2015 OPERATIONS PLAN
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Mission and Vision

ATD NATIONAL VISION
Create a world that works better.

ATD NATIONAL MISSION
Empower professionals to develop knowledge and skills successfully.

ATD SAN DIEGO MISSION
The mission of the San Diego Chapter of ATD is to provide personal and professional growth opportunities that enable members to improve work-related competencies and the performance of individuals, organizations, and societies.

ATD SAN DIEGO VALUE PROPOSITION
For all those invested in learning and performance, ATD provides access to: emerging trends and leading-edge resources, competency development, networking and professional growth opportunities within a supportive community of practice.
ANNUAL GOALS

ATD National goals for CORE include:

1. Promote and support the industry
2. Align with the Society
3. Delivery a consistent set of benefits to the members

ATD Chapter Operating Requirements (CORE) are a set of performance guidelines designed to help Chapters deliver consistent benefits to members. CORE consists of elements in five key areas: administration, financial, membership, professional development, and communication, which are necessary for running a Chapter like a business.

ATD San Diego’s Theme for 2015 is Talent Development – What does TD really mean? Can I as a (trainer, instructional designer, etc) still find what I need here? How does this rebranding reflect the changes in scope and impact of our field? How can we leverage our new brand and begin viewing our roles as more than just training and development?

ATD San Diego has three Key Results Areas for 2015:

1. Emphasize relevance to our community, both members and non-members, in everything that we do, thereby growing attendance at events, membership numbers, and sponsorships.
2. “Level the load” for revenue generation; instead of one single high-stress/high-revenue event, conduct multiple targeted, high-relevance, high-return on time investment activities, including collaborative events with other professional organizations in San Diego county.
3. Leverage collaboration with other professional organizations in San Diego to grow awareness of ATD San Diego’s relevance to the community.

2015 STRATEGIC PLAN

Key Result Areas and Goals

Our 2015 strategic plan focuses on our members (internal customers), the community (external customers), and the health of the organization (operations, finance, and creating value). We consider these focus areas to be the foundation of the Chapter’s ability to provide relevance and value to our members and grow as a resource for Training & Development professionals in the Southern California area.

Board Member Initiatives

President:

• Support Board in maintaining focus on demonstrable relevance to the San Diego Learning & Development community
• Leverage collaborative events with other professional organizations to grow awareness of ATD San Diego in the Learning & Development community.
• Grow our volunteer base to maintain strong support for all our programs and events and to have a solid succession plan for the Board.
• Use all of our activities to increase resources: talent, outreach and awareness, attraction to national-quality speakers, and financial strength.

President-Elect:
• n/a; currently we have no President Elect on the Board, although we do have several candidates in mind.

Secretary:
• Create and maintain an action item list for review and discussion at the monthly board meetings.
• Manage storage unit inventory
• Post minutes and other documents to Chapter website

Past President
• Work to re-engage past Board members into the ATD San Diego volunteer community.
• Recruit and work with a volunteer to create an ATD San Diego history.
• Support the current President and all other Board members.

Technology:
• Maintain ATD San Diego website and develop it into a dynamic resource for members
• Ensure timely, accurate electronic communications on and from the ATD San Diego website to ensure the San Diego learning & development community has a reliable source of information and other resources.
• Enhance our Social Media presence.

Professional Development / Programs / Events
• Starting in January and continuing throughout 2015, assess member/participant interests and needs in order to plan and develop appropriate programming for 2015 and into 2016.
• Based on anticipated results of the above-mentioned survey, develop and carry out 2-3 Chapter events focusing on one or more Learning & Development technologies, trends, and tools.
• Actively seek other venues for Chapter and other meetings (away from hotels), in order to reduce meeting costs and enhance relationships with the organizations from which our members come.
• If approved by the Board and supported by volunteers, consider holding a fund raising event as part of a late year Chapter meeting/holiday celebration.

Membership:
• We are currently seeing a Membership Director for the Board, although we do have several candidates in mind.
• Execute 24 Revenue Generating Human Performance Alliance meetings in 2015.
• Focus on relevance of the ATD San Diego Chapter and its events to the San Diego learning & development community.

