

Date & Time: Thursday, April 7, 2022 from 4:00 PM to 6:00 PM

Location: Virtual via Zoom

<https://us06web.zoom.us/j/92426333438?pwd=MkNRb3FKY1pmMTkxMkg1dVV3NjdJdz09>

Meeting ID: 924 2633 3438      Passcode: 616057

1. Call Meeting to Order - President
  - a. Board Meeting Minutes – VP Administration
  - b. Roll Call – President
  - c. Confirm Quorum – Declare if Quorum is or is not Present (*51% of board members*)
  - d. Guests Present - Acknowledge and Record
  - e. Agenda for April 7, 2022 Board Meeting – Review and Approve
2. Board of Directors – President
  - a. Minutes from March 8, 2022 Board Meeting – Review and Approve (**attached**)
    - i. January & February 2022 Approved meeting minutes need posted to WildApricot.
  - b. NAC Meeting
    - 1) Identify at least one member to attend April meeting- Friday, April 8, 2022, 12 - 1 p CT
3. Governance – President
  - a. CARE Plus Achievement
  - b. Schedule bylaws/policy meeting- first meeting review risk assessment process
  - c. New Chapter Relations- Jocalyn Lombardi
  - d. ATD22 TEAM- Kim, Suni, Andrea confirmed
4. Financial - President
  - a. ARVEST Visit- Linda/Jennifer
  - b. Financial Reports as of March 31, 2022 – Review and Accept (**attached**)
5. Membership – VP of Membership
  - a. Monthly Membership Report - Review and Accept (**attached**)
  - b. March Membership event
  - c. Plans for next Membership Meeting
    - i. Membership drive
6. Programming – VP of Programming
  - a. April 2022 Program Meeting -
    - i. Workshop Topic: Kassy LaBorie – Irresistible Virtual Training RFP (**attached**)
    - ii. Power Membership Promotional Activities – Power Member Minute and ATD ICE-VP of Membership
  - b. APTD/CPTD Recertification Preapproval
    - i. *New RPF*
    - ii. *Zoom Reporting feature update*
  - c. Plans for Future Program Meetings (**attached**)
  - d. *Special Event Update- topic/dates*
  - e. *Hybrid program- Member survey*
7. Communications –
  - a. LinkedIn Update
  - b. Communications Scheduled for April:
    - i. April is ATD Membership Appreciation Month

- ii. ATD Volunteer Recognition Week - 04/18 to 04/22
  - c. Requesting board member 'testimonials' to share
  - d. Canva Account Update
  - e. Sponsorship communication-(**attached**)
- 8. Old Business
- 9. New Business
- 10. Confirm Action Items
- 11. Confirm Dates for Next Two Board Meetings
  - a. May 10, 2022- 4:30 to 6:30 pm
  - b. Schedule June meeting
- 12. Adjourn Meeting



## Board Meeting Minutes

Date & Time: Thursday, February 8, 2022, from 4:30 PM to 6:30 PM

Location: Virtual via Zoom

<https://zoom.us/j/94364026887?pwd=NOIYRmxHbDJlM1ZmbndtempRnIFZz09>

Meeting ID: 943 6402 6887

Passcode: 956021

### 1. Call Meeting to Order – President.

Meeting called to order at 4:38pm

#### a. Roll Call –

Attendance= President Sunilyn Hertt, VP Membership Kim Boggs, VP Programming Walt Hansmann, VP Communications Andrea Gentis, Past President Linda Jenkins

#### b. Confirm Quorum – Declare if Quorum is or is not Present (*51% of board members*).

Quorum was declared.

#### c. Guests Present - Acknowledge and Record.

No guests.

#### d. Agenda for February 4, 2022, Board Meeting – Review and Approve.

Motion by Kim Boggs and 2nd by Walt Hansmann.

Discussed to change date of item 1D changed to read February 8, 2022.

Amended C 1 & 2 under communication, striking from Agenda.

Item 1 completed for 2022, C2 – annual report is not yet completed and will be posted when completed.

Items won't be posted to social media.

Changes were approved and the motion passed.

### 2. Board of Directors – President

#### a. Minutes from January 8/10, 2022, Board Meeting – Review and Approve (*attached*)

##### a. January Board Meeting Action Items –

Walt gave a detailed review action items from January board meeting.

Change date on Minutes from 2021 to 2022.

Walt motioned to approve, Andrea 2<sup>nd</sup>.

Each item suggested by Linda to be updated was discussed and accepted.

Walt added that Item 8 C i, Halelly is misspelled.

Motion is approved.

#### b. ATD Tulsa Email- Communications email error.

Still not fixed for Andrea. Walt will continue to work with Go Daddy to fix it.

#### c. Wild Apricot Access & Training –

Schedule refresher Wild Apricot training, schedule another session when for new board members once they are voted in.

Suni discussed time needed to train new folks.

Linda discussed where things should be stored for finance.

Walt discussed where to go to see files.

Will get training scheduled.

#### d. Policy and Bylaws meeting- need to get meeting set up.

Suggest discussing at March meeting when new board members are on board.

### **Board Meeting Minutes**

Submitted open board applications- Review and Vote Submitted board applications from Stu Ward for VP of Administration, Andrew Engelbrecht and Jennifer Roberson for VP of Finance. The board voted and appointed from Stu Ward for VP of Administration and Jennifer Roberson for VP of Finance. Kim Boggs moved to vote to appoint Stu Ward as VP of Administration; 2<sup>nd</sup> by Andrea Gentis. No discussion. Motion passed.

Kim Boggs moved to appoint Jennifer Roberson was appointed as VP of Finance.

, Andrea 2<sup>nd</sup>. No discussion.

- e. NAC Meeting Attendance
  - a. Elizabeth Beckham, NAC
  - b. NAC Calendar – (attached)
    - i. Jan. meeting was a one on one with Suni, President.
  - c. Identify member to attend Friday, February 11, 2022, 11 a - 12 p MT / 12 - 1 p CT – who can attend?  
Suni can attend.  
Can Kim come? Yes.

#### 3. Governance – President

- a. 2021 Annual Report/Chapter Affiliations Requirements (CARE) Report Update – (attached)  
CARE report is done.  
Annual report will be completed by March meeting.
- b. Central Repository-  
Each Board member is responsible to upload all chapter documents, communications, reports, PowerPoints, etc. to Wild Apricot.  
Final docs should be out on the Central Repository in Wild Apricot as editable docs and not PDF.  
Goal is that everyone uploads on monthly basis your perspective final documents.

#### 4. Financial – Past President

- a. Financial Reports as of January 2022 – Review and Accept (attached)  
**Statement of Financial position** – Linda reviewed money in account and financial report as per attached.  
**Monthly income and expense report** reviewed as per attached. Income from membership fees and CHIP, Meeting fees, local membership only. Note: 1 person downgraded from PM to Tulsa Only member. Linda made her sponsorship payment for December 2022 meeting in January 2022.  
**Communication expenses** reviewed as per attached. Included paid annual renewal for email accounts. Paid for Survey Monkey. Reimbursed Suni for ATD Tulsa President plaque given to Linda for her commitment last year. Misc expenses included Affinipay, speaker honorariums, one honorarium is still outstanding. Suni will reach out to speaker to cash check please. Reimbursed for mailing fees to Suni. General Liability insurance paid.  
**ATD OK21 Conference budget** shared again because new expenses came in. Reviewed as per attached. Honorariums cashed and postage and mailing. Want to get check cashed

### **Board Meeting Minutes**

ASAP to be able to close out conference budget.

Walt moved to accept Financial Reports. Andrea 2nd. No discussion. Motion approved.

**b. Risk Assessment.**

Per bylaws, audit needs to be done within 90 days of new year starting. Linda states the policy says we have more time than 90 days. Get it scheduled within 90 days but suggests giving 6 months because accounting firms don't want to be rushed and it is their busy time of year. Suni will make a note to look at bylaws vs. policy and potentially update time frame for audit to be done.

**c. Sponsorship- VP of Communications**

- i. Suni asked Andrea to develop an email communication template for board members to reach out to their professional contacts. Andrea will create an email template. Linda suggests discussing in the sponsorship letter/email the number of people the sponsorship is expected to reach with sponsorship. Email communication goes to all our members 3 times each month. That is 75 people 3 times a month. Sponsors get a posting on LinkedIn too.  
Suni suggested everyone consider reaching out to 2 contacts for sponsorship. Tabled until March. Andrea will bring communication back for review in March.
- ii. Explore other avenues for sponsoring chapter member events and functions-VP Membership

**5. Membership – VP of Membership**

**a. Monthly Membership Report - Review and Accept (attached)**

Kim presented report.

Discussion - Walt mentioned that membership count was incorrect and includes "Contact Us" member. Membership report will be updated to reflect correct count.

Linda Jenkins made motion to approve amended Membership Report; Andrea Gentis seconded.

Amended Membership Report approved.

**b. Update on past-due members-email/phone.**

Kim reviewed past due members.

