atd TULSA CHAPTER
Association for Talent Development

Board Meeting Agenda

Date & Time: Thursday, April 6, 2023 – 4:30pm-6:30pm
Location: Virtual via
Zoomhttps://us06web.zoom.us/j/84385507585?pwd=dVN2eEM5L2x1UWVhV3ZKUUh2WmJQUT09

Meeting ID: 843 8550 7585   Passcode: 510052

1. Call Meeting to Order - President
    a. Roll Call - VP of Administration- Ana Vaqueiro
    b. Confirm Quorum – Declare if Quorum is or is not Present *(51% of board members)*
    c. Guests Present - Acknowledge and Record
    d. Agenda for April 6, 2023, Board Meeting – Review and Approve
    e. Record meeting minutes-Ana Vaqueiro

2. Board of Directors – President
    a. Minutes from March 2, 2023, Board Meeting – Review and Approve (attached)
    b. Welcome new VP of Programming, Jeremy Smith
        a. Nominated, motion approved via email on 3/15/2023 @ 7:23AM
        b. Scholarship for Jeremy to be PM accepted via email on 3/21/2023 @ 11:04AM
    c. NAC Meeting Attendance – Identify two members to attend April 21, 1pm – 2pm CST (all board members can attend meetings, but we have to have 2.)
        a. State Conference Update – Suni Hertt/Andrew Engelbrecht
            i. Planning committee-who is on the planning committee?
            ii. Date for conference
            iii. Location for conference

3. Governance – President
    a. Care Requirements (Suni Hertt) (attached)
    b. Professional Development PreApproval Form for APTD/CPTD credits submitted 3/21/2023 (Kim) (attached)

4. Communications/Marketing – VP of Communications Ceci Martin-Smith
    a. Communications Plan for 2023 (attached)
    b. Communications Scheduled for March- submit calendar document- this is a goal for each month.
    c. Newsletter schedule-When will next newsletter go out? Monthly/Quarterly?
    d. First Quarter Calendar
    e. Communications Needs & Opportunities

5. Programming – VP of Programming (Past President Sunilyn Hertt will discuss; next month Jeremy will be onboarded and ready to take the helm)
    a. 2023 Programming
        i. RFPs for April and May approved via email.
        ii. April Program – Why the Human Experience Matters at Work – Matt Palmer (RFP approved 3/8/2023 @3:20pm)
        iii. May Program – Learning by Sharing: An Interactive Session for Learning Professionals - Laurie Wofford (RFP approved 3/15/2023 @ &:24am)
    b. Dina Fox volunteer for Program Meeting? (Ceci)
    c. Jeffery Berk with Performitiv: The next generation of Learning Analytics RFP? ATD Reference follow up
    d. June-November
    e. March 7 Workshop
        i. Survey results (attached)

6. Financial – Jennifer Roberson VP of Finance
    a. Financial Reports as of March 31, 2023 – Review and Accept
    b. Discuss changes to March financial report and Workshop profit due to combining registration with ATD Tulsa membership

7. Membership – VP of Membership – Kristin Wise
    a. March 2023 Membership Report

8. Old Business
    a. Sponsorships - Memo attached. How to approach and get sponsors? Committee?

9. New Business

10. Confirm Action Items

11. Confirm Dates for Next Two Board Meetings

    a. Meetings will be 1st Thursday of every month; 4:30-6:30
    b. Meet in person every other month – April, June, August, October, December???

12. Adjourn Meeting

atd TULSA CHAPTER
Association for
Talent Development

Board Meeting Minutes

Date & Time: Thursday, March 2, 2023 – 4:30pm-6:30pm
Location: Virtual via
Zoom: https://us06web.zoom.us/j/84385507585?pwd=dVN2eEM5L2x1UWVhV3ZKUUh2WmJQUT09

Meeting ID: 843 8550 7585   Passcode: 510052

1. Meeting called to order by President Kim Boggs at 4:33 PM
   a. Roll Call - VP of Administration, Ana Vaqueiro
      • Present: Kim Boggs, President; Andrew Engelbrecht, President Elect; Jennifer Roberson, VP of Finance; Kristin Wise, VP of Membership; Sunilyn Hertt, Past President (left at 5:29 PM); Ana Vaqueiro, VP of Administration
      • Absent (excused): Scott Dixon, VP of Logistics
      • Absent (unexcused): Cecilia Martin-Smith, VP of Communications
   b. **Quorum established** with 6 out 8 (75%) board members present
   c. Agenda for March 2, 2023, Board Meeting
      • Amended to include Gail Herrington's resignation from VP of Programming – **Motion made, seconded, approved**

2. Board of Directors – President
   a. Minutes from February 3, 2023, Board Meeting – **Motion made, seconded, approved** (attached)
   b. Review nominations for VP Programming. Discuss and Approve
      • Kim contacted a couple of people about the position:
         i. Jeremy Smith, who is thinking about it. No firm confirmation yet.
      • Discussed programming ideas while position is not filled:
         i. Ana mentioned the possibility of recruiting from local schools (undergrad or graduate programs) in the field of HR or people development.
         ii. Jennifer suggested we partner with Oklahoma City (ATD Chapter) a couple of months, as a combined event. Potential challenges include the fact that they are offering events live, and on Thursdays at 8:15 am; Splitting the responsibility for Programming among all Board Members; Finding content that is ready to go; Suggested we should let people know what we'd like them to talk about (rather than waiting for people to reach out); Also, that our topics reach a wider audience (beyond Training & Development); Suggested Matt Palmer from Heartland (known for building the best employee experience in OK); Suggested that we find what the hot topics are and seek speakers accordingly; She is willing to present in April on any of these topics: Critical Thinking, Innovation, Change, 5 Stages of Well Being, Strengths; She will ask Deena about doing a presentation as well.
         iii. Suni will reach out to some people.
         iv. Kim will reach to Brett Grover (how to use green screen for eLearning); encouraged all to be looking for people who can speak as early as April; Asked if Suni could reach out to OKC to see how they do their programming (how they get their presenters); Tasked all to reach out to someone who could speak at our meetings.
         v. Andrew mentioned David McLaughlin from Oklahoma City – he can speak with him; Asked about survey results to see what topics people have asked for.

Based on the 2022 member survey, top topics were:
- • Training delivery & facilitation
- • Instructional design
- • Coaching

   c. NAC (National Advisors for Chapters) meeting – Suni and Kim attended; NAC meetings are always on 3rd Friday at 1 pm Central Time, which means that whoever attends their meetings will have to rush from that to your Tulsa Chapter meetings
  - • Identify two members to attend March 17, 1pm – 2pm CST (all board members can attend meetings, but we have to have 2.) – **N/A**
  - • State Conference Update - Andrew Engelbrecht
    - • No progress to report on at this time. Andrew asked Kim to help
    - • Kim suggested we build the committee so we can get some decisions made.
    - • Kim reached out to Jeremy Smith (was President-Elect the year we planned the State Conference), and Suni (did the State Conference for a year) to help guide the way.
      - ii. Date for conference – **N/A**
      - iii. Location for conference – **N/A**
      - iv. Planning committee – **N/A**

3. Governance – President – **N/A**

4. Communications/Marketing – VP of Communications Ceci Martin-Smith
   - a. Communications Plan for 2023 – **N/A**
   - b. Communications Scheduled for March- submit calendar document- this is a goal for each month – **N/A**
   - c. Newsletter schedule-When will next newsletter go out? Monthly/Quarterly? – **N/A**
   - d. First Quarter Calendar – **N/A**
   - e. Communications Needs & Opportunities – **N/A**
   - f. Review RFP presented
     1. Review RFP and Discuss (attached)
        - • RFP from Jeff Berk was not originally in the meeting folder but Suni added it to the meeting chat; Topic is "Learning Measurement Using Impact Process Mapping" - **Motion made, not seconded**
   - g. Ceci has possible volunteer for Program Meeting – **N/A**
   - h. Future Programming- Review & Discuss (based on operational plan) – **N/A**

5. Programming – VP of Programming (Open-Past President Sunilyn Hertt will discuss)
   - a. 2023 Programming – Review & Discuss opportunities and areas for improvement **– Refer to notes under 2.b**
     - i. Member survey review
   - b. March 7 Workshop
     - i. Gamification Certification Workshop
     - ii. March 7; 8am-5pm
     - iii. Accommodations – Jennifer's office – Stinnett (fit 20-25 people, free of charge)

      iv. Post Workshop Evaluation Online Distribution –
1. email survey out to attendees-President Kim Boggs
2. Update survey for monthly meeting-President Kim Boggs
3. Get QR code to complete in person- President Kim Boggs

  c. March 17 Program Meeting – No Program meeting because of Gamification workshop offered.

6. Financial – Jennifer Roberson VP of Finance
    a. Financial Reports as of February 28, 2023 – **Motion made, seconded, approved** (attached)
       - Per statement of financial position, we have Total Assets of $20,824.06, including $5,183.22 in our Checking account (up, due to the registrations for the workshop coming up); $15,032.54 in our Money Market account; $108.30 in Cash; and $500 in Accounts Receivable
       - Per Income and Expense report:
         Total February 2023 Income = $2,640.00
         Total February 2023 Expense = $1,167.54
         Overall February 2023 Total = $1,472.46
       - Comments:
          i. We have a big expense coming up in April (Personify will increase 25%)
    b. Form 990N (tax form) – Jennifer is aware and will file it before the May 31 deadline

7. Membership – VP of Membership – Kristin Wise
    a. February 2023 Membership Report – **Motion made, seconded, approved** (attached)
       - Added 1 new member during the month
       - 14 power members overdue this month (Kristin will reach out to them via email tomorrow)
       - Kim reported issue with some Power Members who were showing up in our records as ATD Tulsa-only members; she reached out to ATD National and they assured Kim they'd get their status updated

8. Old Business
    a. Sponsorships - Memo attached (**N/A**). How to approach and get sponsors? Committee?
    b. State conference
       - Kim would like to send out an email to our membership asking them if anyone would be interested in being part of a committee (State Conference committee); discussed ideas for sponsorship incentive (e.g., discounts for attending workshops)

9. New Business
    a. Need to verify if more people from Tulsa are going to the 2023 ICE (International Conference & Expo), besides Andrew, to secure discount

10. Confirm Action Items
    a. Jennifer to find out if and how we can refund Chywatt DY, who paid full price for March workshop while his membership was being validated; and will reply to Randa Ogden regarding her request for reimbursement on behalf of Chywatt DY.
    b. Kim will follow up with a meeting request for our April meeting

      c.   Ana to complete meeting minutes and post it on our website

11. Confirm Dates for Next Two Board Meetings
      a.   Can everyone meet the **1st Thursday each month 4:30-6:30 via zoom**?
          • All on the call were open to this schedule
      b.   Meet in person every other month??? **- Tabled**

12. Adjourn Meeting – 6:22 pm CST

Chapter Affiliation Requirements

(CARE)

Workbook

Table of Contents

WELCOME

Dear Chapter Leader,

Welcome to the Chapter Affiliation Requirements (CARE) online submission form.

