

2020 PRESIDENT'S ANNUAL REPORT & STATE OF THE CHAPTER REPORT

*I am pleased to recognize the collaborative efforts of our leadership team and office administrators to present the **ATD-LA 2020 State of the Chapter and Achievements:***

FINANCE

Developed a Finance & Expense policy for board members
Created a budget to actual YTD projection analysis
Released the Mira Gold Fund after 25 years and will award two \$500 grants annually for new board member professional development from 2020-2024
Reduced bank fees 50% by migrating to a more cost efficient merchant services platform

GOVERNANCE

Updated 2015 bylaws and 12 position descriptions
Developed an onboarding orientation program for new board members and volunteers

MEMBERSHIP

Started monthly new member welcome and recognition in weekly e-newsletter
Gained 79 new members but overall membership declined by 15.9% as a result of the pandemic
Offered 4 membership specials including a Valentine's Day, Summer New Member Special, Fall Member Renewal Special and a Fall ATD Member Week in partnership with ATD Global
Awarded 2 ATD Global online certificate programs to chapter leaders Anupa Naik and Katrina Reiniers-Jackson

OPERATIONS

Reduced operational costs adding \$6,000 to financial reserves
Reduced Constant Contact list by over 70% percent reducing annual fees by 50%
Migrated from Go-to-Meetings to Zoom platform reducing costs by 68%

PROGRAMMING

Started a monthly president's message for members in the e-weekly newsletter
Offered 40+ orientations, chapter meetings, networking mixers including one in partnership with SoCal chapters, webinars, workshops and communities of practice meetings
Moved to virtual programming using the Zoom platform versus in-person meetings for the first time in ATD-LA's 75-year history as a result of the pandemic

SOCIAL MEDIA and TECHNOLOGY

Gained 25% followers on ATD-LA's LinkedIn platform with a total of 588 followers
Actively posted over 45 events and announcements on ATD-LA's LinkedIn platform
Averaged 700 web visits/month and 31k impressions on the ATD-LA website
Website visitors include professionals from business development, HR, education, community and social services and program management
Developed a social media policy for chapter leaders and volunteers
Updated website and removed outdated information

STRATEGIC PLANNING

Held 3rd and 4th leadership strategic planning meetings attended by board members and office administrators in winter and fall

Increased leadership involvement by adding 5 new chapter leader positions and 12 volunteers



President ATD-LA 2020

Enjoy the Year-in-Review Video!

<https://www.youtube.com/watch?v=uBz8o3umC4M>