**c. Plans for February Membership Event- Plan Day and time, Ideas/suggestions.**

Kim asked for suggestions for February membership event. Idea presented by Andrea to host a kickoff for 2022. Linda suggested to make event early March due to being mid-February. Also asked that we be intentional about What's in it for me? Structure with synopsis of annual report, annual survey, based on survey results listing topics wanted. 5 resources for training delivery; 5 resources for instructional design. Also meets CARE requirements. Suni suggested to offer free program meeting to attendees? Everyone liked the ideas presented. Date/time suggested as evening, bring your own happy hour networking to virtual. 4:30-5:30 suggested time. March board meeting is the 8<sup>th</sup> so that is not a good date. Program meeting is March 18<sup>th</sup>, so can't do it that date. Member appreciation week starts March 22. That might be a good time to do it. Will plan to do it that week. Will plan for Tuesday, March 22<sup>nd</sup> 4:30-5:30, virtual happy hour. Promote discounts from ATD. Kim will plan project.

**Board Meeting Minutes**

- d. Membership Drive – Use this event as a membership drive.  
Free event for ATD members, Chapter Members, COC Members. Not free to others.

6. Programming – VP of Programming

Walt discussed January program survey. We received 5 responses from Program Survey in January. (attached). No surprises from survey. Disappointment that we don't get more participation in survey. Linda mentioned that one person mentioned January program not hands-on. Discussed that everyone has different opinion of hands-on. We feel it was. Not too worried about that comment.

- a. Workshop proposals submitted for consideration – Review and Approval.

Proposal from Todd Long was unsolicited.

Linda made motion to accept the program proposal from Todd Long. Suni seconded. No discussion. Motion did not pass.

Walt is actively searching for leads for ID and Facilitation for programming. March is about Training Delivery so we will look for ID in April. Perhaps how to convert ILT in Classroom to Virtual.

- b. Pre-approval for ATD Credits- Update

- i. Updated RFP.

Walt is still working on updating the current RFP using template from State Conference and will get back to ATD Credits. Will look at Ambers revised proposal as guide.

Need to determine how we will count completion. Will probably look at (a.) participating in entire event (b.) responding to survey and (c.) probably including name.

Also Linda suggested running report to see who attended, what time they logged in and what time they left. Andrea confirmed that Zoom will do that report. Walt is going to investigate that option.

- c. February 2022 Program Meeting - Content & Logistics:

Walt reported only 5 people registered besides the speakers. Communication has gone out. Kim and Suni not registered. Kim registered 2/10/2022. Andrea mentioned Linked In invite sent to several people. Suni has class in OKC so she is tentative but will try to attend.

- i. Workshop Topic.

- ii. Workshop Program

- 1. Add Slides to Program Meeting Power Point

- a. Suni asked that we include a slide on Volunteer Opportunities. Also add info about International Conference.

- b. Power Membership highlight-(attached)

- i. Membership (Kim) will contact a power member that is attending monthly meeting. Kim to find a power member minute person for program.

- ii. Slide to welcome new board members.

- iii. Board Member Attendance & Participation. Kim and Suni need to register. Encourage new board members to attend.

- iv. Networking Activity – removed from agenda and talk to Kim in March.

### **Board Meeting Minutes**

- d. Pitch for Future Monthly Programming (RFP and Calendar of available dates).  
Walt has feelers out for speakers on ATD sites. Looking for professional development instructional design and training.
- e. Sunilyn reached out to Susan Donnelly, COC-ATD President.  
Suni will be more pointed with her and will have answers about COC State Conference for our next meeting.
- f. International ATD Conference 2022- Sunilyn contacted Lauren.  
We need to get communication out about contacting Suni about the ATD Conference 2022 team rate. Put something on website and next newsletter.
  - i. Make a slide for monthly program
  - ii. Walt said we don't need 5 people to create the team to get the discount. Linda mentioned, if we identify the 4 and add a 5<sup>th</sup> to build team. Need to communicate on team rate and where we are with number of people attending.

#### Communications –

- a. Communications Scheduled for February.  
Andrea discussed 2 additional emails will go out. Reminders will be set to go out 1 week before, 2 days before and day of. Walt explained that reminders must be edited with correct Zoom link. When events are created it is a copy from previous month. Reminders only go to the registered folks. Meeting reminders go out at time of event. The last one has to go the day before and will go at time of the event.  
Reminders go at time of event, for example day before at time of event. Discussion that day of email will not be sent. Not needed.  
Andrea will make a post about Member Appreciation Week, and post for new board members.
- b. Communications Plan for 2022  
Andrea met with Michelle with St Louis VP of communication. Andrea will try to model her communications calendar.
  - 1. Canva Update- We are trying to get nonprofit for membership. St Louis got rejected. Andrea asked if we could get all the necessary paperwork in order to get approved as nonprofit. Walt advised it is all on the website and that we are all nonprofit. Walt explained his struggle with TechSoup, but we got it through. Andrea asked where the files are so she can get process started with Canva. ATD is Inc. Size is based on membership (75). We are a registered nonprofit. Andrea will upload files to Canva site and get process started.
  - 2. Newsletter, emails, social media posts, member email. Andrea will try to get newsletter out by next week. Andrea asked where the information comes from new members and renewals. Kim sends as part of monthly report and use those. Watch for spelling errors in Kim's reports.
    - i. Non-programming information
    - ii. Include power member sales
- c. Post Chapter information on website
  - 1. Including 2022 Approved Budget

### **Board Meeting Minutes**

2. Publish 2021 Annual Report: Includes but is not limited to: membership numbers, list of board members and their positions, financial performance, and progress toward annual goals. Based on information provided in CARE submission.

Discussion on changes to items 1 & 2.

#### Communications Needs & Opportunities

Andrea asked that we all communicate on LinkedIn. Interact with posts so it builds activity. Suni asked if Andrea needed support. Andrea mentioned our followers are up on LinkedIn. Up 8 in the last 30 days. Starting to use invitation feature to invite people to meetings and LinkedIn interaction. Linda mentioned pulling from membership and inviting them to connect. Discussion on how to share event in linked in

Suni asked Andrea if she needs any help. She has Michelle from St Louis as mentor.

#### 8. Old Business

no old business to discuss.

#### 9. New Business

Suni asked that Linda and Walt give new board members the insight into their positions. Suni will draft letter for Andrew (who was not appointed) and 2 new board members for review. Asks that new board members spend time with Linda and Walt. Stu with Walt and Jennifer with Linda. When Suni has met with them and then pass them off to them.

Linda mentioned that we need 2 people on our account. Linda suggested herself and Jennifer.

Suni mentioned we need to update our financial procedures. Walt mentioned that the procedures were written for brick-and-mortar banking. So, we do need to update them.

Walt moved to approve adding Jennifer Roberson to Arvest account in addition to Linda Jenkins to Arvest account. 2<sup>nd</sup> by Andrea Gentis. No discussion. Motion passed.

#### 10. Confirm Action Items

Suni and Andrea, update bio- **Completed**

Walt schedule WA training- **Waiting for new members to come on.**

Suni will contact Diane to cash the check- **She found the check and said she would cash.**

Walt will work with Go Daddy to fix email communications problem- **Andrea reports the issue has been fixed.**

Kim will work on Member event for March 22, 4:30-5:30

All upload final documents not PDF- This should be done monthly. Program power points, meeting minutes, all reports, etc.- Will check in monthly.

Andrea sponsorship email template

Walt checking for Zoom report

Kim will get power member to discuss PM at meeting

Kim & Suni will register for Feb event- **Kim attended and I wasn't able to attend due to training.**

Social media and newsletter to discuss ATD 2022 Conference, who to contact for group rate **(Still waiting for Lauren's report and Kim is scheduled)**

Andrea will work with Walt for communications, post about new board members and employee membership week.

Andrea communication plan. Newsletter next Monday. Post on linked in 2 times per week.

Andrea will work on Canva process and give update in March





### **Board Meeting Minutes**

Suni will send out communication to new appointed board members and to person not chosen.  
**Completed.**

Will meet with new members and then pass them on to Linda and Walt. **Suni met with the new board members- updated all current board members 2/15/2022 12:43 PM. Walt/ Linda to meet?**

11. Confirm Dates for Next Two Board Meetings- post on website
  - a. March 2022 – **March 8<sup>th</sup> at 4:30 PM to 6:30 PM**
  - b. April 2022 – Date and time? We will wait till March to set April meeting.
12. Adjourn Meeting- Meeting adjourned at 7:04pm

Date & Time: Thursday, March 8, 2022, from 4:30 PM to 6:30 PM

Location: Virtual via Zoom

- 1) Call Meeting to Order - President  
Meeting called to order at 4:33PM
- 2) Roll Call - VP of Administration  
Attendance - VP Admin Stu Ward, President Sunilynn Hertt, Walt Hansmann, Andrea Gentiss, Linda Jenkins  
Jennifer Roberson VP Finance & Kim Boggs VP membership - excused absences
- 3) Confirm Quorum – Declare if Quorum is or is not Present (51% of board members)  
Quorum was met and declared
- 4) Guests Present - Acknowledge and Record  
No Guests present
- 5) Agenda for March 8, 2022, Board Meeting – Review and Approve  
Walt sent updates to agenda which were welcomed  
  
Linda had sent updates to agenda, which were not received on 3/3. Linda’s suggestion on the agenda was Governance #18 under Financial President. At the Feb meeting, already approved that Linda and Jennifer were the ones on account, so should be stricken from the agenda. Minutes from Feb were corrected to include the action taken at the Feb meeting to make this official, so that after today, approved minutes could be taken to the bank to take action.  
  