Marketing:
• Increase new members and membership retention.
• Make ATD San Diego the place to go for learning & development networking, support, resources.
• Develop a plan for more consistent marketing of all programs.
• Utilize social media channels to increase monthly awareness of all programs.
• Build value for sponsors by provided prominent and frequent logo placement and awareness.
RECRUITMENT & RETENTION

ATD San Diego seeks to engage its members and prospective members immediately upon their expressing an interest. “Engagement” can be measured through participation (such as attending Chapter meetings) and volunteering. The following is our Member Engagement Cycle that highlights the various engagement opportunities designed for our members. Engagement results are demonstrated by our ability to increase and retain our membership base.

See Appendix A for the Recruitment and Retention Process.

<table>
<thead>
<tr>
<th>Description</th>
<th>Resources/Responsible Person(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction</strong></td>
<td>• ATD SD brochure</td>
</tr>
<tr>
<td>All Chapter Leaders are responsible for encouraging prospective members to consider joining by taking a few simple steps:</td>
<td>• <a href="http://www.ATDsandiego.org">www.ATDsandiego.org</a></td>
</tr>
<tr>
<td>A. Invite them to a Chapter event</td>
<td>• All Chapter Leaders</td>
</tr>
<tr>
<td>B. Learn prospective member’s needs, and why he or she might be interested in joining</td>
<td>• ATD SD Office Manager</td>
</tr>
<tr>
<td>C. Explain features &amp; benefits of Chapter; ensure needs are addressed</td>
<td>• Membership Director</td>
</tr>
<tr>
<td>D. Provide brochure</td>
<td>• Technology Director</td>
</tr>
<tr>
<td>E. Direct them to our website</td>
<td>• ATD SD Office Manager</td>
</tr>
<tr>
<td><strong>Prospective Member Coordination</strong></td>
<td>• All Chapter Leaders</td>
</tr>
<tr>
<td>Respond to prospective member inquiries. Promote ATD San Diego and provide marketing collateral.</td>
<td>• ATD SD Office Manager</td>
</tr>
<tr>
<td><strong>Welcome Email</strong></td>
<td>• Membership Director</td>
</tr>
<tr>
<td>Our system automatically sends a Welcome Email to the new or renewing member when they complete their membership registration.</td>
<td>• Technology Director</td>
</tr>
<tr>
<td><strong>Welcome Call or Email</strong></td>
<td>• ATD SD Office Manager</td>
</tr>
<tr>
<td>New member coordinator obtains list of new members each month. Welcomes member and invites to attend orientation.</td>
<td>• ATD SD Office Manager</td>
</tr>
<tr>
<td><strong>New Member Orientation</strong></td>
<td>• New Member Coordinator or designated backup</td>
</tr>
<tr>
<td>New Member Coordinator conducts 30-minute orientation session at each regular Chapter meeting.</td>
<td>• ATD SD Brochure</td>
</tr>
<tr>
<td><strong>New Member Orientation Follow-up</strong></td>
<td>• Orientation Outline</td>
</tr>
<tr>
<td>New Member Coordinator sends thank you email and coordinates any follow-up actions needed based on sign-in sheet or discussions.</td>
<td>• Sign-in Sheet</td>
</tr>
<tr>
<td><strong>Welcome Call or Email</strong></td>
<td>• New Member Coordinator</td>
</tr>
<tr>
<td>New member coordinator sends thank you email and coordinates any follow-up actions needed based on sign-in sheet or discussions.</td>
<td>• Membership Director</td>
</tr>
<tr>
<td><strong>Welcome Call or Email</strong></td>
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</tr>
<tr>
<td>New member coordinator sends thank you email and coordinates any follow-up actions needed based on sign-in sheet or discussions.</td>
<td>• Membership Director</td>
</tr>
</tbody>
</table>
**Human Performance Alliance (HPA) Networking events**
Meet and Mingle Coordinator coordinates event
Members engaged during event and provided the opportunity for networking. As a follow-up to the event, a thank you email is sent to attendees and any follow-up actions are completed.