The CARE submission consists of questions around the six components of CARE: Board of Directors, Governance, Finance, Membership, Programming, and Communications. Each component will have questions related to the CARE achievement, CARE Plus achievement, and demographics. These questions will be labeled and will appear in the following order for each component.

> **Part 1: CARE Foundational** – A self-reporting assessment evaluating the chapter's achievements of the 2022 CARE elements.

> **Part 2: CARE Plus** – New to the survey in 2020, this an optional tier known as CARE Plus. CARE Plus is a collection of best practices and its purpose is to provide chapter leaders with recognition opportunities, a personalized road map to help identify gaps and strengthen chapter operations, flexibility for self-paced growth, formalized processes to address common chapter challenges, and a growth mindset. CARE Plus does not affect a chapter's ability to achieve CARE, and it is recommended that chapters attempt to answer the questions presented. To be CARE Plus achieved, a chapter must complete the required number of items in each category in addition to achieving CARE at the foundational level.

> **Part 3: Demographics** – These questions assist with chapters' ability to benchmark against one another and do not impact CARE achievement.

The CARE submission reports on a chapter's activities during the 2022 calendar year. Even if a chapter doesn't operate on a calendar year basis, as long as the chapter has met CARE during the calendar year, the chapter can base its submission on those accomplishments.

The deadline for completing the online CARE survey is January 31, 2023. To qualify for 100 percent completion of CARE, a chapter must complete the online survey by this date. Even if the chapter achieves 100 percent in all elements, submission of the online survey, and submission of all specified documentation is required by the deadline to be recognized as a chapter that has achieved 100 percent CARE.

To ensure consistency and accuracy in reporting, chapters are advised to identify and select one leader as your chapter's CARE contact. This person will receive your chapter's unique CARE survey submission link, and is responsible for receiving, reviewing, and appropriately disseminating all CARE news, updates, and requirements to chapter leadership, including completing and submitting the chapter's CARE survey by **January 31, 2023**. However, please note that CARE is and remains the responsibility of the entire board. Use this workbook to compile responses and review their accuracy prior to submission of the online survey.

If you need additional information about CARE, please visit the CARE website at td.org/care or contact your chapter relations manager (CRM).

Thank you for your ongoing time, commitment, and leadership!

ATD Chapter Services Team

GENERAL SURVEY INFORMATION

Chapter Address
This is your chapter's address currently on file with ATD:

Street: _____

Line 2: _____

City: _____

State: _____

Zip: _____

Is the mailing address currently on file with ATD correct?

☐ Yes

☐ No

➢ **If the chapter selects "no," please provide the updated address for the chapter.**

Street: _____

Line 2: _____

City: _____

State: _____

Zip: _____

BOARD OF DIRECTORS: CARE FOUNDATIONAL ITEMS

(Please note: the below items impact a chapter's CARE achievement)

Chapter submits an incoming 2023 board roster using the <u>Excel template</u>.
Having an accurate board roster for the chapter enables chapter services to share timely and helpful information with chapter leaders. Additionally, chapter leaders included on board rosters receive access to a discounted ATD Professional Plus membership. Please share updates with ATD Chapter Services as changes occur.
[File Upload]

The chapter board meets at least once per quarter.

☐ True

☐ False

Chapter board members maintain Power Membership (joint chapter/ATD national membership).
Validated by ATD Chapter Services.

☐ True

☐ False

Chapter maintains written position descriptions for elected members.

☐ True

☐ False

BOARD OF DIRECTORS: CARE PLUS ITEMS

The chapter provides a defined orientation/onboarding process for incoming board members.

- ☐ True
- ☐ False

- ➢ How is the board member onboarding delivered?
    - ☐ In-person
    - ☐ Virtually
    - ☐ Hybrid

- ➢ What is the frequency of your board member onboarding?
    - ☐ Annually
    - ☐ As needed
    - ☐ Monthly
    - ☐ Quarterly

- ➢ In what month(s) does the board member onboarding occur? *Select one or more options*
    - ☐ January
    - ☐ February
    - ☐ March
    - ☐ April
    - ☐ May
    - ☐ June
    - ☐ July
    - ☐ August
    - ☐ September
    - ☐ October
    - ☐ November
    - ☐ December

- ➢ What kind of coaching/mentoring does the chapter provide board members?

    - ☐ Board meetings, strategy session, and/or board retreat has time dedicated to board member coaching/mentoring
    - ☐ New board members shadow and/or attend board meetings prior to the start of their term
    - ☐ Onboarding materials made available to incoming positions
    - ☐ Outgoing position mentors incoming position
    - ☐ President one-on-one
    - ☐ President team (president, president elect, and/or past president)
    - ☐ Onboarding materials made available to in-coming positions
    - ☐ Other

If "Other," briefly explain what kind of coaching/mentoring during the onboarding process the chapter provides to new board members.

_____

➢ Who leads the onboarding of new board member(s)?
  ☐ President
  ☐ Board member role dedicated to onboarding
  ☐ Role predecessor
  ☐ Other

    If "Other," briefly explain who is leading the new board member(s) onboarding?

    _____

The chapter has a succession strategy for identifying and filling board member positions.

  ☐ True
  ☐ False

    ➢ Select all that apply.
      • Has a nominating committee responsible for selecting future board members
      • Offers opportunities to attend board meetings to educate prospective board members on board activities
      • Maintains an ongoing list of prospective board members detailing the fit for a specific role and the individual's skills/traits
      • Has board member dedicated to identifying future board members
      • Has multiple touch points with prospects to keep them engaged and informed
      • Other
        If other, Describe the elements of your succession strategy.
        _____

    ➢ Does your chapter review its succession plan annually?
      • Yes
      • No

The chapter has a volunteer recruitment strategy in place for positions that support the work of the board.

  ☐ True
  ☐ False

    ➢ The chapter volunteer recruitment strategy includes:
      Select all that apply.

- Board is structured for succession planning (ie. Vice President, Assistant, Committee Lead, etc.)
- Dedicated webpage highlighting opportunities
- Position dedicated to coordinating chapter volunteers
- Targeted outreach to prospective volunteers
- Volunteer job descriptions
- Volunteer marketing using the website, social media, and email
- Volunteer open house
- Volunteer recruitment goal included in annual goals and Strategies (formerly operating plan)
- Other

> If other, describe the elements of your recruitment strategy.
> _____

At least one board member (excluding paid administrators) attends a NAC area call.
Live attendance to be tracked by chapter services.

- ☐ True
- ☐ False

The chapter has board member(s) present at ATD Chapter Leaders Conference (ALC) annually.
Attendance to be confirmed by chapter services.

- ☐ True
- ☐ False

The chapter has an advisory board or council that involves past presidents in chapter activities.

- ☐ True
- ☐ False

➤ Identify number of participants and list their names.

_____
_____
_____
_____

The chapter board meets to strategically plan for the future.

- ☐ True
- ☐ False

➤ When did the chapter board meet to create its strategic plan?
_____

Board of directors: demographic questions

When are your chapter board meetings typically held?

- ☐ Monthly
- ☐ Bi-monthly (occurring every two months)
- ☐ Quarterly
- ☐ Other
  - ➢ If "other," when are your chapter board meetings typically held?

_____

Does your chapter pay for ATD membership dues for one or more chapter board members?

- ☐ Yes
- ☐ No

When do your incoming board members OFFICIALLY begin their terms?

- ☐ 1st Quarter (January – March)
- ☐ 2nd Quarter (April – June)
- ☐ 3rd Quarter (July – September)
- ☐ 4th Quarter (October – December)

GOVERNANCE: CARE FOUNDATIONAL ITEMS

(Please note: the below items impact a chapter's CARE achievement)

The chapter creates and submits a 2023 operational plan that includes but is not limited to: annual goals, communication/marketing strategy, recruitment/retention strategy, and succession planning strategy.
By sharing a copy of your chapter's operating plan, chapter relations managers and members of the National Advisors for Chapters can better support our chapter in achieving its strategic goals. Leverage the Operating Plan Template to create a plan for your chapter.

[File Upload]

The chapter's mission, vision, and bylaws align with those of ATD, and the chapter meets the ATD branding guidelines.

- ☐ True
- ☐ False

The chapter complies with federal and state reporting requirements.
Submission of 990/990-N filings to chapter services is required. Requirements vary by state and may differ for incorporated versus non-incorporated chapters.

- ☐ True
- ☐ False

The chapter members participate in the nomination and election of the chapter board.

☐ True
☐ False

GOVERNANCE: CARE PLUS ITEMS

The chapter board maintains and updates its Standard Operating Procedures (SOPs) annually or as needed throughout the year.