Motion to approve as amended from Walt. Second from Andrea. Vote passed unanimously.  
  
Board of Directors – President
- 6) Minutes from February 8, 2022, Board Meeting – Review and Approve (attached)  
Linda had sent updates to the minutes. Sunilynn will update and send out as amended by Linda.  
Walt had sent updates, which were made and sent out.  
  
Point of order discussion on whether motions/seconds should include a name in the minutes or not. Members have experience with both ways being used. Walt will review and discuss with Stu  
  
Motion to approve Feb minutes as amended from Andrea. Second from Walt. Vote passed.  
  
a) Post January minutes to website  
Stu’s job to post approved minutes to Wild Apricot. Walt will share with us how to accomplish that TBD
- 7) Communications/New Board Member’s email  
Walt got communications email set up for Andrea. Newer board members have not gotten access yet, awaiting onboarding.

8) New Board member on-boarding-Schedule

Sunilynn has met with both Jennifer and Stu. Will get onboarding scheduled before next board meeting. Linda and Jennifer have met once, awaiting approval to take next steps, from this meeting. Stu, Jennifer, Andrea to meet with Walt for next steps

9) Wild Apricot Access & Training- Schedule

Per emails and availability, training to be scheduled for 430PM, Tuesday 15th

10) Bylaws and Policies Committee – Schedule

- a) Immediate Past President, the President, and three members of the Board of Directors appointed by the President.

Walt asked to stay on. New members have not been invited yet. President would like to get something scheduled, or should we wait for next month. Discussion being raised that now we have more than 5 on the board, would like to replace a member of the Policies committee with Jennifer. Linda raises that it should be Stu and Jennifer both, as policies and bylaws fall under Admin. Believes that best fit candidates would be adding Programming, Admin and Finance. Believes motion would be to change the VP members of the Bylaws and Policies committee to Programming, Finance and Admin and remove VP communications and VP membership

Motion raised as stated by Andrea, second by Linda.

Walt adds that just because members are named, others can still attend

Motion carried

- b) Policies- ARTICLE XIII – VICE PRESIDENT OF MARKETING

Name needs to be updated to “Vice President of Marketing and Communications”. Sunilynn will send an email out about getting this scheduled

Question raised about methodology - Strawpoll was favoured and will be used for this

- c) Risk Assessment

Risk assessment needs to be scheduled and completed regarding name change

11) NAC Meeting (operational plan item)–

- a) February NAC participation report- VP Membership

- i) No March Call

Kim registered and attended. New date for membership week, which will be in April not March. Is now the entire month of April instead of just a week. Linda states we need to vote as a board whether to accept the reduced membership fee for the sale event from \$50 to \$45.

12) ATD22- Only one reported registration, Kim Boggs.

Need to get a post out for who’s going to ATD22. Also ensuring we add that to the membership newsletter, and to the next meeting slides. Andrea stated is already in the slides. Linda mentions should be discussed at March 22 event. Andrea previously registered in advance, had to receive refund.

Checked on process - each register and will receive a refund when able. If team of 5 is already registered, can get the discounted rate at that point.

13) Susan Donnelly, COC-ATD President-Meet March 15.

Sunilynn has meeting with Central OK chapter on March 15 regarding State Conference. They plan to have in person meeting. Sunilynn taking suggestions from the group to see if a member might like to be involved. They have a meeting on the 20th, and will be doing the state conference in November. They would like to provide some pre-conference certifications, and want to do an instructional design certificate - have been discussing with ATD offering this both in conjunction with the conference and separately. Several other options are being looked at. Concerns raised about financial risk involved, and impact on the conference. We will discuss further how we can help plan and market the conference. More information to come from Sunilynn after the meeting on the 15th.

Governance – President

14) Operational Plan-

Adjustments that Walt provided have been made by Sunilynn. Would like to see final documents uploaded to Wild Apricot monthly if possible, by end of year certainly.

15) 2021 Annual Report Update- Past President (attached)

Linda sent out the report. Nothing additional to discuss. President offered thanks for hard work and dedication.

Financial - President

16) Financial Reports as of February 28, 2022 – Review and Accept (attached)

Financial Reports were not attached as described; Sunilynn was able to share the document on the call.

**Statement of Financial Position:** Money available in Checking and Money Market. Linda still has cash in person. Accounts Rec'v available from OU in Wild Apricot for people attending March program, which is presently undetermined. Will be paid out if program happens and those people attend.

**Monthly Income Report** shows 4 power memberships processed through ATD, February meeting fees, and Tulsa Only Memberships.

Three expenses line items to be amended as were paid in Jan not Feb. Cost of PO Box has increased.

Misc expenses walked through. State conference check was cashed.

Linda will amend expenses and send back out.

**ATD OK21 Report**

Final check cashed, and all money accounted for. Net loss recorded on report.

Walt moves to accept financial reports as to be Amended by Linda. Andrea Seconds. Motion Carried.

17) Section 20.1.3.3.4 Audit- The audit shall occur no later than 90 days after year end with results reported to the Board of Directors.

Bylaws need to change to reflect that it takes longer than 90 days. Jennifer will initiate the appropriate action.

18) Section 20.1.3.6.2 Operating Reserve (Adopted 07-11-2014) The Chapter has both a checking and a money market account. The President, President-Elect, and Treasurer are authorized signatories on the accounts. -Vote to approve that Jennifer and Linda be on the financial accounts.

Jennifer and Linda already approved. Will visit bank with approved minutes and be registered on the account.

#### Membership – VP of Membership

19) Monthly Membership Report - Review and Accept (attached)

Sunilynn delivered report. Report states 51+2 members, but Walt only sees one new Power Member. One Tulsa member lost. Walt mentions that student member recorded in the wrong place, so power members are 52 of 76, which means the percentage is inaccurate. This is important because CARE requires a certain power member percentage, which can occur any time during the year. This has already been achieved, but is why these numbers are important. The Power Member report is based on ATD report delivered monthly. That report must be reconciled. ATD bases Power Members by email address, so if the email addresses in local and national databases don't match, would not be counted as a power member. Check back with Kim to ensure that this is being done.

Discussion of memberships in past due status. Consensus reached that most of these were likely due to institutional timing limitations.

Break called from 533 to 538

Walt moves to accept the report as adjusted. Stu Seconds. Motion carries.

20) Plans for Member event for March 22, 4:30-5:30- Membership Drive?

Be prepared to receive emails and help out. To be announced. 7 people currently registered. Unsure what current plans/format are.

#### Programming – VP of Programming

21) February 18, 2022 – Review and discuss event experience and opportunities for improvement – Survey Report (attached)

Pretty good feedback for the program. Nothing extraordinary. Discussion on the nature of what constitutes activity in a virtual session. Sunilynn asked can we define activity more in future polls. Walt

has written that into the new RFP. Sunilynn would also like it to be better reflected on the survey. Linda says the question is whether someone is given an opportunity to apply learning for themselves; can you take what you're learning and apply it in some fashion - however that is accomplished. Peoples' assumption is that they're being asked to produce or DO something that they're learning in the workshop - what was done in this event was more of a collective discussion and opportunity to engage with the presenters.

A few comments that people are looking forward to returning to in person sessions.

22) Pre-Approved Education Provider for ATD CPTD and APTD development credits

a) New RFP Document (attached)

Revised version of RFP has been sent out, including video recording and rebroadcast for people who are registered for the event. Some language updated regarding activities and engagement. This is the next step for getting ready to do certifications.

b) Zoom report for Attendance

Attendance report deeply buried but available to show how many people log in, what their total time logged in was etc. Will need to build plan for how long people need to attend in order to get credit. Names will need to be included in surveys for credit to be offered.

RFP can be accepted by board as a document for use.

Document is not ready yet, and will not be ready for approval until after approved by ATD

23) Plans for Future Program Meetings

Walt has feelers out, checking in with other chapters to see who is presenting there. Communication received from Richmond who offered to collaborate with us. Unsure what collaborate means in this context. Andrea has had similar relationship with St Louis chapter. Based on her discussions, this means would team up to host and co-promote the event, and both chapter constituents would be invited to attend. May involve profit & cost splitting.

Nothing in writing yet. Many chapters are going back to in person, and people are zoom fatigued.

Linda says that if nothing is committed already for March 18 program, would like to start discussion of cancelling the March 18th meeting and work on starting with April.

Walt may have a lead on a program, and has an RFP in hand for Train the Trainer techniques. Would be available for 3/18. If we don't do this in March, it is possible to move this to April or beyond.