- HPA Coordinator or designated backup coordinates monthly meeting, preparation and follow-up items
- Membership Director or designated volunteer follows up on referrals
- Membership Director or designated volunteer follows up on referrals
- Office Manager sends invitations to past attendees

**Volunteer Opportunities**
A. Chapter Leaders provide Membership Director or designated volunteer with their volunteer needs
B. Membership Director or designated volunteer contacts members interested in volunteering.
C. Interested members are recruited for open roles by Directors

- All Chapter Leaders
- Meet and Mingle Coordinators
- Membership Director or designated volunteer

**Monthly Chapter Newsletter**
Monthly President’s Letter is emailed to our distribution list (members and non-members), which contains Chapter news and events, including Volunteer of the Month awards.
Other engagement opportunities include:
- Community announcements
- Event follow-up articles (lessons learned)
- New CPLPs section
- Pictures taken at events

- President
- Marketing Director
- Technology Director

**Chapter Meetings**
Programs/Events Team develops and implements Chapter meetings and other learning opportunities for members to attend.

- Programs Team
- Membership Team adds “Value I got today” audio links to testimonials to website and E-news

**Professional Development Opportunities**
Professional Development Team develops and implements periodic events such as SIGs, Workshops, Mentor Programs and Certification opportunities for members.

- Professional Development Team

**ATD San Diego Member Website**
Technology Director and Marketing Director maintains website for members

- Technology Director
- Marketing Director

**Annual Events**
Members are given the following additional opportunities for engagement:
A. PEAK Awards
B. Mentor/Protégé program

- Programs/Events Directors
- PEAK Committee Chair(s)
- Mentor-Protégé Committee Chair(s)

**Membership Survey**
Membership and Marketing Directors survey Chapter members to obtain their feedback on the Chapter. Results are provided to Chapter Leaders for analysis of feedback and action planning

- Membership Director
- Marketing Director
- All Chapter Leaders

**Expiring Membership Notice**
Wild Apricot system automatically emails members whose memberships are due to expire, with follow-up emails after expiration.

- Office Manager
- Membership Director
- Automated system (Wild Apricot)
<table>
<thead>
<tr>
<th>Exit Interview/Call</th>
<th>• Membership Director and designated volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Director or designated volunteer contacts dropped members to re-engage and gain non-renewal feedback to identify opportunities to improve the Chapter’s operations.</td>
<td></td>
</tr>
</tbody>
</table>
COMMUNICATION & MARKETING

Member and prospective member communication and external communication (i.e., communication with the community as a whole) creates a sense of society within the membership base and prospective members and ensures anyone and everyone is made aware of Chapter events.

Success is measured by the number of attendees at each event as well as an increase in the overall Chapter membership.

Marketing is not the sole responsibility of the Marketing Director. Rather, marketing is the responsibility of all Board Members. All Board Members are focused on inviting people to events, encouraging participation in the Chapter, etc.

When an event is scheduled, a specific process is in place in order to ensure the event is marketed appropriately. The Director under which the event falls coordinates with other Directors as necessary to ensure a consistent message across all channels:

- President and Technology Director for inclusion in the electronic President’s Letter and for placement in social media venues
- Technology and Marketing Director for placement on the website and in public venues
- All Directors leverage their communities to communicate with other professional organizations and other venues where possible

See Appendix B for an outline of the marketing process.

The Chapter markets events and membership in a variety of ways:

- Chapter communications
- Website
- Social media
- External marketing

Chapter Newsletters

Objective:
The monthly President’s Letter provides information about upcoming events to members and the community. In addition, they provide industry information and learning opportunities that position the Chapter as a resource for the community, while providing members the opportunity to share their expertise.

Strategy:
Ongoing, standard communication within the Chapter, as follows:

- Monthly electronic President’s Letter, emailed to our Chapter database (members and non-members).
- Event-focused emails sent to the entire Chapter database.
- Social networking, including LinkedIn, Facebook, and Twitter

Chapter Website
Objective:
Provide the community with information about the Chapter and events, and provide Chapter members with resources available to them as a membership benefit.

Strategy:
Up-to-date information in the following areas:
• Chapter events
• Job opportunities
• Chapter leaders
• Volunteer opportunities
• Events calendar
• Blog, including all monthly President’s Letters
• Community partners
• Chapter resources
• Membership Directory
• CPLP resources

The website also provides the following income opportunities:
• Resource directory (find a consultant or trainer)
• Sponsorships
• Join/Renew function

Chapter Social Media

Objective:
Social media creates a sense of community within the Chapter by providing a venue for discussions and networking outside of Chapter events, as well as providing additional advertising opportunities for Chapter events.

