

Attending: Lisa Privett-Wood, Larry Kravitz, Lisa Garraputa, Melissa Trifoli, Karen Flynn, Michele Rebetti, Sheri Lyons, Melda Yildiz

Discussed	Action Items (by next Board meeting unless otherwise specified)																				
<p>President Items (Larry)</p> <ul style="list-style-type: none"> Reviewed Google Analytics bounce rate dropping and the time on site rising <table border="1" data-bbox="110 548 794 835"> <thead> <tr> <th></th> <th>Users</th> <th>Sessions</th> <th>Bounce</th> <th>Time On site</th> </tr> </thead> <tbody> <tr> <td>Dec '18</td> <td>235</td> <td>385</td> <td>52%</td> <td>3m16s</td> </tr> <tr> <td>Jan '19</td> <td>406</td> <td>630</td> <td>50%</td> <td>2m50s</td> </tr> <tr> <td>Feb '19</td> <td>394</td> <td>622</td> <td>48%</td> <td>3m43s</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Website: Committee will meet to ensure new format before finalizing changes Incorporation: Has reliable contact who will do for free; we will only have to pay filing fee <ul style="list-style-type: none"> Without incorporation, Board members are personally liable for damages, etc. 		Users	Sessions	Bounce	Time On site	Dec '18	235	385	52%	3m16s	Jan '19	406	630	50%	2m50s	Feb '19	394	622	48%	3m43s	<ul style="list-style-type: none"> Website: Larry to schedule 2 hours working session and invite: <ul style="list-style-type: none"> LPW, Sheri (Fri), Stephanie, Lisa G (after hours), Melissa (after hours) LPW to re-send website format to Larry
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<p>SHRM Conference - May 3 (Larry)</p> <ul style="list-style-type: none"> Conference giveaways ordered and received Location: Crest Hollow Country Club 	<ul style="list-style-type: none"> LPW to work on nice printed giveaway <ul style="list-style-type: none"> Ensure we promote corporate sponsors and/or sponsorships <ul style="list-style-type: none"> Melda has offered to print posters Board members to advise Larry of availability to help staff ATD booth at conference 																				
<p>Board 2019 – 2020</p> <ul style="list-style-type: none"> Still searching for President-Elect 	<ul style="list-style-type: none"> Everyone to surface/solicit possible candidates and other volunteers 																				
<p>Finance Update (Karen & Larry)</p> <ul style="list-style-type: none"> Current Funds <ul style="list-style-type: none"> July 2018: \$8800 March 2019: \$9700 <ul style="list-style-type: none"> Wild Apricot pending charge of \$1800 Expecting similar balance fiscal year-end Wild Apricot will have 2020 upcharge of 20% if we don't move our payment processing to WA vs. Paypal <ul style="list-style-type: none"> We can maintain PayPal account for on-site \$\$ collections 	<ul style="list-style-type: none"> Larry has asked Karen to research PayPal to secure organization account 																				

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<p>Membership</p> <ul style="list-style-type: none"> • Current state: 64 active members with 9 lapsed <ul style="list-style-type: none"> ○ Melissa volunteered to reach out to lapsed members and promote upcoming events, etc. • A number of students are not renewing <ul style="list-style-type: none"> ○ Secure personal email addresses as well as school address during sign-up ○ Board approved offering students 50% off 1 year and 2 year professional memberships • Lisa G working on lists for potential Student SIGs at other schools • Lisa G working on outreach to SHRM conference attendees; text at end of this document 	<ul style="list-style-type: none"> • Melissa to connect with Stephanie re list of lapsed members • Stephanie to advise if/when we reach out National ATD members • Board members to provide feedback to Lisa G on SHRM conference outreach messaging by Fri 3/8
<p>Corporate Outreach (Sheri)</p> <ul style="list-style-type: none"> • Melda and Sheri meeting with NYIT this week <ul style="list-style-type: none"> ○ Larry suggests providing info about Hofstra SIG for comparison and motivation • Continuing interactions with DisruptHR • Someone has volunteered to help with outreach • Reaching out to Ken Blanchard contacts for possible presentations 	
<p>Programming</p> <ul style="list-style-type: none"> • Meeting venues: <ul style="list-style-type: none"> ○ March: Lloyd ○ April: pending Lloyd or Molloy <ul style="list-style-type: none"> ▪ Will know by 3/5 ○ May: Henry Schein ○ June: pending Lloyd or Molloy • Lisa G. mentioned alternate venue: Radisson on Motor Parkway, Hauppauge (\$150 for room rental) <ul style="list-style-type: none"> ○ Media package, F&B optional • May event: Open Mic – Share your Career Stories <ul style="list-style-type: none"> ○ May find some possible future presenters • Plan to solicit presentations by members for next fiscal year 	<ul style="list-style-type: none"> • March meeting: <ul style="list-style-type: none"> ○ LPW purchase refreshments ○ Board members to register on website if attending • LPW to advise status of Lloyd hosting April meeting • Lisa G to provide info about meeting room rental at Radisson •

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<p>Marketing & Communications (LPW)</p> <ul style="list-style-type: none"> • Agenda topic for last week’s Regional Chapter Leader call was marketing <ul style="list-style-type: none"> ○ Developing Elevator pitch ○ Recommend each meeting start reinforces chapter’s mission 	<ul style="list-style-type: none"> • 2019 Marketing and Communications plan • Submit joint ICF/ATDLI meeting for ATD Champion award • Identify other potential submissions for ATD Champion
<p>Next Meeting</p> <ul style="list-style-type: none"> • Wed 4/3 6:00 – 7:00 PM <ul style="list-style-type: none"> ○ Chapter has FreeConferenceCall web conference account 	<ul style="list-style-type: none"> • Larry to send invite

DRAFT Email 2018 SHRM Conference Attendees:

My name is Lisa Garraputa and I am the Director of Membership for Association for Talent Development -Long Island Chapter (ATD-LI). Our mission is to establish professional network that connects the Long Island Talent development community to enhance career growth through quality resources and programming.

As we move towards the end of the first Quarter of 2019, I wanted to take the opportunity to reach out and let you know of some great upcoming events (In-Person Conferences/WebEx sessions) that may be of interest to you as a Human Resources/Talent development professional:

- [Effective and Trustworthy Leaders: Fantasy or Reality?](#)
- [Annual Teaching & Learning Colloquium Stony Brook University](#)
- [Lloyd Leadership Learning Series: The Connection Between Cultural Transformation and Strategic Talent Acquisition](#)
- [Diversity is being invited to the party, Inclusion is being asked to Dance](#)

Don’t forget to visit our booth on May 3rd at the SHRM-LI conference for a free gift and a chance to win a free membership to ATD – LI.

Should you have any questions or concerns, please do not hesitate to contact me.

Kind Regards,

Lisa Garraputa

Talent Acquisition Director, VP