Linda's motion still on the table, given that the 15 from OU are the majority registered. Believes would be better to cancel program and reach out to them, rather than go through the process of selling them on a new program. Sunilynn seconds motion.

Discussion that this is a good plan. Possible to put something together for later in the summer. Will not be rescheduling Dr Means, but may put something together internally with Linda and Walt.

Motion carries.

Walt will work on communication and get that sent out. Registration is immediately disabled.

24) March 2021 Program Meeting on March 2022 Program Meeting on March 18, 2022 – Content & Logistics

a) Workshop Topic:

b) Accommodations – Virtual via Zoom

- c) Workshop Program –
- d) Board Member Attendance & Participation-
- e) Networking Activity-
- f) Review updated Pre-Program Slides/Responsibilities
- g) Power Membership Promotional Activities – Pick topic from Power member sheet-(attached)
- h) VP Membership- Contact registered power member prior to the program-
- i) Post Meeting Evaluation Online Distribution- VP Programming

(24 notes included with 23, no clear delineation)

25) ATD Tulsa Special Programming Event-

- a) Training Delivery/ Instructional design

Instructor and Walt to communicate. Would like to do in late 2nd quarter, depending on schedule, might be 3rd quarter. This will be virtually, and a longer workshop rather than a regular program meeting, possibly 3 hours. This has to work with his schedule and will be whatever length the instructor states.

Communications – VP Communications

26) LinkedIn Update

- a) Numbers- Joined/ interactions

Crossed the 200 follower threshold. Visitor, follower, impression metrics discussed.

Andrea trying to tag attendees in posts to bring more views/impressions/interactions

Andrea making an effort to engage with and respond to all comments. Board asked to also respond and comment to improve engagement.

- b) Using the event feature-

- i) Suggested pulling from membership and inviting them to connect

Member event posted today with catchy tagline.

27) Communications Plan for 2022

- a) LinkedIn/newsletters/emails

Using template shared by St Louis VP of Communications. Attempting to stay at least a month ahead in planning.

Will remove posts related to March 18th program

Strategy discussed related to 3/22 pre- and post- event

Volunteer week is middle of April, will do some things around that, and provide opportunities to volunteer with ATD.

Andrea asks If someone wants to volunteer, what opportunities are available at the moment

Sunilynn states sponsorship available, need people to help with state conference.

Walt will accept committee member(s) who want to help find and secure professional development programs for the future. Once back in person will also need accommodations committee members. If we intend to do hybrid, will also need technical assistance.

Andrea would see that as a specific communication request for assistance.

28) Communications Scheduled for March

a) New 2022 Board Member

Already posted on LinkedIn

Will also do board member profiles

b) ATD22- Team registration- Report to [president@tdtulsa.org](mailto:president@tdtulsa.org)

c) 2021 Annual Report:

i) Plans to publish annual report by 3-31-22 that includes but is not limited to, membership numbers, list of board members and their positions, financial performance, and progress toward annual goals. Based on information provided in CARE submission

Report will be posted by end of the month, will be added to March Newsletter, and link shared on LinkedIn.

d) March Program Meeting Announcements and Invitations

This is now cancelled

e) Newsletter Content Suggestions

Andrea asks what communication should be in the newsletter about 3/18 program. Walt states lead with member event, include ATD member week/month, but include the cancellation of the program on 3/18. Needful to include in newsletter as that delivers to many more people than the direct cancellation notice.

Please also continue to send suggestions

29) Canva process update

Canva has been approved, but under the wrong email. Andrea is working to get adjusted with Canva support. Will allow up to 10 members access.

Andrea will set us up with a brand kit which will include colors, logos etc.

30) Sponsorship email template

Template has been started and drafted. Most templates available have been for conference sponsorship, but that's not what's needed. Andrea has some other options from Ohio chapter showing graphic designed brochure to request sponsorships.

Template is still being worked on. Discussion of what numbers are valid for inclusion in template, for example, number of people reached from email newsletters. Andrea and Walt to connect on data.

Sunilynn suggested send template to board, and board to review before next meeting.

31) Communications Needs & Opportunities

Andrea asked for ideas of newsletter and LinkedIn content.

Sunilynn requested a possible meeting to review Canva; will discuss next meeting.



32) Old Business

No old business to discuss

33) New Business

No new business raised

34) Confirm Action Items

Last month's action items reviewed

Final document PDF's need to be uploaded

Andrea working on email template and posts about new board members. Will email comms plan so far out to board members

Walt getting report from Zoom and RFP template

Walt and Linda have started or scheduled onboarding for new members

35) Confirm Dates for Next Two Board Meetings

a) April 2022 – Apr 7, 2022 at 4PM-6PM via Zoom

b) May 2022 – May 10, 2022 at 4:30P-6:30P via Zoom

36) Adjourn Meeting

Meeting adjourned at 6:41PM



# 2022 NAC Area Call Schedule

## **JANUARY**

*No Call - 1:1 Coaching Calls with NAC*

## **FEBRUARY**

Friday, February 11, 2022

11 a - 12 p MT / 12 - 1 p CT

## **APRIL**

Friday, April 8, 2022

11 a - 12 p MT / 12 - 1 p CT

## **JUNE**

Friday, June 10, 2022

11 a - 12 p MT / 12 - 1 p CT

## **AUGUST**

Friday, August 12, 2022

*11 a - 12 p MT / 12 - 1 p CT*

## **OCTOBER**

Friday, October 14, 2022

11 a - 12 p MT / 12 - 1 p CT

## **DECEMBER**

Friday, December 9, 2022

11 a - 12 p MT / 12 - 1 p CT



Association for  
Talent Development

March 2022

Dear Tulsa Chapter,

Congratulations on your chapter meeting the Chapter Affiliation Requirements (CARE) for 2021! This means your chapter successfully met all required CARE elements and is recognized for 100 percent achievement of CARE. Based on your reported CARE Plus responses, your chapter is also recognized as a CARE Plus achieved chapter.

I'd like to personally acknowledge and thank you and the chapter leadership team for your accomplishments and for going above and beyond the CARE requirement.

ATD recognizes that the value you provide to your members through well run chapter programs, services, and exceptional operations is the result of the individual time, resources, innovation, thought, and dedication you and your team contribute.

Thank you for your time and for partnering with ATD to provide and sustain a vibrant community serving our members and the entire talent development profession. I look forward to continuing to engage with you and the chapter!

Best regards,

A handwritten signature in black ink that reads 'Tony Bingham'. The signature is written in a cursive, flowing style.

Tony Bingham  
President and CEO

**ATD Tulsa Chapter  
Statement of Financial Position as of March 31, 2022**

<b>Assets</b>		<b>Liabilities</b>	
Arvest Checking Account	\$ 4,673.92	Accounts Payable	\$ -
Arvest Money Market Account	\$ 15,002.93	Taxes Payable	<u>\$ -</u>
Cash	\$ 73.30	<b>Total Liabilities</b>	<u><u>\$ -</u></u>
Accounts Receivable in Wild Apricot*	\$ 75.00	<b>Net Assets</b>	Unrestricted Net Assets
(Less doubtful accounts)**	\$0.00		\$ 19,825.15
			Temporarily Restricted Net Assets
			\$ -
			Permanently Restricted Net Assets
			\$ -
<b>Total Cash Assets</b>	<u>\$ 19,825.15</u>	<b>Total Net Assets</b>	<u><u>\$ 19,825.15</u></u>
<b>Total Assets</b>	<u><u>\$ 19,825.15</u></u>	<b>Total Liabilities Plus Net Assets</b>	<u><u>\$ 19,825.15</u></u>

\* Accounts Receivable: One ATD Tulsa Associate Membership initiated but not paid and one ATD Tulsa Student Associate Membership initiated but not paid.