The second objective can only be successful if the first objective is achieved. In other words, people will only participate in the Chapter’s social media if they find value in it. The more value provided through discussions and networking, the more people will sign up to participate. Therefore, the more participants, the wider the reach in marketing Chapter events.

Strategy:
Actively maintain the following accounts:
• Twitter
• LinkedIn
• Facebook
• Other accounts as seen fit by the Technology and Marketing Directors

External Marketing to the San Diego Community

Objective:
To ensure the community is consistently aware of the Chapter’s existence; to maintain a reputation within the community; to ensure the Chapter is seen as a valuable resource to the San Diego community as a whole, and as a value to members; to continuously advertise the Chapter’s events; to create interest in attending Chapter events and in joining the Chapter as a member.
**Strategy:**
Begin reaching out to the following community-based organizations to keep them abreast of our events and member benefits:

- Universities and colleges
- Professional associations connected to the Training and Development and Human Resources professions
- Info nights for prospective members
- Strategic survey research.
- Presence at community events such as Chamber of Commerce meetings, etc.
- Collaborative events with other related professional organizations as well as with ATD Chapters in surrounding regions.
# SUCCESSION PLANNING

<table>
<thead>
<tr>
<th>Action Item</th>
<th>Objective/Notes</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertise open positions</td>
<td>Easy “advertising” piece to use for recruiting. Place ads &amp; announce at Chapter meeting(s).</td>
<td>1/1 – 6/30</td>
</tr>
<tr>
<td>Actively recruit for open board positions</td>
<td>Identify candidates for all open positions; obtain potential names from board and long-time members. Board members are responsible for recruiting potential successors.</td>
<td>1/1 – 6/30</td>
</tr>
<tr>
<td>Form a Nominating Committee of senior Chapter members and past Board members</td>
<td>Nominating Committee is responsible for actively managing the recruitment process.</td>
<td>1/1 – 6/30</td>
</tr>
<tr>
<td>Ensure proper BOD application forms are available on website</td>
<td>Make them easy for potential candidates to access</td>
<td>1/31</td>
</tr>
<tr>
<td>Phone meetings with current volunteers</td>
<td>Determine interest in Chapter leadership in the following year</td>
<td>2/1-2/28</td>
</tr>
<tr>
<td>Approve election date</td>
<td>Per by-laws, the Board must establish the election date</td>
<td>4/18</td>
</tr>
<tr>
<td>Place information about upcoming vote in newsletters</td>
<td>Notice in June, July &amp; August editions – bylaws require 75 days’ notice</td>
<td>5/1</td>
</tr>
<tr>
<td>Phone meeting with office manager</td>
<td>Determine interest in staying in role</td>
<td>5/15 – 5/31</td>
</tr>
<tr>
<td>Phone meetings with applicable current Directors</td>
<td>Determine interest in staying on the board in the next year</td>
<td>5/15 – 5/31</td>
</tr>
<tr>
<td>Survey current Board members about transition meeting</td>
<td>Determine most appropriate dates and course of action</td>
<td>6/1 – 6/15</td>
</tr>
<tr>
<td>Identify and communicate date(s) for transition meeting</td>
<td>Communicate early</td>
<td>6/1 – 6/15</td>
</tr>
<tr>
<td>Schedule dates for candidate interviews</td>
<td>Be proactive to ensure everyone will be available</td>
<td>6/15</td>
</tr>
<tr>
<td>Send first of series (of 3) e-blast announcements about election date</td>
<td>In accordance with bylaws</td>
<td>7/7</td>
</tr>
<tr>
<td>Nominating committee interviews</td>
<td>Identify final slate of officers</td>
<td>7/12 – 7/16</td>
</tr>
<tr>
<td>Report final slate to current Board</td>
<td>Ensure alignment</td>
<td>7/23</td>
</tr>
<tr>
<td>Prepare ballot and information page about slate of officers</td>
<td>Prepare for Chapter vote at meeting as determined in steps above.</td>
<td>8/10 – 8/21</td>
</tr>
<tr>
<td>Task</td>
<td>Details</td>
<td>Date</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Deliver information for vote to Programs/Events team</td>
<td>Ensure Programs/Events team has documents and announcements on time</td>
<td>8/13</td>
</tr>
<tr>
<td>VOTE</td>
<td>Membership approval of slate of officers</td>
<td>8/24</td>
</tr>
<tr>
<td>ATD National Leaders’ Conference</td>
<td>Promote attendance from ATSD Leaders</td>
<td>9/30 - 10/2</td>
</tr>
<tr>
<td>Continue recruitment for coordinator positions</td>
<td>Fill key roles before transitioning</td>
<td>On-going, 10/31</td>
</tr>
<tr>
<td>Transition Meeting(s)</td>
<td>Transition</td>
<td>TBD</td>
</tr>
</tbody>
</table>
CORE REQUIREMENTS

