

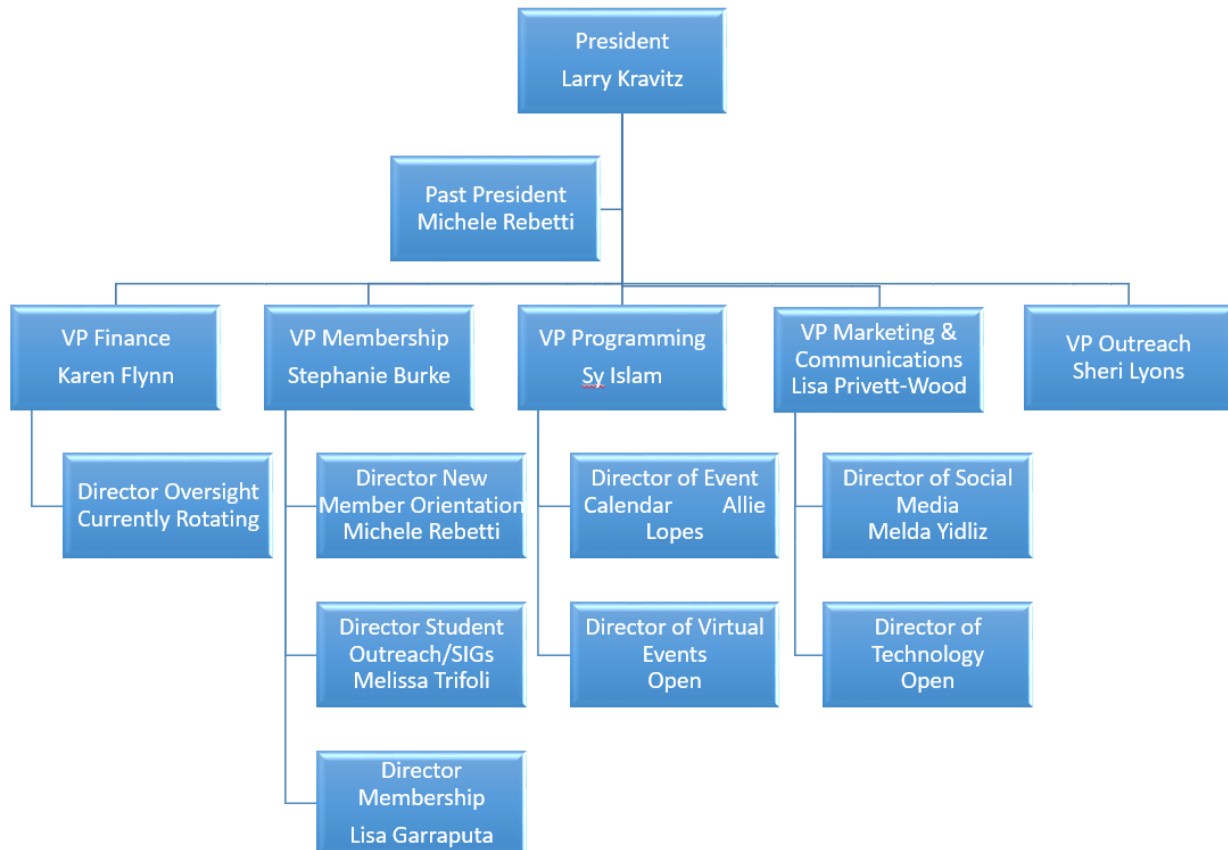
ATDLI Chapter Operating Plan 2019

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 2019:

1. Increase Membership
 - a. Complete a survey to identify what members want and need from ATD
 - b. Add a member highlight each month to our website
 - c. Utilize Social Media to provide quality resources and updates for our members
 - d. Continue to create innovative membership recruitment opportunities
 - e. Add strategic partnerships and sponsorships
2. Add structure to our strong leadership organization
 - a. Ensure Board members set goals
 - b. Ensure Board meetings are held to a routine of goal review, goal planning, and goal blocking
 - c. Encourage Board members to have meetings with Directors



Key Goals for 2019:

2018/2019 Goals Draft

All Positions:

- Create a checklist to be reviewed by successor. Checklist should contain items that need to be done each year as a new successor takes on the role.
- Create a 30 second welcome video by end of year
- Creation of a reusable professional flier by Q1 2019

Membership

- Draft a membership survey with the assistance of Programming and Marketing & Communications. Survey should address membership desires and should be launched in mid Q4 2018.
- Increase membership by 65% (39 individuals)
- Hold a student membership drive and add one new SIG
- Investigate and facilitate a “service project”
- Have an in person conversation with each new member within their first 30 days
- Ensure new members are introduced at monthly meetings
- Propose contents and cost of new member kit

Programming

- Ensure in-person speakers for 2018/2019 year
- Roll-out of new ATD LI webinar series. Schedule of 1 per quarter
- Creation of meeting survey to be handed out at meeting via tinyURL and or QR code.
- Investigate live survey feature for meetings where necessary
- Create certificate of appreciation for speakers
- Work to create new meeting slides

Technology

- Recommend new website look and feel by end of year
- Implement website changes by end of Q1 2019
- Add additional pages to website (Board Videos, Message from the President, SIGs, Competencies, etc)
- Gain ownership of LinkedIn and Twitter and maintain social media plan
- Add an ATD Long Island facebook page

Outreach

- Identify and recommend “ideal sponsor profile” and companies on Long Island.

- Market and promote ATD Chapter benefits to educational institutions, corporations and their Leadership and Development / Training Departments for the purpose of growing the corporate sponsorships.
- Engage Thought Leaders along ATD Competencies for the purpose of growing corporate sponsorships and participation with ATD LI.
- Prepare and execute the Chapter Outreach engagement plans.
- Represent ATD Long Island as a thought leader on LinkedIn and other social media outlets through posting and sharing ATD Long Island activities.
- Develop relationships with Corporate Sponsors for the purpose of generating interest in speaking at a ATD LI meeting, serving in another capacity and helping to generate membership from within these organizations.

Finance

- Ensure budget is maintained and manage all spending in relation to it
- Completion of proper tax filing in Jan 2019
- Enable cloud based accounting solution

President

- Creation of an operational plan by October 2018
- Ensure CARE documents are submitted as required
- Work with Board Members on Incorporation