\*\*Doubtful Accounts are unpaid invoices greater than 90 days old with Unknown Status

Prepared by Linda Jenkins, 2022 Past President on 4-6-22

**Association for Talent Development Tulsa Chapter  
Monthly Income and Expense Report - March 2022**

Category Description	2020 Actual	2021 Actual	2022 Budget	Mar-22	Year-to-Date (YTD)	Difference (Budget - YTD)	Notes
<b>INCOME</b>							
ATD ChIP/Membership Fees	\$ 2,208.09	\$ 2,487.82	\$ 2,500.00	\$ 200.00	\$ 890.00	\$ 1,610.00	4 Power Membership Income from ATD (\$50 each)
Meeting Fees	\$ 3,730.00	\$ 1,810.00	\$ 4,000.00		\$ 190.00	\$ 3,810.00	
Membership Dues	\$ 2,875.00	\$ 1,275.00	\$ 1,250.00	\$ 50.00	\$ 300.00	\$ 950.00	1 ATD Tulsa Chapter Memberships (\$50 each)
ATD Meeting Sponsorship	\$ 250.00	\$ 250.00	\$ 1,000.00		\$ 250.00	\$ 750.00	
ATD Newsletter Sponsorship	\$ -	\$ -	\$ 200.00		\$ -	\$ 200.00	
Special Event - Training	\$ -	\$ -	\$ 3,000.00		\$ -	\$ 3,000.00	
Networking Event Sponsorship	\$ -	\$ -	\$ 300.00		\$ -	\$ 300.00	
Networking Event Fees	\$ 190.00	\$ 10.00	\$ 100.00		\$ -	\$ 100.00	
Special Event - State Conference	\$ -	\$ 6,507.01	\$ -		\$ -	\$ -	
Special Event- State Conference Sponsorships	\$ -	\$ 2,000.00	\$ -		\$ -	\$ -	
<b>TOTAL INCOME</b>	<b>\$ 9,253.09</b>	<b>\$ 14,339.83</b>	<b>\$ 12,350.00</b>	<b>\$ 250.00</b>	<b>\$ 1,630.00</b>	<b>\$ 10,720.00</b>	
<b>EXPENSES</b>					\$ -	\$ -	
<b>Board Expense</b>					\$ -	\$ -	
National ATD Dues	\$ -	\$ 179.00	\$ -		\$ -	\$ -	
Retreat	\$ -	\$ -	\$ -		\$ -	\$ -	
ATD Leader's Conference (ALC)	\$ 700.00	\$ 700.00	\$ 1,750.00		\$ -	\$ 1,750.00	
Treasurer Expense	\$ 7.50	\$ -	\$ 60.00		\$ -	\$ 60.00	
Annual Audit	\$ 1,200.00	\$ 1,260.00	\$ 1,500.00		\$ -	\$ 1,500.00	
<b>TOTAL Board Expense</b>	<b>\$ 1,907.50</b>	<b>\$ 2,139.00</b>	<b>\$ 3,310.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 3,310.00</b>	
<b>Communications Expense</b>					\$ -	\$ -	
GoDaddy Domains	\$ 84.68	\$ -	\$ 169.36		\$ -	\$ 169.36	
Go Daddy Email	\$ 119.76	\$ 646.92	\$ 700.00		\$ 503.16	\$ 196.84	
Wild Apricot Web Site	\$ 1,536.00	\$ 1,536.00	\$ 1,824.00		\$ -	\$ 1,824.00	
SurveyMonkey & Virtual Meeting Subscriptions	\$ 408.00	\$ 539.95	\$ 608.00		\$ 408.00	\$ 200.00	
PO Box Subscription	\$ 92.00	\$ 118.00	\$ 118.00		\$ 156.00	\$ (38.00)	
Marketing	\$ -	\$ -	\$ -		\$ -	\$ -	
<b>TOTAL Communications Expense</b>	<b>\$ 2,240.44</b>	<b>\$ 2,840.87</b>	<b>\$ 3,419.36</b>	<b>\$ -</b>	<b>\$ 1,067.16</b>	<b>\$ 2,352.20</b>	
<b>Meeting Expense</b>					\$ -	\$ -	
Annual ATD Program Certification Expense			\$ 100.00	\$ 100.00	\$ 100.00	\$ -	Paid Annual ATD Program Certification Expense
Facility Charge	\$ 220.00	\$ -	\$ -		\$ -	\$ -	
Meals-Food	\$ 778.11	\$ -	\$ -		\$ -	\$ -	
ATD December Special Program	\$ 141.69	\$ 123.30	\$ 250.00		\$ -	\$ 250.00	
Recognition Items	\$ -	\$ -	\$ 600.00		\$ 46.00	\$ 554.00	

**Association for Talent Development Tulsa Chapter  
Monthly Income and Expense Report - March 2022**

<b>TOTAL Meeting Expense</b>	\$ 1,139.80	\$ 123.30	\$ 950.00	\$ 100.00	\$ 146.00	\$ 804.00	
	\$ -						
<b>Membership Expense</b>					\$ -	\$ -	
Name Badges	\$ 309.73	\$ -	\$ -		\$ -	\$ -	
Membership Development/Appreciation	\$ 200.00	\$ 920.82	\$ 1,000.00		\$ -	\$ 1,000.00	
New Member Appreciation/Recognition	\$ -	\$ -	\$ -		\$ -	\$ -	
<b>TOTAL Membership Expense</b>	\$ 509.73	\$ 920.82	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	
	\$ -						
<b>Misc. Expenses</b>					\$ -	\$ -	
Online Payment Processing Expense	\$ 280.70	\$ 246.06	\$ 350.00	\$ 12.39	\$ 32.76	\$ 317.24	Monthly expenses from AffiniPay for processing payments via ATD Tulsa website (Wild Apricot)
Oklahoma ATD State Conference	\$ -	\$ 8,962.70	\$ 1,000.00		\$ 629.07	\$ 370.93	
Other Special Event Expense	\$ -	\$ -	\$ 1,000.00		\$ -	\$ 1,000.00	
Insurance	\$ 970.60	\$ 1,070.24	\$ 1,200.00	\$ 511.22	\$ 612.86	\$ 587.14	Monthly general liability insurance payment + Annual D&O insurance payment (\$460.20)
<b>TOTAL Misc Expense</b>	\$ 1,251.30	\$ 10,279.00	\$ 3,550.00	\$ 523.61	\$ 1,274.69	\$ 2,275.31	
	\$ -						
<b>TOTAL EXPENSES</b>	\$ 7,048.77	\$ 16,302.99	\$ 12,229.36	\$ 623.61	\$ 2,487.85	\$ 9,741.51	
	\$ -						
<b>OVERALL TOTAL</b>	\$ 2,204.32	\$ (1,963.16)	\$ 120.64	\$ (373.61)	\$ (857.85)	\$ 978.49	

Prepared by Linda Jenkins, 2022 Past-President on 4-6-22

# April 2022 Membership Report

Friday, April 1, 2022

8:38 AM

## **Total Membership as of 3/31/22: 74 (-2)**

PM: 52 (+1)

Tulsa: 21 (-2)

Student: 0 (-1 Pending renewal)

Student PM: 1 (0)

PM/Membership: 70% (+3%) (52/74)

## **New Members as of 3/31/22:**

Kevin Fuselier, PM, BOK Financial, 3/14/2022

## **Renewing Members as of 3/31/22:**

Miranda Foust, Pending Renewal, 3/23/2022

Heather Quintero - Pending Renewal, 3/17/2022

## **Power Members Past Due as of 3/31/22:**

Lenzi Arnold - 2/28/2022

Myra Fanning - 2/28/2022

Sherri Goemmer - 3/31/2022

Brenda Hall, 2/28/2022 (Email disabled 9/1/2021)

Michael Horton, 2/28/2022

Nikki Johnston, 3/11/2022

Holly Philips, 3/31/2022

Lorinda Schrammel, 3/31/2022

Greg Kittinger - 1/31/2022, Texted in March, move to non member 4/30/2022

Rachel Wagner - 1/31/2022, Texted, Plans to renew as Tulsa member.

## **Moved to Non-member:**

Tracie Gregory, 4/1/2022

**ATD TULSA PROFESSIONAL DEVELOPMENT PROGRAMS  
REQUEST FOR PROPOSAL FORM**

1. **Name/Title/Credentials:** *(to appear in promotional/marketing materials):*

**KASSY LABORIE**  
**Principal Consultant**  
**Kassy LaBorie Consulting, LLC.**

2. **Workshop Title:** *(The workshop title should fit with workshop themes outlined.)*

**Irresistible Virtual Training!**

3. **Describe How Your Presentation Fits Our Program (Theme) which is to advance ATD's Mission to "empower professionals to develop talent in the workplace."**

*Virtual training is here to stay! Developing people live online is not easy and I love sharing ways that I have done for the last two decades that will help others make it work!*

4. **Describe How Your Workshop Contributes to the Professional Development of ATD Tulsa Program Attendees:** 100 words or less

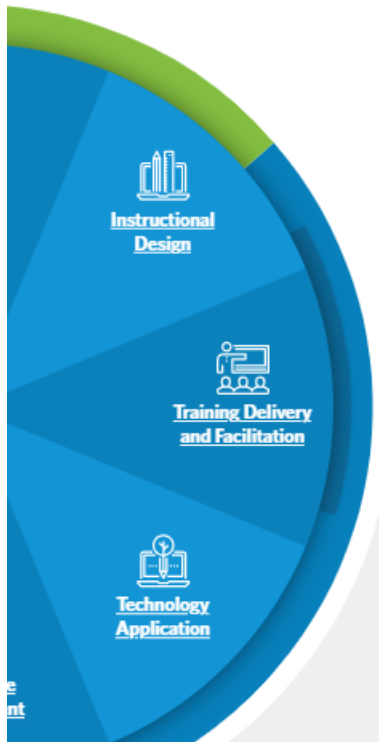
*We'll learn more ways to facilitate and design virtual training. We'll practice them and then reflect on application of the strategies. All of it is directly connected to the training delivery, design, and technology usage sections of the capability model.*

5. **Workshop Description In 300 words or less:** *(It should be written in a format that will help us market your workshop to program attendees.)*

Learning online is now commonplace. Unfortunately, engaging attendees to participate, to come on camera, and to unmute can be like "herding cats," as the saying goes. Establishing a comfortable, safe, and technically sound online learning environment is essential. Meaningful and relevant activities are the secret. Like tasty treats and fresh catnip, attendees will be unable to resist actively participating in your virtual training when you use these learning activities and a "never fail" debrief strategy to involve them! Invite participants to take charge of their learning and experience virtual training like they've never seen before.