Administrative
The Chapter’s mission, vision and bylaws align with those of ATD.
The Chapter maintains written position descriptions for elected Board members.
The Chapter members participate in the nomination and election of the Chapter Board.
The Chapter creates an operational plan that includes but is not limited to:
  - Annual goals
  - Communication/marketing strategy
  - Recruitment/retention strategy
  - Succession planning strategy
The Chapter submits a current board roster in Excel format.
The Chapter submits a current membership roster in Excel format OR makes their WIld Apricot database available to National.
The Chapter board meets at least once each quarter with minutes available to members.
The Chapter board completes a risk management assessment.

Financial
The Chapter complies with federal and state reporting requirements.
The Chapter board develops and approves an annual operating budget.
The Chapter board ensures an annual internal or external financial review is completed by an individual or group not directly responsible for the management of the Chapter finances.

Membership
The Chapter board assesses its members’ needs and satisfaction levels at least once a year.
The Chapter achieves minimum joint Chapter/national membership levels 35% or 20 joint members (whichever is greater) by December 31st of each year.

Professional Development
The Chapter board members maintain joint Chapter/national membership and participate in both annual Chapter and national leadership development opportunities.
The Chapter provides at least six(6) professional development activities per year.

Communication
The Chapter maintains a current website with up-to-date information.
The Chapter disseminates a communication piece to members at least once per quarter that includes Chapter and national programs and initiatives.
Annual Report to members that includes: membership numbers, financial performance and progress toward annual goals.
BOARD OF DIRECTORS BEST PRACTICES AGREEMENT

ATD San Diego is a professional society, but is also a real business that must be run in a professional manner. Our Board members are the lifeblood of the organization since they must be both passionate about the WLP profession and savvy business leaders. This best practice agreement outlines the benefits ATD San Diego Board members receive along with the commitment they are expected to make in return.

Board Member Benefits

• A “seat at the table” in a real business (ATD San Diego)
• Free admission to Chapter events where Board member participation is essential, such as monthly Chapter meetings and other events
• Chapter Leader’s discount off National Membership
• Travel subsidy to attend the ATD Leaders Conference (ALC)
• 5 – 7 CPLP recertification credits per year (number of credits depends on position held)
• Opportunities to network with and get to know some of the top learning and performance professionals in the San Diego area
• Accessibility to industry trends, professional growth opportunities, opportunity to build leadership skills and ability to connect to industry leaders
• Mentoring and support from past and present Board Members

Board Member Expectations

• Remain a member in good standing of the San Diego Chapter of ATD (includes current on dues) throughout my term.
• Be an ATD National member throughout their ATD San Diego term of office.
• Attend at least eight monthly Chapter events annually (excluding Board meetings).
• Attend at least nine Board meetings annually.
• Be familiar with and abide by ATD San Diego’s By-Laws, policies, and procedures.
• Be responsive to communication from other Board and Chapter members. This includes returning phone calls within one business day and replying to emails within two business days. Board members agree to notify the board via email in advance if they will not be able to meet this requirement during a particular period of time (vacation, illness, business travel, etc.).
• Post a report on the previous month’s activities to the Board workspace by 5:00 p.m. on the eighth day of each month.
• Support other Board members by reading their monthly reports and providing constructive feedback, advice, and other support as requested.
• Recruit and train at least one Chapter member to serve as a committee member who will be available to cover Board responsibilities in the event the Board member is unavailable.
• Nominate at least one outstanding volunteer for recognition at the annual Chapter awards ceremony.
• Maintain a Transition Package including checklists, forms, budgets, processes, and recommendations, in digital format and stored on the Board Workspace.

I commit to these Board Member Expectations and agree to support our Board and Chapter in achieving the highest possible level of success.