☐ True
☐ False

➢ Which of the following do your SOPs include?
Select all that apply.
- CARE Requirements
- Chapter Background
- Conflict of Interest Policy
- Election of Officers
- Job Descriptions
- Mission & Vision
- Organizational Chart
- Past Presidents
- Policies and Procedures
- Strategic Goals
- Other

If other, please explain what additional items are included in your chapter's SOPs.
_____

The chapter board reviews its bylaws annually, including a review of the bylaws as part of board member onboarding.

☐ True
☐ False

➢ Provide the date that bylaws were last reviewed.
_____

The chapter makes board meeting minutes/summaries available to members.

☐ True
☐ False

➢ How are board meeting minutes/summaries made available to members?
Select all that apply.
- Posted publicly on website
  - Please provide link. _____
- Posted on website to members only

- Emailed upon request
- Included in newsletter
- Other
  - Please explain additional ways the chapter makes board meeting minutes/summaries available to members.

    _____

The board maintains a central repository or document library for archiving important chapter documents.

- ☐ True
- ☐ False

- ➢ What system does the chapter use as a central repository or document library for archiving important chapter documents?
  Select all that apply.
  - Basecamp
  - Box
  - Dropbox
  - Google Drive
  - One Drive
  - SharePoint
  - Wild Apricot
  - Other
    - ➢ If "Other," please list the platform the chapter is using.

      _____

GOVERNANCE: DEMOGRAPHIC QUESTIONS

What types of insurance coverage does your chapter have?
Select all that apply.
- Directors and Officers liability insurance
- Event-based insurance coverage
- General liability
- Professional liability

Is your chapter incorporated?
Maintaining accurate and up to date information about your chapter's EIN, tax-exempt status, and incorporation status is a best practice that can prevent the chapter from encountering costly legal issues in the future. To determine if your chapter is incorporated, visit your Secretary of State's website, and use the business entity search function.

- ☐ Yes
- ☐ No

FINANCE: CARE FOUNDATIONAL ITEMS

(Please note: the below items impact a chapter's CARE achievement)

The chapter board develops an annual operating budget and makes it available to members.
- ☐ True
- ☐ False

Chapter must upload its most recent balance sheet and income statement through the survey submission site by January 31, 2023.
- ☐ True
- ☐ False

Most Recent Income Statement showing projected and actual numbers.
A brief explanation of any loss or gain should be provided. Chapter submits its most yearend profit and loss statement. Leverage the income statement template.
    [File Upload]

Most Recent Yearly Balance Sheet
Chapter submits its yearly balance sheet as of December 31, 2022. Leverage the balance sheet template available.
    [File Upload]

Chapter board has an internal or external financial review completed annually by a person or group not directly responsible for the management of chapter finances.
- ☐ True
- ☐ False

Employer Identification Number (EIN)
Please note the below will be auto-populated by chapter services for review.

_____

Please confirm the above EIN listed is accurate.
- ☐ True
- ☐ False

If not correct, please provide the chapter's correct EIN: _____

FINANCE: CARE PLUS ITEMS

The chapter has approximately three (3) to six (6) months of operating expenses set aside for emergency situations.
Should be noted on submitted financial statements.

- ☐ True
- ☐ False

The chapter board completes a risk assessment and reviews it annually.
- ☐ True

☐ False

➢ Submit your chapter's risk assessment.
Leverage the <u>risk assessment template</u> if needed.
[File Upload]

The chapter budgets to send board members to the ATD Chapter Leaders Conference (ALC) and/or covers the cost of ATD membership.
Should be noted as a budget item on submitted financial statements.

☐ True
☐ False

➢ How many chapter leaders are budgeted to attend ALC in 2023?
_____

The chapter has a partnership strategy that identifies, recruits, and maintains partnerships to support chapter programming and operations.
Note: partners typically provide support/services outside of funds.

☐ True
☐ False

If "yes," please select the type of partner(s) the chapter works with.
• Other ATD Chapter(s)
• Higher Education
• Content Provider/LMS
• Other Professional Association(s)
• Business(s) or Non-Profit(s)
• Other

➢ If selected "other," please provide the type or name of names of partner(s):

_____

_____

The chapter has sponsors to support chapter programming and operations.
☐ True
☐ False

If "yes," please select the type of sponsor(s) the chapter works with.

• Local Business(s)
• Higher Education
• Learning/Consulting Agency
• Content Provider/LMS

- Other

➢ If selected "other," please provide a list with the type and/or name of chapter sponsors._____ _____ _____

FINANCE: DEMOGRAPHIC QUESTIONS

Does your chapter pay for any administration help, such as a management firm, or other administrative service?

☐ Yes
☐ No

➢ If "yes," please provide the following:
Administrative Contact Name _____
Administrative Company _____
Please provide the contact information for your chapter's administrative help below.

Street: _____
City: _____
State: _____
Zip: _____

MEMBERSHIP: CARE FOUNDATIONAL ITEMS

(Please note: the below items impact a chapter's CARE achievement)

2022 Chapter Membership Roster as of 12/31/22

Chapter submits year-end membership roster using the Excel template.*

Collecting chapter membership rosters allows chapter services to maintain a historical record of chapter membership.

*Chapters participating in the Wild Apricot (WA) partnership program do not have to upload their current chapter membership roster. Chapter services can pull that for you if you have provided Chapter Services with "Full Administrative Rights" access to your account (required for all chapters participating in the WA discount partnership program). For your reference, the username should match below:

Username: chapters@td.org

For more information on providing "Full Administrative Rights," please visit the Wild Apricot help page on setting up administrators.

[File Upload]

The chapter board assesses its members' needs and satisfaction levels at least once per year.

☐ True
☐ False

The chapter achieves by 12/31/2022 a minimum of 20 joint chapter/ATD members (the original chapter chartering requirement) and 35 percent of the chapter's membership simultaneously.

☐ True
☐ False

The chapter completes 10 activities of the chapter's choice.
For support, review the joint membership activities job aid.

☐ True
☐ False

Please select all joint membership activities that the chapter completed in 2022.
Select all that apply.

- Mentions Power Membership at the beginning of each chapter event
- Uses PowerPoint slides at each event highlighting Power Membership
- Has printed Power Member collateral displayed at each event
- Participates in the Chapter Membership on the ATD Store Program
- Participates in ATD Member Week by offering a 10 percent discount on its membership
- Participates in ATD Volunteer Appreciation Week by offering a 10 percent discount on its membership
- Shares best practices on joint membership with chapter leaders by presenting on NAC area calls, submitting an SOS, or presenting at ALC
- Features a Power Member section in the chapter newsletter
- Displays Power Member logos on chapter website
- Has Power Member testimonials on website, in the chapter newsletter, and at meetings
- Posts Power Member messages on social media
- Promotes Power Membership at SIG/GIG meetings
- Requests list of ATD members quarterly to identify prospects
- Requests joint membership percentage from your CRM quarterly
- Promotes Power Membership at chapter conference(s)
- Promotes Power Membership at chapter special event, including an information table with both chapter and ATD materials
- Creates a group/corporate Power Membership structure
- Discusses Power Membership at each board meeting
- Conducts a membership drive
- Holds a program on the value of membership
- Conducts new member orientations
- Holds an event to recruit ATD members to chapter membership
- Publicizes the special "Power Member" rate (e.g. Professional: $229 or Professional Plus: $369 for chapter members)
- Hosts a Power Member page on chapter website
- Highlights Power Membership in chapter emails

- Sends a targeted email to prospective members promoting Power Membership once a quarter
- Other
    - If "other," please provide a brief description of your activities.
      _____
- None of the above

What was the highest joint membership (members of both ATD national and your chapter) percentage achieved by the chapter in 2022?

*Chapters receive quarterly information about their joint membership percentage from their designated chapter relations manager (CRM). Please refer to these reports or contact your CRM to verify your chapter's 2021 joint membership information. However, **the following three questions** will be populated with the information chapter services has on file for the chapter as of November 15, 2022. You will be given an opportunity to share your figures should you not agree with the data included below.*

To calculate your joint membership percentage, divide the number of Power Members (joint chapter-ATD national members) by the total number of chapter members. (Joint Membership % = joint members/chapter members)

_____

When your chapter achieved its highest joint membership percentage in 2022, what was the total number of joint members?

_____

When your chapter achieved its highest joint membership percentage in 2022, what was the total number of chapter members?

This number should be greater than the answer given to the previous question.

_____

In what month did this occur?

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

As of December 31, 2022, what percentage of your chapter's members are joint members?

_____

As of December 31, 2022, how many joint members did your chapter have?

_____

As of December 31, 2022, how many chapter members did your chapter have?

_____

MEMBERSHIP: CARE PLUS ITEMS

The chapter has a member/volunteer recognition or spotlight program.

- ☐ True
- ☐ False

> ➢ **How does the chapter create recognition?**
>   *Select all that apply.*
>   - Hosts an appreciation event
>   - Provides and award or gift
>   - Recognizes at an in-person event
>   - Reserves a section in the newsletter
>   - Spotlights on the chapter website and/or social media
>   - Other
>   If other, describe other ways the chapter provides recognition.
>   _____

The chapter offers a job board, consultant referral service, resume workshop, or other service(s) not included in your chapter's member benefits.

- ☐ True
- ☐ False

> ➢ What service does your chapter offer?
>   *Select all that apply.*
>   - Consultant referral services
>   - Job board
>   - Resume review workshop
>   - Other
>   If "other," please explain. _____

The chapter hosts an orientation for new members.