6. List the top three (3) [ATD Capability Model](#) topic(s) your workshop addresses





**7. Learning Objectives:** 300 words or less

State at least three (3) Learning Objectives for the proposed workshop. Each objective should specifically indicate the results and outcomes you seek in terms of participants' knowledge, skills, and behavior. For each objective, use the format: "After participating in this workshop, participants will be able to..."

Walk away with:

- 3 ready to use virtual learning activity examples
- 1 "never fail" debrief strategy to reflect on, validate, and encourage learning
- 1 job aide to assist you to make your own virtual learning activities

**8. Workshop Design Plan:**

Include a workshop outline with timeframes and delivery methods for all participant interaction and hands-on activities. Each workshop timeframe is 60- to 75-minutes including time for questions and answers.

*60 minutes*

*Live online in zoom*

*We will use all the features and interact, network, and collaborate all along the way.*

*Discussions, hands on use of the features, and fun throughout.*

*Also, there is a handout for reference.*

**9. Handout / Performance Tools:**

Include a title and description of each handout or item that will be given to participants.

*I have an accompanying 14 page workbook that follows the presentation, includes spaces for notes, job aids, and additional resources.*

**10. AV and / or Room Configuration Requirements: (Not applicable for a virtual program)**

Please note: The workshop room will be equipped with a desktop computer, projector, screen, and microphone (if needed). Additional AV or configuration needs, including internet access or computer audio projection, must be noted in your proposal.

**Click or tap here to enter text.**

**11. Virtual Presentation Requirements: (For virtual presentations)**

The ATD Tulsa Chapter can provide a virtual link to a Zoom session for this event. Or you can provide your own virtual platform link (Zoom, WebEx Meeting, WebEx Training, GoTo Meeting, etc.) The platform must be accessible to participants who may be connecting from a company (corporate) environment.

*Your zoom meeting with all feautres enabled works well for me!*

**12. Evidence of Professional Qualifications and Credentials: 300 words or less**

Include relevant education, Professional Certifications, personal and professional awards and/or commendations received personally or as a “key player” in the organization for specific project(s). Include your public speaking experience(s), listing similar presentations with particulars about when, where, size of audience, subject, etc. You may attach a resume for further elaboration.

<https://kassyconsulting.com/about/>

<https://kassyconsulting.com/speaking-engagements/>

<https://kassyconsulting.com/books/>

<https://kassyconsulting.com/industry-news-and-press/>

<https://kassyconsulting.com/testimonials/>

**13. Demonstration of Presenter Ability:**

- A. Provide evaluation results from a past presentation that demonstrates your style and ability. Preferred evaluation results will include content related to the proposed workshop topic.
- B. *Optional* – Provide a link or video attachment of you presenting that demonstrates your style and ability. Preferred videos will include content related to the proposed topic.

<https://webcasts.td.org/webinar/3710>

<https://www.trainingmagnetnetwork.com/events/2006?ref=calendar>

#### 14. **Biography:** 300 words or less per speaker

*To appear in workshop promotional/marketing materials*

**KASSY LABORIE** is the principal consultant at Kassy LaBorie Consulting, LLC. She is a speaker, instructional designer, classroom facilitator, and author who specializes in virtual learning, teams, and live online technology. Kassy is passionate about helping organizations, learning teams, and training professionals successfully move to the virtual environment. In her previous role at Dale Carnegie Training, she was the director of virtual training services, a consultancy that partners with organizations to help them develop successful online training strategies. Kassy also served as the product design architect responsible for developing the company's live online training product and experience. Prior to this, she was an independent master virtual trainer, a Microsoft software trainer, and a senior trainer at WebEx, where she helped build and deliver training at the WebEx University. Kassy is the co-author of [Interact and Engage! 50+ Activities for Virtual Training, Meetings, and Webinars](#). And author of [Producing Virtual Training, Meetings, and Webinars](#) just published in January of 2021 with ATD Press. A frequent speaker at industry conferences since 2006, she has presented at Training Magazine events including their yearly conference and Online Learning Conferences, Chief Learning Officer symposiums, The Virtual Learning Show, ATD's TechKnowledge and International Conference & Exposition, as well as many local ATD Chapter events.

#### 15. **Professional References:**

Provide the names, addresses, telephone numbers and email addresses of three (3) references, specifying the context in which the references know you and are familiar with your skills as a workshop presenter or speaker. ATD Tulsa may contact them to get feedback regarding your presentation technique and style. Note: If you have presented at ATD Tulsa in the past, please provide the date and topic in addition, to the three references requested above.

##### **Andrea Gentis, VP of Communications**

ATD Tulsa Chapter

(918) 561-9310

[communications@tdtulsa.org](mailto:communications@tdtulsa.org)

[www.tdtulsa.org](http://www.tdtulsa.org)

**16. Professional Photo:**

Submit a professional color headshot photo of the presenter(s) in JPEG or PNG format.

*For workshop promotional/marketing materials*



RFP inquiries sent:

Kassy LaBorie – Irresistible Virtual Training

Stacy Adams – Explain Complex Ideas with Animation

Kimberly Cofrancesco and Brian Lanza – 7 Fundamentals of Effective Learning – working on RFP 3/30

Pat Michaels – A Practical Approach to Creating Guidebooks for ILT & VILT Instruction – working on RFP 3/29

Chris Coladonato – The Digital Workspace: What Do You & Your Organization Need?

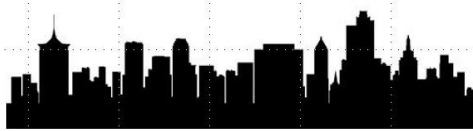
Leah Yeatts – Training Can't Fix That

Ryan McCrea - The Pandemic's Impact on the Future of Leadership

Elisabeth Sanders-Park - Teach It Quick & Make It Stick ... So Everyone Learns!

Deanna Fischer – 100+ Free Tools for the Thrifty Learning Designer

Jim and Janine Rhea - Learning Transfer - or - How Do We Make It Stick?!



Dear Talent Development Partner,

[The Association for Talent Development \(ATD\) Tulsa Chapter is a professional membership organization. Our members are talent development managers, trainers, instructional designers, performance consultants, frontline managers, and workplace learning professionals in northeastern Oklahoma. They're dedicated professionals who help others achieve their full potential by improving their knowledge, skills, and abilities in the workplace. They've joined ATD Tulsa to take advantage of the professional development and networking opportunities we provide through our events and publications.](#)

[ATD Tulsa](#) is currently seeking both monthly and annual sponsors.

With over 600 contacts, [ATD Tulsa Chapter](#) has **Northeastern Oklahoma's largest membership of talent development professionals** with [nationally recognized](#) speakers presenting to our members and guests [monthly](#).

***We offer you the opportunity to put your company in front of our members and program attendees as an official ATD Tulsa Chapter sponsor!***

Choosing to sponsor ATD Tulsa Chapter means that your company's name, product, or service will be highly visible to our local and regional audience.

[Our sponsorship levels range from \\$100 to sponsor a monthly e-newsletter to \\$2,400 to sponsor all events and publications for one year. Our most popular sponsorship is \\$250 to sponsor one of our monthly professional development program meetings.](#) To view the full list of sponsorship opportunities and to complete the sponsorship form, visit:

#### [ATD Tulsa Chapter Sponsorship Opportunities](#)

To view our [professional development](#) event and program line-up, visit the [ATD Tulsa Chapter Event Schedule](#).

Don't hesitate to contact me if you have any questions or would like to further discuss your company's sponsorship package!