(This is a copy. All board members must sign this agreement before becoming a board member.)
ATD SAN DIEGO 2015 CALENDAR

JANUARY

Human Performance Alliance meetings:
Mission Valley: Jan 8, 5:30 – 7:30 pm, Hyatt Regency La Jolla, San Diego

Board Meeting: Jan 13, 6:00 – 8:00 pm, Cubic

Chapter Meeting: Jan 15, 5:30 pm – 7:30 pm, Hilton Garden Inn

Chapter Operations for the Month:
☐ Transition signatures on bank accounts
☐ Update and change passwords on all electronic systems
☐ Past President and CFO to complete annual report (must be shared with members)
☐ Transition storage unit access (if necessary)
☐ Update all communications (website, enews, newsletter, new member packets, etc.) with new Board contacts
☐ Send updated Board of Directors roster to ATD National
☐ Start this year’s CORE compliance initiative
☐ Plan Chapter ICE conference attendance (if applicable)
☐ Complete CORE report
☐ Form Nominating Committee for Board member recruitment

FEBRUARY

Human Performance Alliance meetings:
Mission Valley: Feb 12, 5:30 – 7:30 pm, Hyatt Regency La Jolla, San Diego

Board Meeting: Feb 10, 6:00 – 8:00 pm, Cubic

Chapter Meeting: Feb 17, 11:30 am – 1:30 pm, Handlery Hotel

Chapter Operations for the Month: Routine marketing and operational activities

MARCH

Human Performance Alliance meetings:
Mission Valley: Mar 12, 5:30 – 7:30 pm, Hyatt Regency La Jolla, San Diego

Board Meeting: Mar 10, 6:00 – 8:00 pm, Cubic

Chapter Meeting: Mar 18, 11:30 am – 1:30 pm, Handlery Hotel
Chapter Operations for the Month:

- Complete & file Chapter tax information. We generally have an accountant do this, but this is not mandatory.
- Contracts Review

APRIL

Human Performance Alliance meetings:
  Mission Valley: Apr 9, 5:30 – 7:30 pm, Hyatt Regency La Jolla, San Diego

Board Meeting: Apr 14, 6:00 – 8:00 pm, Cubic

Chapter Meeting: Apr 22, 11:30 am – 1:30 pm, Handlery Hotel

Additional Events:
  ATD-SD Mentor Program Kick-off

Chapter Operations for the Month:
- Renew Chapter insurance policy

MAY

Human Performance Alliance meetings:
  Mission Valley: May 14, 5:30 – 7:30 pm, Hyatt Regency La Jolla, San Diego

Board Meeting: May 12, 6:00 – 8:00 pm, Cubic

Chapter Meeting: May 20, 5:00 am – 7:00 pm, Collaboration event with SHRM – location TBD

Additional Events:
  Info Night (marketing event for prospective members)

Chapter Operations for the Month:
- Identify President Elect candidate(s). See by-laws for minimum requirements.
- Check with current board members to learn their plans for next year

JUNE

Human Performance Alliance meetings:
  Mission Valley: Jun 11, 5:30 – 7:30 pm, Hyatt Regency La Jolla, San Diego

Board Meeting: Jun 9, 6:00 – 8:00 pm, Cubic

Chapter Meeting: Jun 17, 11:30 am – 1:30 pm, Handlery Hotel

Chapter Operations for the Month:
Advertise open board positions and solicit nominations
Board sets election date (must be last day in August or earlier)
Complete annual financial review. (This does not have to be an audit, but someone other than an officer must review our financials.)
Contract Review

**JULY**

**Human Performance Alliance meetings:**
Mission Valley: July 9, 5:30 – 7:30 pm, Hyatt Regency La Jolla, San Diego

**Board Meeting:** July 14, 6:00 – 8:00 pm, Cubic

**Chapter Meeting:** no chapter meeting for July

**Chapter Operations for the Month:**
- Nominating committee interviews
- Finalize slate of board members
- ATD Leaders Conference proposals typically due in July

