FLORIDA SUNCOAST CHAPTER
Association for Talent Development

2015 Operational Plan
To be the organization of choice for workplace learning and performance professionals in the greater Tampa Bay area by achieving world class chapter distinction.
Our Mission

To provide an environment for members to network and exchange ideas about the advancement of workplace learning and development by meeting national standards, creating opportunities for members to share their knowledge for higher achievement, employment, and cultural enrichment.
Our Values

- Creativity/innovation - thinking outside the box
- Growth - investing in lifelong learning and personal development
- Accountability - taking responsibility for both actions and outcomes
- Service - serving the community
- Wisdom - having deep understanding and insight
- Member satisfaction - guaranteed
Our Code of Ethics

The Code of Ethics provides guidance to individuals to be self-managed workplace learning-and-performance professionals. Clients and employers should expect the highest possible standards of personal integrity, professional competence, sound judgment and discretion. Developed by the profession for the profession, the Code of Ethics is the public declaration of workplace learning and performance professionals obligations to themselves, their profession, and society.

I strive to:

• recognize the rights and dignities of each individual.
• develop human potential.
• provide my employer, clients, and learners with the highest-level quality education, training, and development.
• comply with all copyright laws and the laws and regulations governing my position.
• keep informed of pertinent knowledge and competence in the workplace learning and performance field.
• maintain confidentiality and integrity in the practice of my profession.
• support my peers and to avoid conduct which impedes their practicing their profession.
• conduct myself in an ethical and honest manner.
• improve the public understanding of workplace learning and performance.
• fairly and accurately represent my workplace learning and performance credentials, qualifications, experience, and ability.
• contribute to the continuing growth of the profession.
Our 2015 Goals

• **Streamline for Efficiency:** Simplify and streamline board activities and procedures for increased efficiency.

• **Increase Networking Opportunities:** Offer more opportunity to network at each event for increased membership retention and participation as well as new member acquisition.

• **Ensure Professional Development:** Provide increased opportunity for professional development to increase membership retention and participation as well as new member acquisition.

• **Increase Chapter Presence:** Increase chapter exposure and presence in the local professional, business and academic community through greater involvement and by leveraging social media.
The 2015 board has been restructured to be more aligned with the national recommendations and now has 9 board positions with extended board positions and committees as part of our succession planning. Extended board members and committees members are groomed as future board members.

- President: Clara Rose
  - Secretary: Jennifer Buckley

- President Elect: Nick Elkins - President Elect will be responsible for working toward CORE compliance through the year in preparation for 2015 submission.

- Past President: Steve Cascone
  - Sponsor Services Manager: Nicole Cendrowski - Past President to work with Sponsor Services Manager to recruit sponsors.
• VP of Finance: Vicky Allen
  ➢ Finance Committee - includes the President, Past President and President Elect that work with the VP for Finance to plan chapter budget, set chapter finance policy, monitor chapter spending, and carry out audit responsibilities. Meets 2 or 3 times a year, as needed, at the request of the VP for Finance or any committee member.
  ➢ Registrations Manager: Jennifer Buckley

• VP of Member Services: Jim Barr
  ➢ Membership Committee - A committee that meets quarterly to plan and identify the year’s membership recruitment programs and activities. Includes the VP for Programs plus 2 to 4 additional members.

• VP of Programs: Stephanie Jones
  ➢ Programs Committee - A committee that plans and identifies the year’s programs in a coordinated fashion; the committee meets periodically during the year to share ideas, successes, and new ideas for speakers and programs. Includes the VP for Programs, the VP of SIGs and GIGs and the SIGs/GIGs committee managers.
• VP of Professional Development: Christine Terrill
  ➢ CPLP Manager - the VP can perform this role or can recruit a manager to lead this effort. May require two people to effectively coordinate and run this program.
  ➢ University Liaison Manager - this role secures relationships with colleges & universities and seeks to draw students about to enter the profession.
  ➢ Community Involvement Manager: Carolyn Eagan

• VP for Marketing and Communications: Kari Knisely - This VP manages the Marketing and Communications Committee that coordinates their activities so that there is messaging unity and media coordination of the outgoing messages.
  ➢ Webmaster: Kari Knisely
  ➢ Newsletter Editor: Andy Uskavitch
  ➢ Social Media Manager: Nancy Taylor - Responsible for putting out chapter messaging on social media outlets.

• VP for SIGs and GIGs: Pat Smolen
  ➢ Sarasota GIG Manager: Joann Froman/Susan Lowy
  ➢ eLearning SIG Manager: Nick Elkins
  ➢ OD SIG Manager:
  ➢ SrHRD Manager: Cindy Moran
  ➢ Young Professionals Manager: Glendon Rowe
Our 2015 Strategies

- Operations
- Education
- Membership
- Communication
- Succession
Operations
Finance - Board - CORE

2015
Finance
• Set annual budget to track proposed vs actual spending
• Increase membership fees to include the cost of new branded name badge
• Get an external annual audit on financials
• Continue monthly financial reporting and make available for transparency

Board
• Monthly board meetings to ensure progress and accountability
• Elections will be held 3rd quarter for 2016 board
• Annual planning meeting to be held in December for 2016 year
• Recruit new committee members throughout the year

CORE
• Work on CORE requirements all year for early 2016 submission
• Review chapter operations for alignment with CORE requirements
Events
• Update event names to be more current and relevant
• Have multiple location for greater convenience to more members
• Offer greater variety with Learning Events, Learning on Location, Lunch and Learns & Smart Start Breakfasts

Community
• Increase our community involvement with a college outreach program
• Increase awareness with our Learning on Location events
• Hold a fundraiser for a local charity to give back to our community

CPLP
• Hold a study group for the CPLP testing and invite business community to participate
• VP of Professional Development will work with outreach manager for college program and run the CPLP study group
Benefits
• Work to add value to membership through programming, networking and professional development opportunities

Growth
• Greeters will seek out new guests at events and ensure they feel welcomed
• Greeters will also make introductions that can lead to relationships
• Guests receive a follow-up email with an invitation to join our chapter

Retention
• New member orientation to help acclimate new members to the chapter and tell them how to make the most of their membership
• Annual membership survey to listen to the membership about perceived value and to help increase retention
• Exit survey to be sent to members that do not renew so trends or concerns can be recognized and addressed.
Inform
• Monthly newsletter keeps members and non-member contacts informed about upcoming events and opportunities
• Full contact list gets reminders of upcoming events, locations and community opportunities
• New website offers members and prospects valuable information about our chapter and leadership

Connect
• The social media manager will work to increase member connection on our social media platforms
• Connect with other associations for mutual benefit of events

Market
• Look for publications to list our chapter events and publish relevant articles or press releases
• Increase awareness about ATD and our chapter on Facebook, Twitter and LinkedIn
Succession
Recruit - Train - Lead

2015
Recruit
- Board members will build committees of volunteers to assist them with respective duties
- A call for those interested in volunteering is put out at each event

Train
- Current board members are responsible for training committee members and looking for those interested in leadership
- Training is ongoing but a year end transfer of knowledge is planned at the annual board meeting

Lead
- Board positions have a maximum service per position to ensure ongoing opportunity for diversity and growth of leadership
- Current board members and regular membership is given an opportunity to be on the ballot by open invitation annually
Show up - Speak up - Make a Difference