- ☐ True
- ☐ False

> ➢ How is the new member onboarding delivered?
>   - ☐ In-person
>   - ☐ Virtual

□ Hybrid

➤ What is the program frequency?
- □ Monthly
- □ Quarterly
- □ Twice a year
- □ Annually
- □ On-demand
- □ Other
  - o If "other," please describe _____

➤ What content is included in the onboarding?
Select all that apply.
- ATD overview
- Chapter background
- Overview of events
- Member benefits
- Power Membership
- Volunteer opportunities
- Other
  - o Please describe _____

The chapter tracks the retention rate of its members and determines a target retention rate to meet annually. *(End Count – New Members) ÷ Start Count = Retention Rate*
- □ True
- □ False

➤ Provide your chapter's average retention rate: _____

The chapter makes its membership available on the ATD Store.
To be pre-populated by chapter services.
- □ True
- □ False

The chapter creates awareness about volunteering for the chapter and open positions.
- □ True
- □ False

➤ Volunteer recruitment resources include:
Select all that apply.
- Announcements at chapter events
- Dedicated webpage with open volunteer positions
  - o Provide webpage link _____
- Volunteer job descriptions
- Volunteer fair/event
- Volunteer marketing through social media and email.

- Webinar
- Other
    - If "other," please explain _____

The chapter achieves a joint chapter/ATD membership rate of 45 percent or higher while meeting the 20 joint member minimum.
To be confirmed by chapter services.

- ☐ True
- ☐ False

The chapter identifies those activities having the most impact on its joint membership rate.

- ☐ True
- ☐ False

The chapter holds a defined initiative or campaign to recruit prospective members.
Note: The campaign should not include giving away chapter membership to prospects.

- ☐ True
- ☐ False

MEMBERSHIP: DEMOGRAPHIC QUESTIONS

What was your chapter's average membership number for 2022?

_____

Did your chapter raise dues in 2022?

- ☐ Yes
- ☐ No

Does your chapter plan to raise dues in 2023?

- ☐ Yes
- ☐ No

> ➢ What will the chapter's new individual/regular membership dues be?
> _____

> ➢ What are your chapter's current dues?
> _____

Which of the following dues categories does your chapter have?
Select all that apply.

- Group/Corporate member
- Senior member
- Student member
- Young professional member

- Other

  - How much are your corporate or group membership dues per member?
    _____
  - How much are your senior membership dues?
    _____
  - How much are your student membership dues?
    _____
    - How many student members does your chapter have?
      _____
    - Which of the following are requirements for a student to qualify for a chapter student membership rate?
      Select all that apply.
      - Attend an accredited university or college
      - Demonstrate they are taking classes in a talent development related field
      - Demonstrate they are in a degree program in a talent development related field
      - Take a minimum number of credit hours
        - Please enter the number of credit hours.
          _____
      - None of the above
        - Please provide criteria.
          _____

  - How much are your young professional membership dues?
    _____

  - Please list additional dues categories.
    _____

  - How much are your membership dues for the additional membership category?
    _____

Does your chapter provide ATD members a discount on chapter membership?
- ☐ Yes
- ☐ No

  - If "yes," what is the percent of your discount?
    _____

PROGRAMMING: CARE FOUNDATIONAL ITEMS

(Please note: the below items impact a chapter's CARE achievement)

The chapter provides at least six (6) professional development activities per year for members.
Examples: webcasts, dinner programs, networking, monthly events, etc.

☐ True

☐ False

PROGRAMMING: CARE PLUS ITEMS

The chapter offers a mentoring program/initiative for its members.

☐ True

☐ False

➢ How long is your program? _____

➢ How many mentees did you have? _____

➢ How many mentors did you have? _____

The chapter utilizes the ATD Capability Model in program development.

☐ True

☐ False

➢ Select the Capabilities used:
  Select all that apply.
  - Learning Sciences
  - Instructional Design
  - Training Delivery and Facilitation
  - Technology Application
  - Knowledge Management
  - Career and Leadership Development
  - Coaching
  - Evaluating Impact

The chapter hosts MORE THAN six professional development events each year.
Includes Special Interest Group (SIG)/Geographic Interest Group (GIG) events, webinars, etc.

☐ True

☐ False

➢ How many networking events did the chapter hold in 2022?
  _____

➢ How many Special Interest Group (SIG) events did the chapter hold in 2022?
  _____

➢ How many Geographic Interest Group (GIG) events did the chapter hold in 2022?
  _____

➢ How many webinar events did the chapter hold in 2021?
  _____

The chapter hosts or partners with other local chapters to host a conference for its members and prospects.

☐ True
☐ False

➢ When did the chapter's conference take place?
_____

➢ What was the conference theme? _____

➢ How many people attended the conference?
_____

➢ What ATD chapters, if any, did the chapter partner with on the conference?
_____

The chapter offers its own study groups for the Associate Professional in Talent Development (APTD) and/or Certified Professional in Talent Development (CPTD).

☐ True
☐ False

➢ What type of study group does the chapter offer?
Select all that apply.
- APTD
- CPTD

➢ On average, how many study groups did your chapter run in 2021?
_____

➢ What is the average number of participants per study group?
_____

➢ On average, how many study groups did your chapter run in 2021?
_____

➢ What is the average number of participants per study group?
_____

The chapter hosts its own awards program

☐ True
☐ False

➢ What awards categories do you provide?
  o Company
  o Consulting
  o Individual
  o Internship
  o Professional Achievement
  o Non-profits
  o Work teams
  o Other
     If "other", please list the categories of the chapter's awards program:
     _____

PROGRAMMING: DEMOGRAPHIC QUESTIONS

When are the majority of your regular programs held?

☐ Morning
☐ Lunchtime
☐ Afternoon
☐ Evening
☐ Other
  • If "other," please explain: _____

☐ **What is the average number of people at your regular chapter meeting?**
  _____

☐ **What is the approximate registration fee for a chapter member to attend a chapter program?**
  _____

☐ **What is the approximate registration fee for a chapter non-member to attend a chapter program?**
  _____

☐ **What is the approximate registration fee for a chapter member to attend a chapter-sponsored conference?**
  _____

☐ **What is the approximate registration fee for a chapter non-member to attend a chapter-sponsored conference?**
☐ _____

COMMUNICATION: CARE FOUNDATIONAL ITEMS

(Please note: the below items impact a chapter's CARE achievement)

The chapter maintains a current website with up-to-date information.
☐ True
☐ False

The chapter disseminates a communication piece to members at least once per quarter that includes chapter and ATD programs and initiatives.
☐ True
☐ False

The chapter board shares with members the following information at least once per year: membership numbers, financial performance, and progress toward annual goals.
The format can be a formal report, video, infographic, table tents at events, newsletter article, etc.
☐ True
☐ False

Board members hold, at minimum, an annual phone call with their chapter relations manager to identify opportunities for support.

☐ True

☐ False

COMMUNICATION: CARE PLUS ITEMS

The chapter communicates with its membership about non-programming information. This can be included in a blog, video blog (vlog), newsletter, etc.

☐ True

☐ False

➢ What does the chapter use?
Select all that apply.
- Blog
- Facebook page
- Instagram
- LinkedIn group
- Newsletter
- Video blog
- Twitter
- YouTube
- Instagram
- Other
  If other, explain what other communication tools does the chapter use?
  _____

The chapter has a targeted communication strategy and plan (including social media) to communicate with chapter prospects and members.

☐ True

☐ False

The chapter provides a member-only section through the chapter's website or social media platforms.

☐ True

☐ False

➢ Select what information is provided behind the member gateway or social medial channels used.
Select all that apply
- Board meeting minutes
- Event materials
- Governance documents
- Job board
- Member directory

- Mentoring
- Other
  provide a brief description of what information is provided behind member-gateway or social media channels used?

  _____

The chapter participates in and promotes Employee Learning Week (ELW).

- ☐ True
- ☐ False

  ➢ What did your chapter do to support Employee Learning Week?
    Select all that apply.
    - Hosted a themed event
    - Organized an awards program
    - Received a state proclamation
    - Organized a relevant communications plan
    - Hosted a webinar
    - Other
      - Please describe: _____

COMMUNICATION: DEMOGRAPHIC QUESTIONS

Which of the following does your chapter have?

Select all that apply.
- Facebook
  - What is your Facebook link? _____
- Instagram
  - What is your Instagram username? _____
- LinkedIn group
  - What is your LinkedIn group name? _____
- Pinterest
  - What is your Pinterest username? _____
- Snapchat
  - What is your Snapchat username? _____
- TikTok
  - What is your TikTok username? _____
- Twitter
  - What is your Twitter username? _____
- Other
  - What other social media does your chapter have?
    _____
- None of the above

Every 3 years, Associate Professional in Talent Development (APTD) and Certified Professional in Talent Development (CPTD) credential holders must earn recertification points demonstrating their continued growth in the field. APTD credential holders must earn 40 points and CPTD credential holders must earn 60 points toward recertification by completing activities aligned with the capabilities outlined in the ATD Talent Development Capability Model (capabilty.td.org/#/).

Candidates who wish to become certified must complete professional development in the Developing Professional Capability and Impacting Organizational Capability domains of the Talent Development Capability model. APTD candidates must complete 28 professional development hours and CPTD candidates must complete 60 professional development hours to be eligible to take the certification exam.

Preapproval status is valid for both recertification and initial application professional development hours. Preapproved providers will:
- Receive an ATD CI digital badge and approved language to use when communicating preapproval status in marketing materials.
- Be included in a directory of APTD and CPTD preapproved providers posted on the td.org website with a link to their organization's offerings.

Qualifications and Guidelines

Qualifying programs include conferences, college or university courses, seminars, webinars, and e-learning programs that meet the following qualifications:

- The provider must have the resources, facilities, and administrative support to effectively develop and deliver talent development-related programming.
- The provider must offer relevant high-quality programming, developed and presented by appropriate subject matter experts.
- The program content must be related to talent development as defined by the ATD Capability Model. See www.td.org/capability-model for details.
- Approval and credits are awarded based on the educational time spent on talent development-related topics at the rate of one point per contact hour.
- Meals, breaks, networking, pre-work and non-talent-development-related topics do not count towards contact hours.
- Pre-approved providers may calculate the number of hours based on the above guidelines at .5 per 30 minutes of instruction. Programs must be at least 30 minutes in length to qualify.
- Participants must be able to obtain proof of attendance or completion.
- Attendees will be responsible for obtaining proof of attendance and reporting the number of hours earned for programs where attendance is not taken at each session (eg: conferences).