**AUGUST**

**Human Performance Alliance meetings:**
Mission Valley: Aug 13, 5:30 – 7:30 pm, Hyatt Regency La Jolla, San Diego

**Board Meeting:** Aug 11, 6:00 – 8:00 pm, Cubic

**Chapter Meeting:** no chapter meeting for July

**Chapter Operations for the Month:**
- Chapter elections

**SEPTEMBER**

**Human Performance Alliance meetings:**
Mission Valley: Sep 10, 5:30 – 7:30 pm, Hyatt Regency La Jolla, San Diego

**Board Meeting:** Sep 8, 6:00 – 8:00 pm, Cubic

**Chapter Meeting:** Sep 23, 11:30 am – 1:30 pm, Collaboration event with SHRM – location TBD

**Additional Events:**
ATD National program (dates TBD)

**Chapter Operations for the Month:**
- Newly elected board members shadow their predecessors
- Contracts Review
**OCTOBER**

**Human Performance Alliance meetings:**
Mission Valley: Oct 8, 5:30 – 7:30 pm, Hyatt Regency La Jolla, San Diego

**Board Meeting:** Oct 13, 6:00 – 8:00 pm, Cubic

**Chapter Meeting:** Oct 21, 11:30 am – 1:30 pm, PEAK Performance Excellence Awards, Handlery Hotel

**NOVEMBER**

**Human Performance Alliance meetings:**
Mission Valley: Nov 12, 5:30 – 7:30 pm, Hyatt Regency La Jolla, San Diego

**Board Meeting:** Nov 10, 6:00 – 8:00 pm, Cubic

**Chapter Meeting:** Nov 18, 11:30 am – 1:30 pm, Collaboration event with SHRM – location TBD

**Additional Events:**
eLearning National program (dates TBD)

**Chapter Operations for the Month:**
- Begin transition
- Set next year’s Programs Calendar
- Finalize contracts for next year’s facilities (hotel, BOD meeting location, etc.)

**DECEMBER**

**Human Performance Alliance meetings:**
Mission Valley: Dec 10, 5:30 – 7:30 pm, Hyatt Regency La Jolla, San Diego

**Board Meeting:** Dec 8, 6:00 – 8:00 pm, Cubic

**Chapter Meeting:** Dec 9, 4:00 pm – 6:00 pm, Toys for Tots Charity Event/Holiday Party

**Chapter Operations for the Month:**
- Finalize strategic plan
- 2016 budget process
APPENDIX A: RECRUITMENT & RETENTION PROCESS

Prospective member first point of contact

Promote chapter benefits; invite to event

Provide marketing collateral; direct to site

Member joins

Welcome letter and member packet within 30 days (Office manager)

Automatic welcome email signed by President (Office manager)

Retention Opportunities

Volunteering
Member Communication
Professional Development

Events
Chapter Meetings
Meet n’ Mingles
Conference, Award Ceremonies

New member orientation follow up, including directing interested volunteers to appropriate director

New member orientation; prospective members are also invited to attend (Membership Team and Directors)

Annual Membership Survey

Expiring Membership

Exit Interview
APPENDIX B: MARKETING PROCESS

1. Marketing/Communications/Programs/Events Planning Meeting - 1/month
Marketing meets with Programs/Events and anyone else who has an event to market on the 2nd Monday of the Month. Obviously, there will be other communications during the month.

2. In that meeting, we complete/evaluate the:
   a. Event M/C Plan for each event: Event Marketing/Communication Plan
      The Marketing and Communications Planning Spreadsheets are a list of all the marketing and communications we could do for an event – for us to use when we talk about the best way to market the event. Responsibilities and dates are added during the meeting. For example, do we want to post it on Twitter, how many times and who is responsible for doing that?
      Anyone with the link can view or edit these items.
   b. And coordinate the M/C Calendar. Anyone can view, add or edit the calendar.

3. Throughout the month, Programs/Events team members load documents (descriptions, bios, photos, ads and other graphics for marketing and the website) to the Board Member Workspace (rather than sent by email): Board Member Workspace: Programs Folder.

   The following is out of date, but is left here as a means of tracking what needs to be managed through our future process.

   Program details (location, date/time, photos and bios, program description) must be loaded at least 30 days ahead of the event.

   When you upload the information about a new event, please also send an email to these people with a link to the Board workspace to let them know the information has been uploaded:

<table>
<thead>
<tr>
<th>Technology</th>
<th>publications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>marketing, twitter, LinkedIn, Facebook</td>
</tr>
<tr>
<td>Technology</td>
<td>posting on the website</td>
</tr>
<tr>
<td>Office Manager/Shannon Hoolihan</td>
<td>create a WA event (Calendar and Registration)</td>
</tr>
</tbody>
</table>