



# ATD-LA 2022 STATE OF THE CHAPTER AND ANNUAL REPORT

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*Dear Member and Friend of the Chapter,*

*It is with pleasure that I share my last ATD-LA State of the Chapter and Annual Report as your outgoing president, an honor I have had the privilege to share with you since 2020. Thanks to a dedicated board, volunteers and your support, we had another strong year. I look forward to your continued participation in the chapter. Here's to a great 2023!*

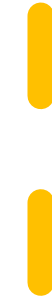
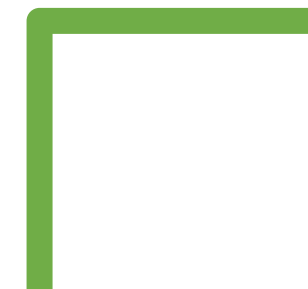
**Kavita Gupta**

*ATD-LA President 2020-2022*

## COMMUNICATIONS

- Gained over 100 followers on ATD-LA's LinkedIn platform with current followership of 815 followers.
- Actively posted 45+ events and announcements on ATD-LA's LinkedIn platform with engagement from entry-level (33%) and senior level (32%) visitors.
- Hosted 1,100 users in August and averaged about 25k impressions on the ATD-LA website. The 3 largest groups include Human Resources (20%), Business Development (10%), and Education (9%).

**atd** LOS ANGELES CHAPTER  
Association for  
Talent Development



## FINANCE

- Maintained \$85k in cash reserves during the fiscal year.
- Awarded \$800 from the Mira Gold Grant to Anupa Naik, Valerie Quezada, Kavita Gupta, Amanda Peterson and Denise Ross to attend the ALC chapter leader conference.
- Received \$700 in advertising revenue from the Learning Guild and \$500 for the March ATD Global Chapter of the Month award.
- Awarded 4 membership grants through the KG Talent Development Grant value \$469.





## GOVERNANCE

- Achieved 100% Chapter Affiliation Requirements (CARE) and received the ATD Care Plus award for the first time in ATD-LA's history.
- Received the ATD Global Share our Success Award for “A Successful Bi-Annual Strategic Planning Process” and Chapter of the Month award for March led by president Kavita Gupta.
- Achieved a leadership team return rate of 65% in 2022 and 100% return rate for 2023.
- Instituted a comprehensive Standard Operating Procedure Central Online Management System for board members led by board secretary Maura Lemon, volunteer Amanda Peterson and president Kavita Gupta.

## MEMBERSHIP

- Maintained a stable membership of 230 members although membership decreased by 11% as a result of the pandemic and economic factors.
- Supported several ATD Global Power Membership drives and chapter drives including a Valentine's Day Special, Sizzling Summer Special and an upcoming Black Friday Special.
- Created a Membership Ambassador position for outreach and promotion.
- Awarded 4 complimentary ATD Global certificate programs to chapter leaders Vince LoRusso, Michelle Yang, Tanya Thampipop and Rachel Bravo value \$6,880 for contributions to the chapter.



## OPERATIONS

- Increased the Constant Contact mailing list to 3,400+ members and non-members.
- Updated the website and removed outdated information.



## PROGRAMMING

- Received the first Certificate of Recognition for Employee Learning Week in ATD-LA's history in December 2021 from Mayor Eric Garcetti.
- Hosted over 600 members and guests at 51 chapter meetings, orientations, webinars, mixers, workshops, communities of practice and special meetings including mentor program meetings.
- Recognized chapter leadership and volunteers through the Quarterly Volunteer Recognition and Annual Awards program.







## STRATEGIC PLANNING

- Created a Presidents Advisory Group that will include past presidents Tom Henschel '98, Ellen Krause '13, Anthony Lewis '16 and Kavita Gupta '20-'22.
- Held the 7th and 8<sup>th</sup> leadership strategic planning leadership meetings in winter and fall.
- Increased leadership involvement by transitioning 3 volunteers into board roles in 2023.
- Appointed two co-president elects Anupa Naik and Valerie Quezada in July.



## **What Members are Saying about ATD-LA.....**

“This workshop has really changed my perspective on how to have meaningful conversations with my team”

“I have learned so much from being a volunteer leader”

“This chapter meeting gave me great tips on how to create learning experiences”

“I am so grateful to my mentor for the guidance and support they have given me”

“I enjoy meeting new people at the networking sessions”

Enjoy ATD-LA's  
Year-in-Review  
Video!

Add link here