Please provide the following information about the organization delivering the program(s) seeking professional development preapproval status:

Name of Organization: _____

Organization Website: _____

Primary Contact:_____

Email Address for Primary Contact: _____

Email for Digital Badge (not tied to specific person): _____

Street Address: _____

City:_____State: _____Zip:_____

Country: _____

Organization Type:

☐ College or University

☐ Professional Association

☐ Educational Provider

☐ ATD Chapter: _____ (CHIP Code)

Tax Status: **Country of Tax Status:** _____

☐ For Profit

☐ Not-for-Profit

Locale(s) where you offer your program(s)?

☐ Virtual Only

_____

Professional Development Preapproval

Approximately how many programs do you offer per year?

☐ 1-10 Programs

☐ 11-25

☐ 26-50

☐ Over 50

How many of those programs are conferences? _____

What method(s) are used to deliver the programs? Check all that apply:

☐ In-Person

☐ Online

☐ Blended

☐ Other, please specify: _____

Please indicate in which talent development capabilities your organization provides programming:

<u>Personal Capabilities:</u>

☐ Communication Skills (Written & Verbal)

☐ Emotional Intelligence & Decision Making

☐ Collaboration & Leadership

☐ Cultural Awareness & Inclusion

☐ Project Management

☐ Compliance & Ethical Behavior

<u>Professional Capabilities:</u>

☐ Learning Sciences

☐ Instructional Design

☐ Training Delivery & Facilitation

☐ Technology Application

☐ Knowledge Management

☐ Career & Leadership Development

☐ Coaching

☐ Evaluating Impact

<u>Organizational Capabilities:</u>

☐ Business Insight

☐ Consulting & Business Partnering

☐ Organization Development & Culture

☐ Talent Strategy & Management

☐ Performance Improvement

☐ Change Management

☐ Data & Analytics

☐ Future Readiness

Describe the process used to select the faculty/facilitators for your programs:

Describe the process used to develop the program content and materials:

Describe the process used to evaluate your programs:

Describe the process for using program evaluation data to modify/refine your programs:

Describe or attach your refund policy:

What are the requirements for participants to earn completion status?

☐ Full participation in the program and completion of an assessment

☐ Full participation in the program and completion if assigned work or final product

☐ Full participation in the program

☐ Attendance at the program

How is participant attendance or completion monitored?

☐ Attendance taken at every session and assessment or outside work is reviewed

☐ Attendance taken at every session by session monitor or electronic badge

☐ Attendance is confirmed by LMS or other system that participant was present

List the URL where interested APTD and CPTD certification holders and candidates may find information about your programs. This link will appear on the td.org website.

Please describe your organization in 350 characters or less (including spaces), This description will appear on your organization's digital badge.

Application Process

Organizations that become pre-approved providers of programming eligible towards ATD CI professional development hours should follow these steps:

1. **Apply:** Submit a signed and completed application along with examples of timed agendas and learning objectives for at least three (3) recent or upcoming programs. Please save your completed application <u>with your organization's name included in the filename</u> and email to recertification@td.org. Please retain a copy of your application for future reference because it contains the program guidelines to which you have agreed.

2. **Payment**: Once you have submitted your application, you will receive an electronic invoice for a non-refundable $250 fee that will cover course preapprovals for a 12-month period. [Note: ATD Chapters qualify for discounted rate of $100].

3. **Approval:** Once the fee has been paid, the application will be reviewed and the primary point of contact will receive official confirmation of approval, language to be used on course materials and instructions for claiming your digital badge. Please allow ten (10) business days for your application to be reviewed.

4. **Denial**: If an application is denied, the provider may appeal the decision within 30 days. If the denial is upheld, the provider must wait one year from the date of submission to reapply.

Terms and Conditions

We acknowledge that the information provided in this application is correct. We agree that if ATD CI professional development preapproval status is awarded, we will comply with the following guidelines:

- We agree to follow the ATD CI guidelines to assign the appropriate number of professional development points to our programs.
- We agree to maintain clear tracking of all educational events, courses, webinars, and CE hours provided to participants during the approval timeframe. We acknowledge that ATD CI can request an audit of all training records (providers will be given 60 days upon audit request to collect the requested documents.)
- We agree to provide program participants with verification of attendance-such as a certificate of completion, email notification, or materials distributed on-site that shows the number of ATD CI professional development points assigned to the educational activity.
- We acknowledge that if approved, our preapproval status will be valid for one year from the time of application.
- We acknowledge that ATD CI reserves the right to maintain the quality and integrity of the APTD and CPTD certification programs by designating preapproval status only when qualifications are met. ATD CI has the right to terminate preapproval status if there is evidence of failure to uphold preapproval guidelines.
- ATD CI retains the authority and final discretion on the acceptability and approval of all programs. Approval is made at ATD CI's discretion and ATD CI reserves the right to deny or revoke approval at any time.
- Status as an ATD CI Approved Provider is non-transferable. An individual, corporation, association, organization, educational institution, governmental agency, or private practitioner cannot sell, barter, partner or by any means, allow the use of the ATD CI Approved Education Provider status or digital badge to any other training, individual, corporation, association, organization, educational institution, governmental agency or private practitioner.

CONTACT NAME: _____   Signature _____

Day	Date	Category	Media	Content / Caption	Notes
Monday	3/20/2023	ATD National	LinkedIn Post	ATD Member Sale Reminder	
Monday	3/20/2023	ATD National	Email	ATD Member Sale Reminder	
Wednesday	3/29/2023	ATD Tulsa Event	Email & LinkedIn	3 week event reminder	Why the Human Experience Matters at Work by Matt
Monday	4/3/2023	Monthly Newsletter	Email	ATD Tulsa upcoming events and other items	Include Volunteer Recognition Week info - dates?
Monday	4/3/2023	Member Engagement	LinkedIn Post	Promote Volunteer Recognition Week - dates needed	
Wednesday	4/12/2023	ATD Tulsa Event	Email & LinkedIn	7 day event reminder	Why the Human Experience Matters at Work by Matt
Friday	4/21/2023	ATD Tulsa Event	LinkedIn Post	Event coverage - post pics and thank you's	Why the Human Experience Matters at Work by Matt
Wednesday	4/26/2023	ATD Tulsa Event	Email & LinkedIn	3 week event reminder	Learning by Sharing: An Interactive Session for Learning Professionals by Laurie Wofford (pending approval)
Monday	5/1/2023	Monthly Newsletter	Email	ATD Tulsa upcoming events and other items	
Monday	5/1/2023	Member Engagement	LinkedIn Post	Reshare an ATD National LinkedIn post or link to ATD blog post or TD Magazine article	
Wednesday	5/10/2023	ATD Tulsa Event	Email & LinkedIn	7 day event reminder	Learning by Sharing: An Interactive Session for Learning Professionals by Laurie Wofford (pending approval)
Friday	5/19/2023	ATD Tulsa Event	LinkedIn Post	Event coverage - post pics and thank you's	Learning by Sharing: An Interactive Session for Learning Professionals by Laurie Wofford (pending approval)
Monday	5/22/2023	ATD23 Conference	LinkedIn Post	"🤩 It's finally here! Track the adventures of our ATD Tulsa Chapter, Inc. Team as they participate in this week's #ATD23 Conference by following the #ATD23Tulsa hashtag! We wish them an amazing and informative experience - and we can't wait to hear about everything they learn! 🎉"	
Tuesday	5/23/2023	ATD23 Conference	LinkedIn Post	⭐ ATD Tulsa Chapter, Inc. is excited to share what our #atd23tulsa Chapter Team is learning at this week's #atd23 conference! ⭐	
Wednesday	5/24/2023	ATD23 Conference	LinkedIn Post	Reshare ATD Tulsa Chapter team member post	
Wednesday	5/24/2023	ATD Tulsa Event	Email & LinkedIn	3 week event reminder	
Monday	6/5/2023	Monthly Newsletter	Email	ATD Tulsa upcoming events and other items	
Monday	6/5/2023	Member Engagement	LinkedIn Post	Reshare an ATD National LinkedIn post or link to ATD blog post or TD Magazine article	
Wednesday	6/7/2023	ATD Tulsa Event	Email & LinkedIn	7 day event reminder	
Friday	6/16/2023	ATD Tulsa Event	LinkedIn Post	Event coverage - post pics and thank you's	
Wednesday	6/28/2023	ATD Tulsa Event	Email & LinkedIn	3 week event reminder	
Monday	7/3/2023	Monthly Newsletter	Email	ATD Tulsa upcoming events and other items	
Monday	7/3/2023	Member Engagement	LinkedIn Post	Reshare an ATD National LinkedIn post or link to ATD blog post or TD Magazine article	
Wednesday	7/12/2023	ATD Tulsa Event	Email & LinkedIn	7 day event reminder	Insights and Tips from the ATD International Conference
Friday	7/21/2023	ATD Tulsa Event	LinkedIn Post	Event coverage - post pics and thank you's	Insights and Tips from the ATD International Conference
Wednesday	7/26/2023	ATD Tulsa Event	Email & LinkedIn	3 week event reminder	
Monday	8/7/2023	Monthly Newsletter	Email	ATD Tulsa upcoming events and other items	Include call for conference volunteers.
Monday	8/7/2023	Member Engagement	LinkedIn Post	Reshare an ATD National LinkedIn post or link to ATD blog post or TD Magazine article	