Best Regards,  
*Andrea*

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**Andrea Gentis** | ATD Tulsa Chapter  
VP of Communications

Phone: 918-561-9310

Email: [communications@tdtulsa.org](mailto:communications@tdtulsa.org)

Date	Total followers
02/28/2022	0
03/01/2022	0
03/02/2022	2
03/03/2022	0
03/04/2022	1
03/05/2022	1
03/06/2022	0
03/07/2022	0
03/08/2022	0
03/09/2022	1
03/10/2022	1
03/11/2022	0
03/12/2022	0
03/13/2022	0
03/14/2022	1
03/15/2022	1
03/16/2022	2
03/17/2022	0
03/18/2022	2
03/19/2022	0
03/20/2022	0
03/21/2022	0
03/22/2022	0
03/23/2022	1
03/24/2022	-1
03/25/2022	0
03/26/2022	1
03/27/2022	0
03/28/2022	0
03/29/2022	0
<b>Total New</b>	<b>13</b>



<b>Location</b>	<b>Total followers</b>
Tulsa, Oklahoma Area	118
Oklahoma City, Oklahoma Area	14
Greater Omaha Area	5
Washington D.C. Metro Area	5
Dallas/Fort Worth Area	3
Toronto, Canada Area	3
Greater San Diego Area	2
Jacksonville, Florida Area	2
Greater Atlanta Area	2
Greater Denver Area	2
Miami/Fort Lauderdale Area	2
New Delhi Area, India	2
Birmingham, Alabama Area	2
Lawton, Oklahoma Area	2
Greater St. Louis Area	2
Houston, Texas Area	2
Dawmat Al-Jandal Governorate, Saudi Arabia	1
Cleveland/Akron, Ohio Area	1
Edmonton, Canada Area	1
Fargo, North Dakota Area	1
Madison, Wisconsin Area	1
Shanghai City, China	1
Kansas City, Missouri Area	1
Hawaiian Islands	1
Richmond, Virginia Area	1
Fayetteville, Arkansas Area	1
Las Vegas, Nevada Area	1
Greater Nashville Area, TN	1
Greater New York City Area	1
Milan Area, Italy	1
Greater Chicago Area	1
Nabeul Governorate, Tunisia	1
Karwar Area, India	1
Mumbai Area, India	1
Knoxville, Tennessee Area	1
Hong Kong	1
Portland, Maine Area	1
Greater Grand Rapids, Michigan Area	1
Lancaster, Pennsylvania Area	1
Harrisburg, Pennsylvania Area	1
Greater Boston Area	1

<b>Job function</b>	<b>Total followers</b>
Human Resources	65
Business Development	32
Education	26
Community and Social Services	11
Sales	7
Operations	7
Program and Project Management	7
Information Technology	6
Media and Communication	6
Consulting	6
Healthcare Services	4
Marketing	4
Arts and Design	4
Customer Success and Support	3
Administrative	3
Legal	2
Finance	2
Quality Assurance	1
Product Management	1
Accounting	1
Entrepreneurship	1

**Seniority Total followers**

Senior	69
Entry	55
Director	28
VP	15
Owner	13
CXO	11
Manager	9
Unpaid	2
Training	2


<b>Industry</b>	<b>Total followers</b>
Professional Training & Coaching	20
Hospital & Health Care	13
Management Consulting	12
Higher Education	12
Construction	10
Information Technology and Services	9
Nonprofit Organization Management	9
Banking	8
Staffing and Recruiting	6
Financial Services	6
Utilities	5
Human Resources	5
Government Administration	5
Insurance	5
Civic & Social Organization	4
Oil & Energy	4
Accounting	3
Public Relations and Communications	3
Health, Wellness and Fitness	3
Computer Software	3
Media Production	3
E-Learning	3
Marketing and Advertising	3
Events Services	2
Logistics and Supply Chain	2
Consumer Services	2
Automotive	2
Medical Practice	2
Medical Devices	2
Internet	2
Telecommunications	2
Primary/Secondary Education	2
Retail	2
Philanthropy	2
Mental Health Care	2
Food & Beverages	2
Libraries	2
Real Estate	1
Individual & Family Services	1
Investment Management	1
Building Materials	1
Plastics	1
Transportation/Trucking/Railroad	1
Architecture & Planning	1
Aviation & Aerospace	1
Chemicals	1
Design	1
Machinery	1
Biotechnology	1
Pharmaceuticals	1

Security and Investigations	1
Facilities Services	1
Outsourcing/Offshoring	1
Law Practice	1
Consumer Goods	1
Think Tanks	1
Mechanical or Industrial Engineering	1
Photography	1
Restaurants	1
Executive Office	1
Sports	1
Program Development	1
Writing and Editing	1
Government Relations	1
Venture Capital & Private Equity	1
Package/Freight Delivery	1

<b>Company size</b>	<b>Total followers</b>
1001-5000	35
10001+	29
11-50	28
2-10	19
201-500	18
51-200	17
501-1000	14
1	8
5001-10000	6

Engagement metrics for individual updates. Created date indicates when your update was created. All dates and times are in UTC.

Update title
<p>ATD Tulsa Chapter, Inc. is honored to have been recognized by the Association for Talent Development (ATD) for our participation in Employee Learning Week 2021! ⌚💡⚡</p> <p>#ELW #ELW2021 #employeelearning #talentdevelopment #championoflearning #atd #atdtulsa</p> <p>⌚ ATD Tulsa Chapter, Inc. is proud to share its recognition by the Association for Talent Development (ATD) as achieving CARE Plus for 2022! ★ Congratulations to the entire 2021 Board of Directors and to all of our ATD Tulsa Members for this outstanding achievement! 🙌</p> <p>As a CARE Plus recipient, ATD Tulsa Chapter has demonstrated a commitment to going above and beyond the required Chapter Affiliation Requirements to bring quality events and content to our members. Stay tuned for more exciting and informative events in 2022!</p> <p>#atd #atdtulsa #ATDCAREPlus #excellence #quality #recognitionawards #talentdevelopment</p>
<p>ATD Tulsa Chapter, Inc. members, please join us in welcoming your 2022 Board! 🙌🙌🙌</p> <ul style="list-style-type: none"><li>★ Sunilyn Hertt, President</li><li>★ Linda Jenkins, Past President</li><li>★ Walt Hansmann, CPTD@DTM, VP of Programming</li><li>★ Stu Ward, VP of Administration</li><li>★ Jennifer Roberson, MBA, CIA, VP of Finance</li><li>★ Andrea Gentis, VP of Communications</li><li>★ Kim Boggs, VP of Membership</li></ul> <p>#atd #atdtulsa #boardmembers #volunteering #talentdevelopment</p>
<p>🙌 Cheers to the great discussion ATD Tulsa Chapter, Inc. members had at last night's March Member Event &amp; Happy Hour! Thanks to everyone who joined and kept us laughing -- who knew Annual Survey Results could be so funny?? 😄</p>
<p>📣 Join our ATD Tulsa Chapter, Inc. ATD22 Conference Team!</p> <ul style="list-style-type: none"><li>✨ Are you planning to attend the Association for Talent Development (ATD) #ATD22 Conference this May 15-18?</li><li>✨ Join our chapter team and receive a registration discount!</li><li>✨ Both in-person AND virtual options are eligible for team membership!</li><li>✨ Contact Sunilyn Hertt for more information!</li></ul>
<p>Cheers, ATD Tulsa Chapter, Inc. and Central Oklahoma Chapter Association for Talent Development members, to our FREE March Member Event, a virtual #happyhour! 🙌 Be sure to join us as we discuss 'all things ATD' and #spillthetea on the future of #talentdevelopment! 😄🙌😄</p> <p>#atd #atdtulsa #lookingtothefuture #networking #networkingevent</p>
<p>ATD Tulsa Chapter, Inc. had a very successful year in 2021! 🙌🙌 In case you missed it, our 2021 Annual Report has been posted to tdtulsa.org. Click the link in comments to check it out! 🔍😄</p> <p>#ATD #ATDTulsa #annualreport #talentdevelopment #programming #finance #goals #communications</p>
<p>📣 One week from today! ATD Tulsa Chapter, Inc. is hosting our March Member Event, "Looking to the Future!" Join us to discuss #ATD news, the latest #talentdevelopment updates, and what our new #hybridtraining world will look like!</p>

 ATD Tulsa Chapter, Inc. and Central Oklahoma Chapter Association for Talent Development members -- TODAY is the last day to register for this FREE March Member Event! Hope to see you there tomorrow!

#atd #atdtulsa #talentdevelopment #membershipmatters #networking



Update link	Update type	Posted by	Created date	Audience
<a href="https://www.linkedin.com/feed/update/urn:li:ac">https://www.linkedin.com/feed/update/urn:li:ac</a>	Organic	Andrea Gentis	03/01/2022	All followers
<a href="https://www.linkedin.com/feed/update/urn:li:ac">https://www.linkedin.com/feed/update/urn:li:ac</a>	Organic	Andrea Gentis	03/24/2022	All followers
<a href="https://www.linkedin.com/feed/update/urn:li:ac">https://www.linkedin.com/feed/update/urn:li:ac</a>	Organic	Andrea Gentis	03/02/2022	All followers
<a href="https://www.linkedin.com/feed/update/urn:li:ac">https://www.linkedin.com/feed/update/urn:li:ac</a>	Organic	Andrea Gentis	03/23/2022	All followers
<a href="https://www.linkedin.com/feed/update/urn:li:ac">https://www.linkedin.com/feed/update/urn:li:ac</a>	Organic	Andrea Gentis	03/09/2022	All followers
<a href="https://www.linkedin.com/feed/update/urn:li:ac">https://www.linkedin.com/feed/update/urn:li:ac</a>	Organic	Andrea Gentis	03/08/2022	All followers
<a href="https://www.linkedin.com/feed/update/urn:li:ac">https://www.linkedin.com/feed/update/urn:li:ac</a>	Organic	Andrea Gentis	03/18/2022	All followers
<a href="https://www.linkedin.com/feed/update/urn:li:ac">https://www.linkedin.com/feed/update/urn:li:ac</a>	Organic	Andrea Gentis	03/15/2022	All followers

