

Attending: Lisa Privett-Wood, Karen Flynn, Larry Kravitz, Allie Lopes, Sy Islam, Sheri Lyons, Stephanie Burke, Melda Yildiz

Discussed	Action Items (by next Board meeting unless otherwise specified)
<p>President Items (Larry) 5:30-5:35</p> <ul style="list-style-type: none"> • CARE Updates – has gotten a lot completed. Close to done. <ul style="list-style-type: none"> ○ Did send to Karen and Sheri for more updates needed • By-Laws Changes: Initial survey returns all members who voted say yes. Waiting for survey to close 12/14 before can officially approve changes 	<ul style="list-style-type: none"> • Continue work on CARE submission • Regarding by-law change to allow 2-year terms for Board Members, Larry encouraged all to consider and advise if they want to continue in current board positions
<p>Google Analytics 5:35-5:45</p> <ul style="list-style-type: none"> • Reviewed current stats. Need to compile some baseline data at this point. Sy suggests we review in January <ul style="list-style-type: none"> ○ Melda suggests sharing how to deploy Google Analytics with our members ○ Board members can go to Analytics.google.com and log in as ATDLI.com to access data <ul style="list-style-type: none"> ▪ Find PW at Important Login info 	<ul style="list-style-type: none"> • Continued review of data
<p>ICF event recap and future programming (Sy/Allie) 5:45-5:55</p> <ul style="list-style-type: none"> • ICF event recap: Great panel discussion; got a lot of positive feedback from ICF people <ul style="list-style-type: none"> ○ Shared ATD LI swag • ATD Atlanta account (unsolicited) suggested submitting our event for ATD Champion award to ATD National <ul style="list-style-type: none"> ○ Sy has been active on ATD National and Chapter Leader twitter accounts • Winter social reserved at Houlihans. Thank you Allie! • Allie has also uploaded additional calendar events • February Disrupt HR – Sy will reschedule Performance Management panel since conflicts with Disrupt HR (Larry speaking) • Sy reviewed upcoming events – tentative and confirmed 	<ul style="list-style-type: none"> • Consider submitting joint ICF/ATDLI meeting for ATD Champion award • Continue to promote events • Status: Q1 Drive for more presentations by members <ul style="list-style-type: none"> ○ Email (Allie) • Status: annual events calendar • Confirm all future dates through Jun, 2019 posted; provide more details as they become available
<p>Finance Update (Karen) 5:55-6:00</p>	

- Going to Capital One branch tomorrow to try to close account
- Status: Karen added for Wild Apricot admin access>> DONE

- Status of Capital One account
- Status of Form 990 filing by year-end
- Provide 2 reports for CARE submission
- Adding Karen's name to bank account

Membership Survey (Stephanie) 6:00-6:10

- Status: Survey submissions, timeline for results, etc.
 - Pushed survey out 3 times with total 26 responses; sent to over 600 people
 - Initial results – several said would volunteer and Stephanie scheduling phone calls; a number agreed to speak with us in more detail
 - About 1/3 are members, 1/3 are lapsed
 - Results available on g:drive
 - 2/3 prefer evening meetings
 - More complete survey results pending

- Survey results and review
- Pursue select telephone focus groups/interviews with respondents

DISRUPT HR/Outreach (Sheri) 6:10-6:20

- Status: list of LI companies with large L&D staff
- Sheri has been in touch with NYIT decision-maker about renewing annual sponsorship and will be speaking with them in person
 - Upcoming call on Fri 12/14 re: DisruptHR, i.e. use of logo, etc.
 - Just sent list to Stephanie with 50 prospective members who are part of our LinkedIn group
 - Has secured Ken Blanchard Company as platinum sponsor. YES! Congrats, Sheri!
 - Need to promote this in a big way
 - Suggests collaborating with NYC chapter in some way
 - Larry suggests considering a service project

- Promote Ken Blanchard Company as sponsor
- Pursue collaborative activity with NYC ATD chapter

Website/Communications (Lisa) 6:20-6:30

- Recapped Employee Learning Week
 - Will have more formal plan for 2019 to include enlisting members to support at their own organization
 - Definitely need more structure
 - Make sure we plan an event during that week
- Website: Just spoke with prospective website volunteer. Committee will meet next week.
- Thank you gift sent to Lloyd Staffing for Thanksgiving (Harry & David gift basket)

- 2019 Marketing and Communications plan
- Secure resources and update website
- Lisa to send email on Friday 12/14 to include:
 - Special ATD Membership Offer Through 12/21/18 - For all ATD member purchases, new or remaining members have the choice to select either a discount off your order (\$25 off Professional membership; \$50 off Professional Plus membership), using promo code **DISCOUNT**, or a mystery gift using promo code **FREEGIFT**. As a bonus, the

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- Status: Update Board on social media rubric from Larry and Sheri

discount will be applied to already discounted Power Membership and chapter leader rates. The deadline to join or renew your membership to receive the promotion is **December 21, 2018**. Learn more at www.td.org/treatyourself.

- Larry to create coupon code to sponsor similar December20
- Smile.amazon.com
- Ken Blanchard Company sponsorship
 - Sheri to send logo
- January Social
- Hofstra Partnership (growing members) – need name of department Industrial Organizational Psychology MS and PhD candidates
 - Sheri offered to review copy

Next Meeting

Tue Jan 8, 2019 5:30 – 6:30 pm

- Will be testing gotomeeting platform

- Larry to send invite