

ATDLI Chapter Operating Plan 2020

Mission Statement for ATDLI: “We are an established network that connects the Long Island Talent Development community to enhance career growth through quality resources and programming.”

Key Objectives for 2020:

All Board Members committed to setting and meeting 2 to 3 key goals for the board year.

1. Membership Goals
 - a. Increase Membership
 - i. Increase Social Media utilization
 - ii. Increase SIGs – Student Memberships
 - b. Increase Member Retention
 - i. New Member Orientation
 - c. Increase Power Membership
2. Marketing and Communications
 - a. Maximize Contacts List for Email Communications
 - i. Delete emails that are non-deliverable/unopened
 - ii. Upload SHRM LI emails
 - b. Create monthly Newsletter
 - c. Rework auto emails/reminders
3. Programming
 - a. Develop whole year of events with a theme calendar
 - i. Conduct survey for interest
 - ii. Tie in ATD Competencies for Chapter meeting presentations
 - b. Workshop for fee
 - c. Add structure to chapter meetings
 - d. Learning Week Programming
4. Technology
 - a. Update Chapter website
 - i. Add volunteer web page
 - ii. Add Social Media links
 - iii. Update web pages
 - b. Research badging process
5. Corporate Outreach and Sponsorship
 - a. Increase corporate memberships
 - b. Increase sponsorships

6. President

- a. Oversee all CARE requirements and ensure adherence to the requirements.
- b. Participate in the development and implementation of short-term and long-term strategic planning for the chapter.