Day	Date	Category	Media	Content / Caption	Notes
Wednesday	8/9/2023	ATD Tulsa Event	Email & LinkedIn	7 day event reminder	
Friday	8/18/2023	ATD Tulsa Event	LinkedIn Post	Event coverage - post pics and thank you's	
Wednesday	8/23/2023	ATD Tulsa Event	Email & LinkedIn	3 week event reminder	
Monday	9/4/2023	Monthly Newsletter	Email	ATD Tulsa upcoming events and other items	Include call for conference volunteers.
Monday	9/4/2023	Member Engagement	LinkedIn Post	Reshare an ATD National LinkedIn post or link to ATD blog post or TD Magazine article	
Wednesday	9/6/2023	ATD Tulsa Event	Email & LinkedIn	7 day event reminder	
Friday	9/15/2023	ATD Tulsa Event	LinkedIn Post	Event coverage - post pics and thank you's	
Wednesday	9/27/2023	ATD Tulsa Event	Email & LinkedIn	3 week event reminder	
Monday	10/2/2023	Monthly Newsletter	Email	ATD Tulsa upcoming events and other items	Include call for 2024 chapter board members.
Monday	10/2/2023	Member Engagement	LinkedIn Post	Reshare an ATD National LinkedIn post or link to ATD blog post or TD Magazine article	
Wednesday	10/11/2023	ATD Tulsa Event	Email & LinkedIn	7 day event reminder	
Friday	10/20/2023	ATD Tulsa Event	LinkedIn Post	Event coverage - post pics and thank you's	
Wednesday	10/25/2023	ATD Tulsa Event	Email & LinkedIn	3 week event reminder	
Monday	11/6/2023	Monthly Newsletter	Email	ATD Tulsa upcoming events and other items	Include call for 2024 chapter board members.
Monday	11/6/2023	Member Engagement	LinkedIn Post	Reshare an ATD National LinkedIn post or link to ATD blog post or TD Magazine article	
Wednesday	11/8/2023	ATD Tulsa Event	Email & LinkedIn	7 day event reminder	
Wednesday	11/15/2023	ATD Tulsa Event	Email & LinkedIn	3 week event reminder	Trainer Throwdown
Friday	11/17/2023	ATD Tulsa Event	LinkedIn Post	Event coverage - post pics and thank you's	
Wednesday	11/29/2023	ATD Tulsa Event	Email & LinkedIn	7 day event reminder	Trainer Throwdown
Monday	12/4/2023	Monthly Newsletter	Email	ATD Tulsa upcoming events and other items	Include call for 2024 chapter board members.
Monday	12/4/2023	Member Engagement	LinkedIn Post	Reshare an ATD National LinkedIn post or link to ATD blog post or TD Magazine article	
Friday	12/8/2023	ATD Tulsa Event	LinkedIn Post	Event coverage - post pics and thank you's	Trainer Throwdown
TBD	August	ATD Oklahoma State Conference	LinkedIn Post	Promote state ATD meeting	
TBD	August	ATD Oklahoma State Conference	Email	Promote state ATD meeting	
TBD	July ?	Promote Membership	LinkedIn Post	Promote ATD Tulsa membership (new or renew)	What's the best timeframe for this?
TBD	October	ATD Oklahoma State Conference	LinkedIn Post	Promote state ATD meeting	
TBD	October	ATD Oklahoma State Conference	Email	Promote state ATD meeting	
TBD	September	ATD Oklahoma State Conference	LinkedIn Post	Promote state ATD meeting	
TBD	September	ATD Oklahoma State Conference	Email	Promote state ATD meeting	

ATD TULSA PROFESSIONAL DEVELOPMENT PROGRAMS
REQUEST FOR PROPOSAL FORM

1. **Name/Title/Credentials:** (*to appear in promotional/marketing materials*):
   Matt Palmer, Senior Director, Employee Experience and Branding at Heartland in Oklahoma City

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

   Why the Human Experience Matters at Work

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."**

   The program serves to help professionals in the L&D space understand how important their role is to employee experience and culture. Professionals in L&D help shape the experience in creating a human centered workplace. If companies understand employee experience and employee engagement they can help engage and retain employees by valuing them and prioritizing their needs.

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

   ATD Members and guests will walk away understanding the keys to employee experience unlocks employee engagement, better retention, lower turnover, and better customer service. Employee development is critical to EX and therefore, trainers, faciliatators, L&D professionals need to understand the importance of EX.

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.*)

   In this session, we will define human experience and why a mindful and strategic awareness of all experiences is critical to shaping a positive human experience to strengthen your culture and accelerate your business.

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

   Organizational Development & Culture, Talent strategy & Management, Career & Leadership Development, Business Insight and Future Readiness.

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…"

1. *Increase knowledge around human experience*

2. *Create sample strategic initiatives that connect culture and business objectives with the human experience.*

3. *Discuss human experience ideas with other L&D leaders to broaden understanding.*

4. *Connect with other people interested in Employee Experience and Culture creation.*

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.

Session will be 60 minutes and will engage attendees in discussion. I will plan to be in-person, but understand there will be hybrid attendees too. There will be plenty of time to engage in Q&A.

9. **Handout / Performance Tools:**

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

N/A

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.

ATD can provide the Zoom link, I will plan to be in-person in Tulsa.

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.

Refer to bio

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.

   N/A

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

   To appear in workshop promotional/marketing materials

Matt Palmer is the Senior Director of Employee Experience and Employer Branding at Heartland. In this role he leads strategic initiatives connected to the full life cycle of all Heartland teammates ranging from recruiting and onboarding to leadership development and performance enablement to offboarding from the company. He is passionate about creating amazing experiences and forming leaders to make a positive impact wherever they live, work and play. He has held leadership positions in large and small companies and in for profit and nonprofit organizations.

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.

   Jennifer Roberson asked me to speak.

16. **Professional Photo:**

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

   For workshop promotional/marketing materials

ATD TULSA PROFESSIONAL DEVELOPMENT PROGRAMS
REQUEST FOR PROPOSAL FORM

1. **Name/Title/Credentials:** (*to appear in promotional/marketing materials*):
   Laurie Wofford, Senior Instructional Designer, APTD

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

   Learning by Sharing: An Interactive Session for Learning Professionals

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."**

   In this interactive session, participants will discuss strategies for engaging learners, leveraging technology, and measuring the impact of learning initiatives. Attendees will come away with practical insights and actionable advice for improving their own learning programs.

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

   This session contributes to professional development by providing valuable insights and practical tips from experienced professionals. Participants will be able to improve their own skills and enhance their ability to create engaging and impactful learning programs.

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.)*

   Program participants will share their responses to common dilemmas faced by learning professionals, facilitated and guided by the speaker. This is an interactive session, so come prepared to share your own best practices, as well as learn from other attendees.

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

   Lifelong Learning, Collaboration and Leadership, Developing Professional Capability

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…"

   1. *Identify best practices for designing effective learning experiences*

   2. *Learn from the experiences of other learning professionals*

3. *Identify actionable steps to improve the design, development, and delivery of training experiences*

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.

This will be a fully interactive program. We will spend 5-10 min each on six topics. Participants will be asked to either share tips, experiences, and questions for each topic. To get the discussion going, I will share some conversation starters for each topic.

1. *Working with SMEs*

2. *Resistance to change*

3. *Technology*

4. *Measuring effectiveness*

5. *Resources (time, budget, staffing)*

6. *Relevance*

9. **Handout / Performance Tools:**

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

NA

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.

Typical ATD Tulsa table format is fine.

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.

Prefer this to be live but for virtual, Zoom is ok.

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.

I am APTD certified and have an MA in organizational psychology. I'm the former VP of Programming for ATD Tulsa and have presented there before (Managing Difficult Participants). I've also spoken for SCCE (Society for Corporate Compliance and Ethics) several times both live and virtually. I also won the ATD Tulsa Trainer Throw-Down several years ago. :)

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.

   I unfortunately don't have access to any past evaluation results, or a video, as it's been a few years since I last presented.

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

   To appear in workshop promotional/marketing materials

   Laurie Wofford is a Senior Instructional Designer for Energy Solutions. She holds an APTD certification and a Master's degree in Industrial/Organizational Psychology. Additionally, Laurie serves as a psychology professor at Oklahoma City Community College, teaching General Psychology and Stress Management. Outside of her professional life, Laurie has a variety of interests, including gaming, reading, swimming, and knitting.

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.

   Sunilyn Hertt, served with on ATD board

   Lewana Harris, served with on ATD board

   Megan McCann, served with on ATD board

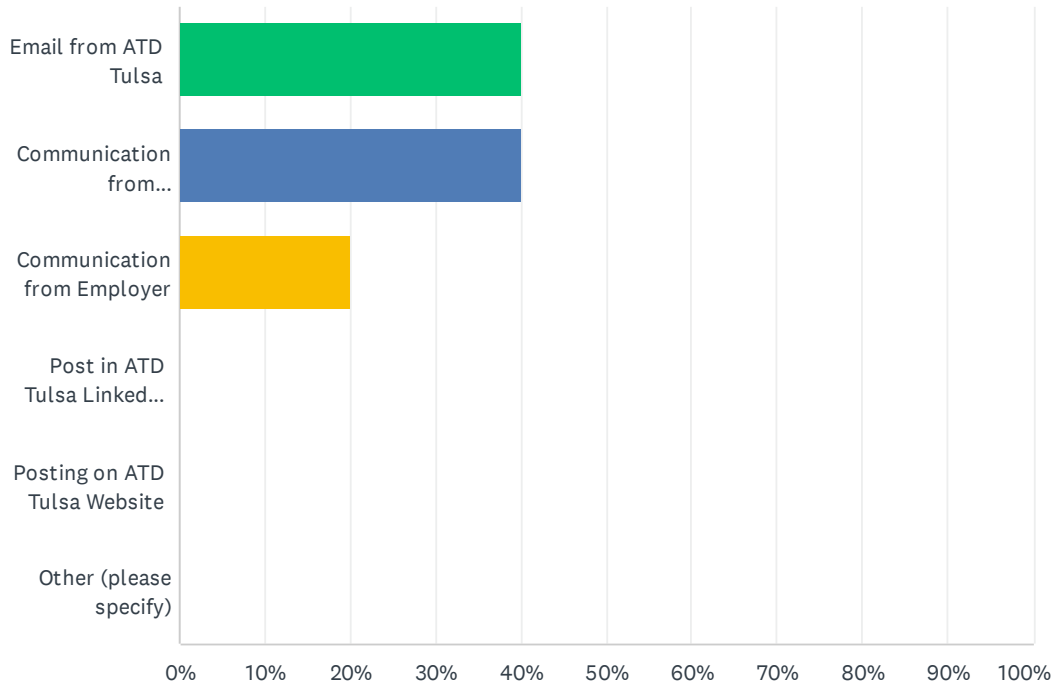   *Feb 10, 2020: Managing Difficult Participants (ATD Tulsa)*

16. **Professional Photo:**

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

For workshop promotional/marketing materials

Q1 How did you hear about this ATD Tulsa workshop?

