goals for the administration team is to get that cleaned up.

And for our accountability, I will provide a monthly recap of finance, so what went in and what went out and what's in our bank account and then Brandi and Kirsten, if you can just provide monthly operational updates of where we are with board accountabilities and also care requirements.

### **Website Maintenance**

And then last Jodi. I believe you said you would still help us with the website. So, I would just like to have us keep a clean website. This is not a 2022 goal. This is a maintain goal for 2022 update information and build an amazing events page. That's the one goal we really want to make sure that our events are attractive, easy to find, easy to register for, etc. So that's what I want our events to be. I want people to see that when they come to our site. I want them to be like look at all this stuff that they're doing, and what they have coming down. And then any updates that you could support your team with.

Well, it's yours. Now I have relinquished the ownership of this tab to you to build out as you see fit and then whatever you decide on. Here are your goals when we meet in the strategic retreat. I would like to do that. You know like what activities are you going to do each month to achieve those goals and how will we know? I really don't want fluffy stuff. I want tangible like this, this X was done.

Tell me what you're thinking and how you are feeling about this.

Brandi Williams:

I know prior to this meeting. I think a few people just had questions about their roles and responsibilities. I just want to make sure that this setup has helped you understand and get a timeline or agenda for what you should be looking to do.

Ed Cunliff

I can only speak for myself. I think it helps me a little bit.

Susan mentioned when we were talking earlier, Brandi, a checklist and so that would be good for me for the programming.

And I think I need to be honest. One of the concerns I've got is all of the little logistics that I know are involved in programming.

Susan:

I really think we need to get you, another person on the programs team. Just somebody that can commit to being responsible for registration would be a huge help. I felt more comfortable before with Linda and you both on it, because there were two people and I think even then, she was considering bringing in someone else to help with the big part as far as moving pieces. There's a lot of moving pieces in programs and so I don't know if somebody else on the team can offer support if you have the capacity. If not, I think we really need to look for a junior member to support you.

Ed Cunliff:

Yeah, somebody mentioned to a student I was thinking it would be great to find somebody at UCO that's their major is talent development.

Nobody is coming to my mind, and I know a lot of our folks already work. They've got jobs so it may be tricky, but that's certainly something I'll look at.

Susan:

Yeah, I think the benefits are free chapter membership free events. resume builder, experience builder, the connections, etc. And I have, I do have an admin person that I will talk to about supporting us. And see if she's interested. Because I control her schedule, so I can make sure she's available.

Alright let's round robin. Cass, how are you feeling?

Cassandra :

I am feeling good, I'm extremely excited. I love this checklist I am looking forward to the retreat and I will definitely be ready for it.

Susan:

Awesome do you feel like you have any needs or gaps of knowledge that we still need to address outside of the site review.

Cassandra:

I do think that I have a couple of questions. I want to review the list in more detail when I have just a solo focus on it, and I will reach out to you this week with any gaps I feel like I have.

Susan:

OK, just send them both to Brandi and me.

Cassandra:

Will do.

Susan:

Thank you. Yes.

Susan:

Kirsten?

Kirsten Pupek:

I feel fine about things. I just need to know if there's a particular format that I would need to document things in especially for the care recap and the operations recap and where that stuff would need to be stored.

Susan:

Thank you. So, I think Brandi that's one of the things we need to decide on at the retreat is what's our repository what are we using and how does everybody have access to it?

Thank you, Kirsten.

Madi what about you?

Madi:

I don't know if I have any questions outside the ones that I've already asked: How do I get into these places? And I promise I'll post for us. No, I think on my end I'll just be prepared to come to the meeting with some of the things we learned at the leader's conference and just some ideas around the communication plan and everything. I'll ask for your feedback. All feedback is good feedback.

Susan:

Awesome.

I think I can help you with one thing today. If you'll friend me on Facebook. If you join the Facebook page for the chapter, I can make you an admin, but I can't make you an admin until those things happen.

Madi:

Yeah, definitely So I'll find you Susan. You want me to find your personal account? Ok I'll try to do that right now, so you should see it comes through within the next hour.

Susan:

Yeah. Will do. I'll look for it.

Ok last person and I'm going to let Brandi bring it home for us.

Emily thoughts, concerns? Gaps of knowledge?

Emily Gise:

No, I think you've set us up for success big time, especially with your amazing organization skills spreadsheet. I do want to volunteer to help Ed with getting the event set up on the website and the registrations and all that stuff, and it took me awhile to learn it and now I know it like the back of my hand, so it won't take me very long at all to take care of that stuff. I just have to know the information to plug in there, so maybe I could put together a little template and then when you've got the speaker information and a little bio and that type of stuff you can just email it over to me and I'll pop it on this site.

Ed Cunliff:

Great, thanks Emily.

Emily Gise:

Yeah, and I'm sure we'll get a chance to discuss this, but a big part of the registration is setting up the pricing, so I hope when we meet in person, we will have a chance to discuss that.

Susan:

I agree thank you. So, to address 2 things that you said.

Yeah, one is we did talk about pricing one on one with Ed and we do need to reevaluate it. So, in the past, we had a membership rate, and we had a non-member membership rate. That will stay the same. However, in the past when we did in person, we had a meal rate and a no meal rate. That will go away because we're just going to do a spread in the morning and that's going to be accounted for in the price. And so, I think Brandi, you already noted that is something we need to look at so that's good.

And then the other thing is setting up the registrations. An idea that you all may think about that is good for time management is that you can set up all the events for the entire year at once. And even if you don't have the information, you can put November meeting in, set it up, set up the email communication, and set up the registration. Once you create one, you can duplicate it and then go in and edit the details once you have everything. And that way, it's done for the year. But our goal is March. We will have all speakers confirmed for the next 8 months. And so by March, what I envision is every member logging onto our website, pulling up that events page, and seeing 12 months' worth of events, so all the things that they're going to have accessible to being a member.

Ed Cunliff:

Just a thought on that, and then and I know Brandi 's I guess the head honcho for next year, but you say,

12 months and to meet 12 months makes sense. So actually, going into 2023. That's hard for me to say 2023 but yeah. We ought to have some setup for that year as well.

Susan:

Totally agree and on that speaker list that you all have access to, you can add your people too. That's what we're doing for Brandi's leadership. We are setting her up that she has a list of speakers that she can reach out to based on the capability model and all she has to do is just go off that list, add to it and go off of it.

Thank you. OK Brandi. I'm going to let you wrap it up for us today.

Brandi Williams

Alright.

So, does anyone have anything that we have not brought around the table yet? I think we all shared and have our takeaways, but a common theme I heard is that everyone is excited. I'm happy that everyone is excited. I hope we carry that excitement through the tenure of our positions on the board. I know it was a lot of information, a lot of responsibilities that were given in the spreadsheet, etc. so don't hesitate to ask questions. A lot of us are new in our roles and to ATD and being on the board in general, so just know that we're here to support you. There's no question that you shouldn't ask. I know I'd rather you ask than not know.

But we're on the same team. I'm excited just like you all are, and I think we're on the right track for a really good year and once we get back in person, I feel like it's going to go off lawlessly. So, I'm excited just like all of you guys.

Susan:

Thank you Brandi. And I echo what she says if you're in a space and you're trying to figure something out, yes, be resourceful. Yes, look on the site, but if you're 15 minutes into it and you haven't figured it out, there's 7 other people on this board that you can reach out to, and I promise you we will make time.

Alright y'all have a wonderful rest of your Sunday. We will have another meeting before our February event and then we will have our retreat on the 20<sup>th</sup>. I will send out communication with an agenda.

Alright, Thanks everyone.