<a href="https://www.linkedin.com/feed/update/urn:li:ac">https://www.linkedin.com/feed/update/urn:li:ac</a>	Organic	Andrea Gentis	03/21/2022	All followers
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Impressions	Views	Clicks	Click through rate (CTR)	Likes	Comments	Shares
464		2	0.004310345	10	0	0
405		6	0.014814815	11	9	0
377		17	0.04509284	19	6	2
374		31	0.082887702	14	4	0
303		3	0.00990099	6	2	0
157		9	0.057324842	4	2	2
144		8	0.055555556	4	1	0
25		1	0.039999999	0	0	0

24		0	0	0	0	0
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Follows	Engagement rate
	0.02586207
	0.064197533
	0.116710879
	0.131016046
	0.036303632
	0.108280256
	0.090277776
	0.039999999

	0
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Aggregated engagement metrics for your organic and sponsored updates over time. Date indicates when your upd  
**Date**

03/01/2022  
03/02/2022  
03/03/2022  
03/04/2022  
03/05/2022  
03/06/2022  
03/07/2022  
03/08/2022  
03/09/2022  
03/10/2022  
03/11/2022  
03/12/2022  
03/13/2022  
03/14/2022  
03/15/2022  
03/16/2022  
03/17/2022  
03/18/2022  
03/19/2022  
03/20/2022  
03/21/2022  
03/22/2022  
03/23/2022  
03/24/2022  
03/25/2022  
03/26/2022  
03/27/2022  
03/28/2022  
03/29/2022

ates were viewed by LinkedIn members. Data is delayed by up to 2 days. All dates and times are in UTC.

<b>Impressions (organic)</b>	<b>Impressions (sponsored)</b>	<b>Impressions (total)</b>	<b>Unique impressions (organic)</b>
261	0	261	208
291	0	291	188
172	0	172	99
39	0	39	26
14	0	14	12
12	0	12	8
12	0	12	10
77	0	77	34
172	0	172	95
198	0	198	143
23	0	23	20
37	0	37	21
11	0	11	10
11	0	11	9
25	0	25	10
12	0	12	10
15	0	15	7
110	0	110	58
17	0	17	15
10	0	10	8
19	0	19	11
16	0	16	7
257	0	257	160
322	0	322	217
76	0	76	49
64	0	64	36
40	0	40	26
22	0	22	15
23	0	23	16



Clicks (organic)	Clicks (sponsored)	Clicks (total)	Reactions (organic)	Reactions (sponsored)
0	0	0	3	0
8	0	8	15	0
8	0	8	7	0
1	0	1	2	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
6	0	6	4	0
1	0	1	7	0
2	0	2	2	0
0	0	0	1	0
4	0	4	0	0
0	0	0	0	0
0	0	0	0	0
1	0	1	0	0
1	0	1	0	0
0	0	0	1	0
7	0	7	4	0
0	0	0	0	0
0	0	0	0	0
2	0	2	0	0
1	0	1	0	0
27	0	27	12	0
7	0	7	8	0
0	0	0	3	0
0	0	0	2	0
3	0	3	0	0
0	0	0	0	0
0	0	0	0	0

Reactions (total)	Comments (organic)	Comments (sponsored)	Comments (total)	Shares (organic)
3	0	0	0	0
15	3	0	3	1
7	3	0	3	1
2	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
4	0	0	0	0
7	2	0	2	1
2	2	0	2	0
1	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	1
1	0	0	0	0
4	1	0	1	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
12	4	0	4	0
8	6	0	6	0
3	3	0	3	0
2	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0

Shares (sponsored)	Shares (total)	Engagement rate (organic)	Engagement rate (sponsored)
0	0	0.011494253	0
0	1	0.092783505	0
0	1	0.110465116	0
0	0	0.076923077	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0.12987013	0
0	1	0.063953488	0
0	0	0.03030303	0
0	0	0.043478261	0
0	0	0.108108108	0
0	0	0	0
0	0	0	0
0	0	0.04	0
0	1	0.166666667	0
0	0	0.066666667	0
0	0	0.109090909	0
0	0	0	0
0	0	0	0
0	0	0.105263158	0
0	0	0.0625	0
0	0	0.167315175	0
0	0	0.065217391	0
0	0	0.078947368	0
0	0	0.03125	0
0	0	0.075	0
0	0	0	0
0	0	0	0

**Engagement rate (total)**

0.011494253  
0.092783505  
0.110465116  
0.076923077  
0  
0  
0  
0.12987013  
0.063953488  
0.03030303  
0.043478261  
0.108108108  
0  
0  
0.04  
0.166666667  
0.066666667  
0.109090909  
0  
0  
0.105263158  
0.0625  
0.167315175  
0.065217391  
0.078947368  
0.03125  
0.075  
0  
0

<b>Date</b>	<b>Overview page views (desktop)</b>	<b>Overview page views (mobile)</b>	<b>Overview page views (total)</b>
03/01/2022	0	3	3
03/02/2022	1	3	4
03/03/2022	1	7	8
03/04/2022	2	2	4
03/05/2022	0	1	1
03/06/2022	0	0	0
03/07/2022	1	0	1
03/08/2022	1	0	1
03/09/2022	4	0	4
03/10/2022	0	2	2
03/11/2022	0	1	1
03/12/2022	0	0	0
03/13/2022	0	0	0
03/14/2022	1	0	1
03/15/2022	1	0	1
03/16/2022	1	0	1
03/17/2022	1	0	1
03/18/2022	1	1	2
03/19/2022	0	0	0
03/20/2022	0	0	0
03/21/2022	0	1	1
03/22/2022	2	0	2
03/23/2022	0	2	2
03/24/2022	1	1	2
03/25/2022	0	0	0
03/26/2022	0	0	0
03/27/2022	0	0	0
03/28/2022	1	1	2
03/29/2022	0	0	0

Overview unique visitors (desktop)	Overview unique visitors (mobile)	Overview unique visitors (total)
0	2	2
1	1	2
1	6	7
1	1	2
0	1	1
0	0	0
1	0	1
1	0	1
2	0	2
0	1	1
0	1	1
0	0	0
1	0	1
1	0	1
1	0	1
1	0	1
1	1	2
0	0	0
0	0	0
0	1	1
2	0	2
0	2	2
1	1	2
0	0	0
0	0	0
0	0	0
1	1	2
0	0	0









<b>Jobs unique visitors (mobile)</b>	<b>Jobs unique visitors (total)</b>	<b>Total page views (desktop)</b>
0	0	0
0	0	1
0	0	1
0	0	3
0	0	0
0	0	0
0	0	1
0	0	1
0	0	4
0	0	0
0	0	0
0	0	0
0	0	0
0	0	1
0	0	1
0	0	1
0	0	1
0	0	1
0	0	0
0	0	0
0	0	0
0	0	2
0	0	0
1	1	1
0	0	0
0	0	0
0	0	0
0	0	2
0	0	0

Total page views (mobile)	Total page views (total)	Total unique visitors (desktop)
4	4	0
5	6	1
7	8	1
2	5	1
1	1	0
0	0	0
0	1	1
0	1	1
0	4	2
2	2	0
1	1	0
0	0	0
0	0	0
0	1	1
0	1	1
0	1	1
0	1	1
1	2	1
0	0	0
0	0	0
1	1	0
0	2	2
2	2	0
2	3	1
0	0	0
0	0	0
0	0	0
1	3	1
0	0	0

**Total unique visitors (mobile) Total unique visitors (total)**

2	2
1	2
6	7
1	2
1	1
0	0
0	1
0	1
0	2
1	1
1	1
0	0
0	0
0	1
0	1
0	1
0	1
1	2
0	0
0	0
1	1
0	2
2	2
1	2
0	0
0	0
0	0
1	2
0	0

<b>Location</b>	<b>Total views</b>
Greater Chicago Area	1
Greater Denver Area	1
Houston, Texas Area	1
Greater New York City Area	1
Oklahoma City, Oklahoma Area	2
Richmond, Virginia Area	3
Tulsa, Oklahoma Area	39

<b>Job function</b>	<b>Total views</b>
Accounting	2
Business Development	5
Community and Social Services	3
Education	1
Engineering	1
Finance	1
Human Resources	18
Information Technology	1
Legal	8
Marketing	1
Operations	2
Product Management	1
Program and Project Management	2

**Seniority Total views**

Entry	9
Senior	24
Manager	7
Director	3
VP	1
CXO	2
Owner	1

<b>Industry</b>	<b>Total views</b>
Management Consulting	6
Hospital & Health Care	1
Retail	1
Gambling & Casinos	3
Insurance	5
Financial Services	1
Accounting	1
Construction	3
Aviation & Aerospace	2
Automotive	3
Oil & Energy	1
Utilities	2
Government Administration	8
Marketing and Advertising	2
Religious Institutions	1
Civic & Social Organization	2
Nonprofit Organization Management	1
Staffing and Recruiting	1
Professional Training & Coaching	2
Government Relations	1



<b>Company size</b>	<b>Total views</b>
2-10	4
11-50	3
51-200	9
201-500	11
501-1000	2
1001-5000	4
10001+	3