Answered: 5   Skipped: 0

ANSWER CHOICES	RESPONSES	
Email from ATD Tulsa	40.00%	2
Communication from Colleague/Friend	40.00%	2
Communication from Employer	20.00%	1
Post in ATD Tulsa LinkedIn Group	0.00%	0
Posting on ATD Tulsa Website	0.00%	0
Other (please specify)	0.00%	0
TOTAL		5

Q2 Why did you attend this ATD Tulsa workshop? Check all that apply.

Answered: 5   Skipped: 0
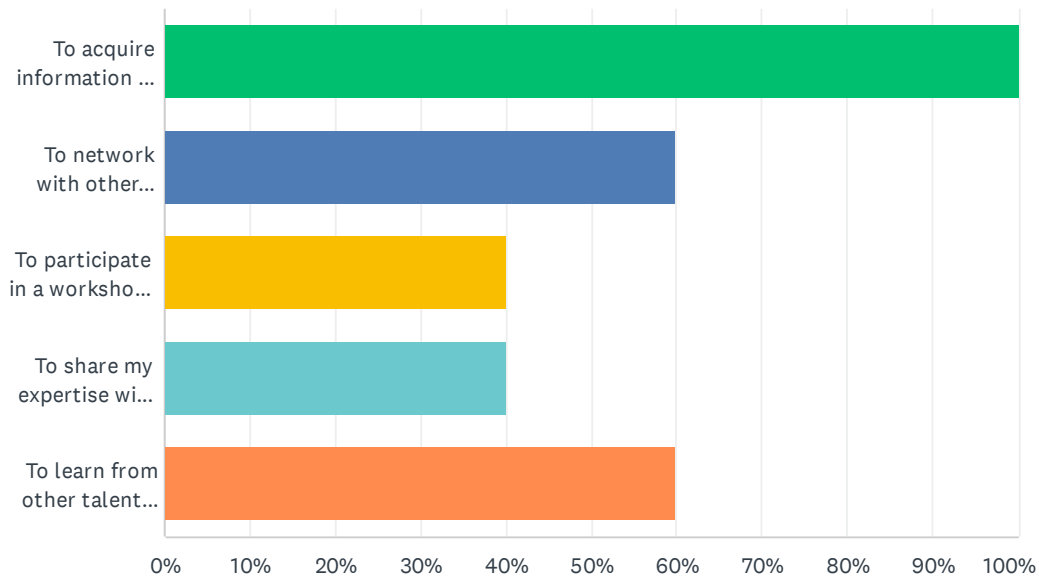
ANSWER CHOICES	RESPONSES	
To acquire information on the workshop topic.	100.00%	5
To network with other talent management professionals.	60.00%	3
To participate in a workshop presented by the speaker.	40.00%	2
To share my expertise with other talent management professionals.	40.00%	2
To learn from other talent management professionals attending.	60.00%	3
Total Respondents: 5		

Q3 Please indicate your level of agreement with the following aspects of the facilitators and workshop content.
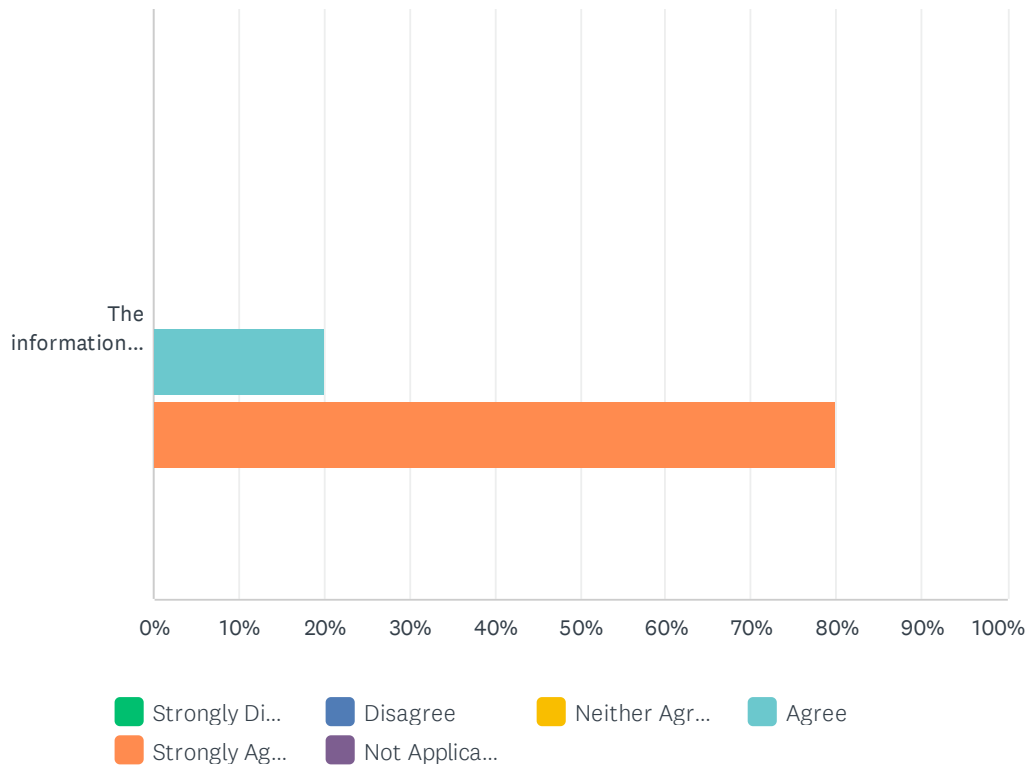
Answered: 5   Skipped: 0
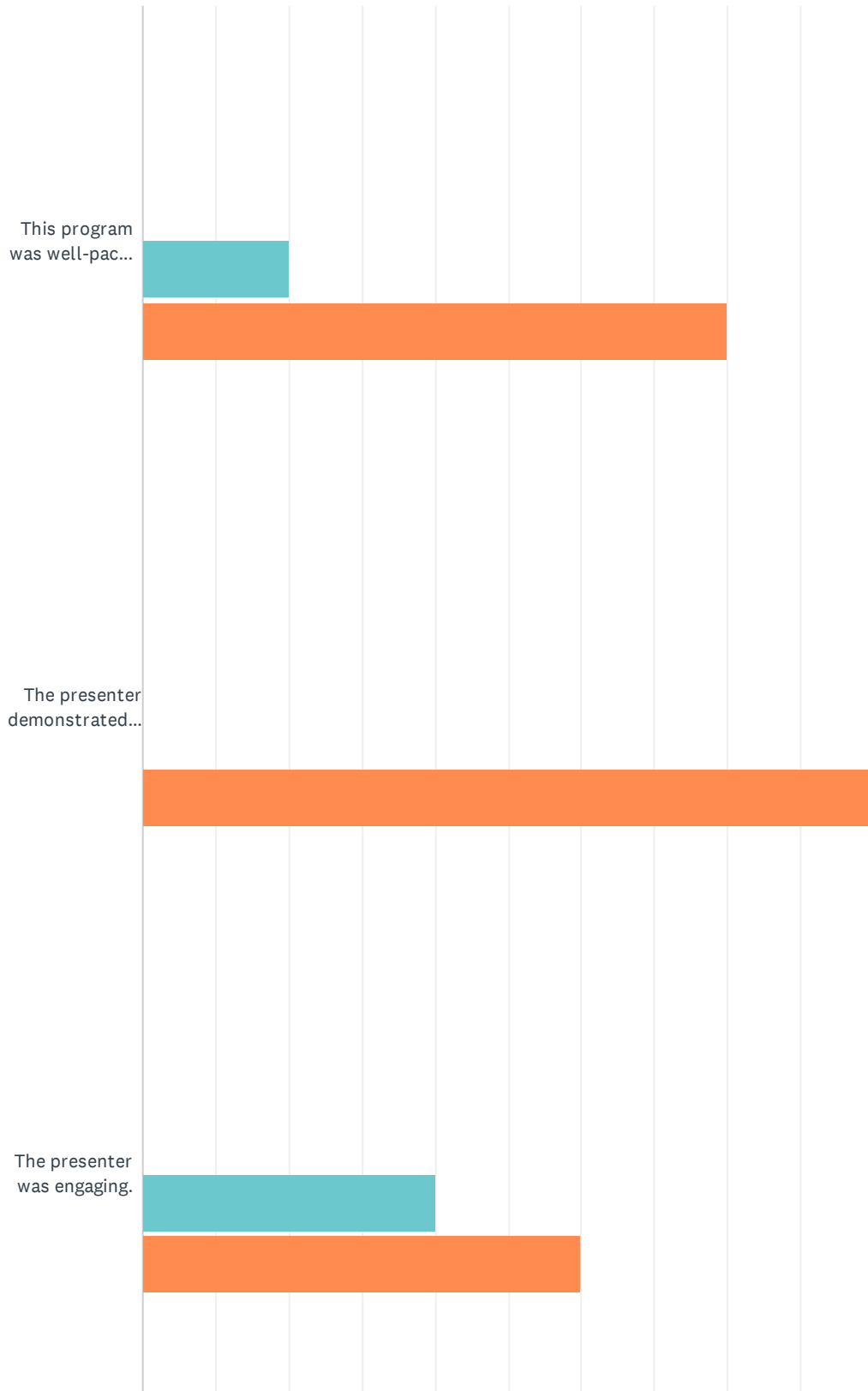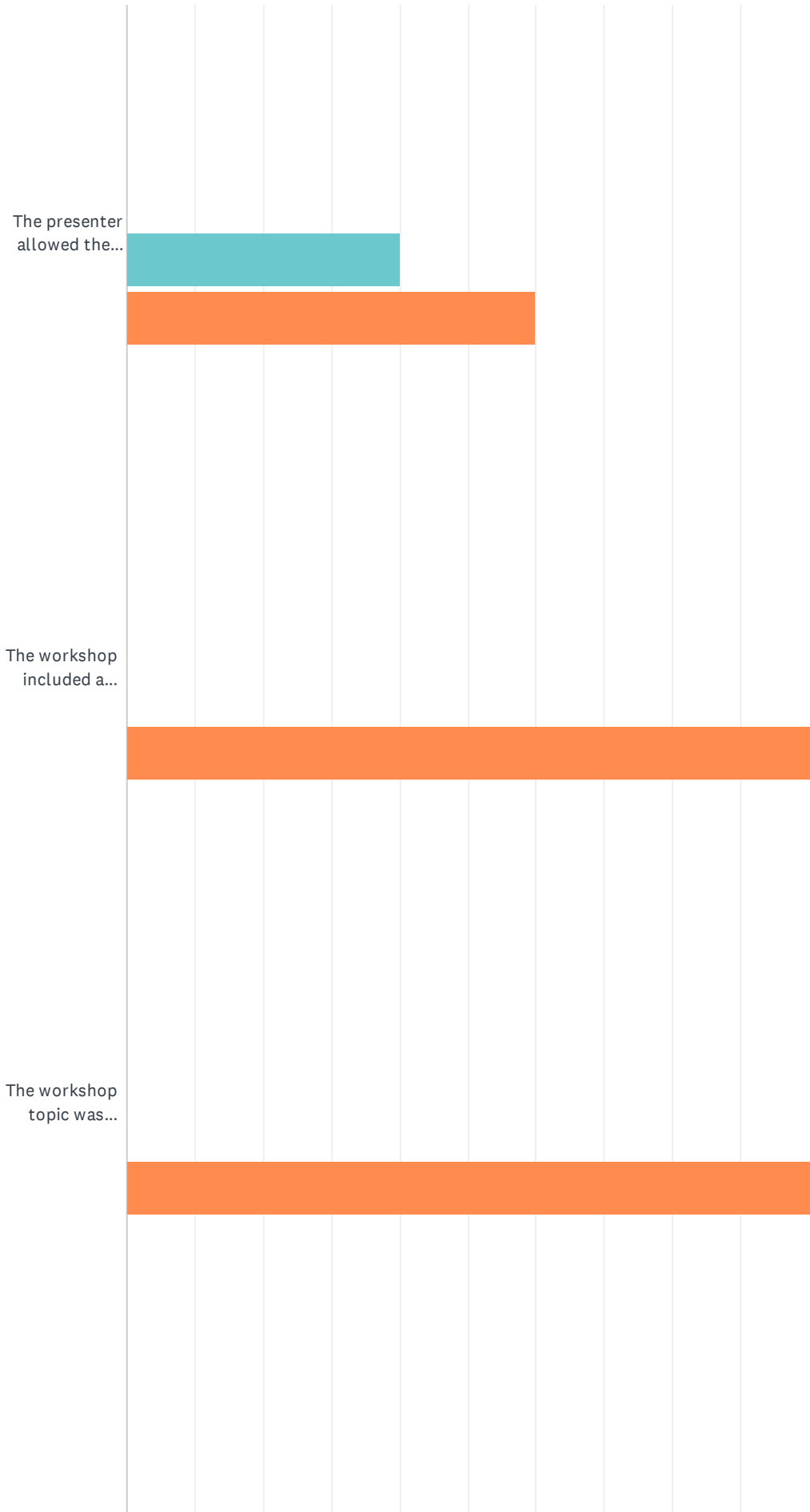
Gamification Workshop Survey March 7, 2023

The presenter
allowed the…

The workshop
included a…

The workshop
topic was…

Gamification Workshop Survey March 7, 2023

The presenter outlined…

The presenter met the…

The information…

The information…

Gamification Workshop Survey March 7, 2023

The information...

🟩 Strongly Di...	🔵 Disagree
🟡 Neither Agr...	🟦 Agree
🟧 Strongly Ag...	🟣 Not Applica...
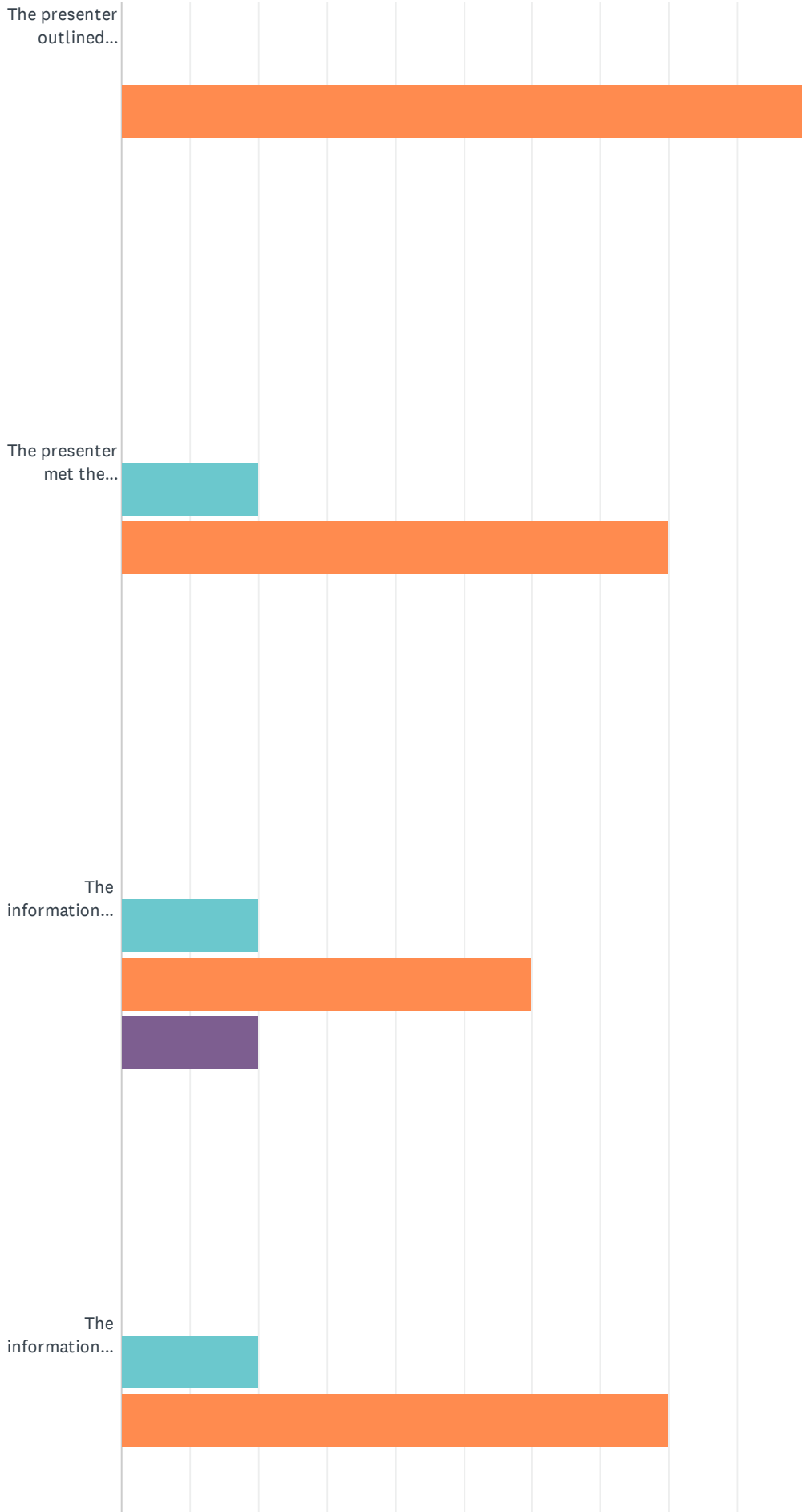
Gamification Workshop Survey March 7, 2023

	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE	NOT APPLICABLE	TOTAL
This program was well-paced and made good use of my time.	0.00% 0	0.00% 0	0.00% 0	20.00% 1	80.00% 4	0.00% 0	5
The presenter demonstrated subject matter expertise and knowledge.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 5	0.00% 0	5
The presenter was engaging.	0.00% 0	0.00% 0	0.00% 0	40.00% 2	60.00% 3	0.00% 0	5
The presenter allowed the right amount of time for discussion.	0.00% 0	0.00% 0	0.00% 0	40.00% 2	60.00% 3	0.00% 0	5
The workshop included a hands-on learning activity.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 5	0.00% 0	5
The workshop topic was delivered as promoted.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 5	0.00% 0	5
The presenter outlined objectives for the session.	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 5	0.00% 0	5
The presenter met the objectives as outlined.	0.00% 0	0.00% 0	0.00% 0	20.00% 1	80.00% 4	0.00% 0	5
The information presented during this workshop was well organized.	0.00% 0	0.00% 0	0.00% 0	20.00% 1	60.00% 3	20.00% 1	5
The information presented during this workshop is useful to my job.	0.00% 0	0.00% 0	0.00% 0	20.00% 1	80.00% 4	0.00% 0	5
The information presented during this workshop can be applied to my business.	0.00% 0	0.00% 0	0.00% 0	20.00% 1	80.00% 4	0.00% 0	5

Q4 Please rate the following aspects of the program as Excellent, Good, Fair, Poor or Terrible. Or if it does not apply to you, Not Applicable.
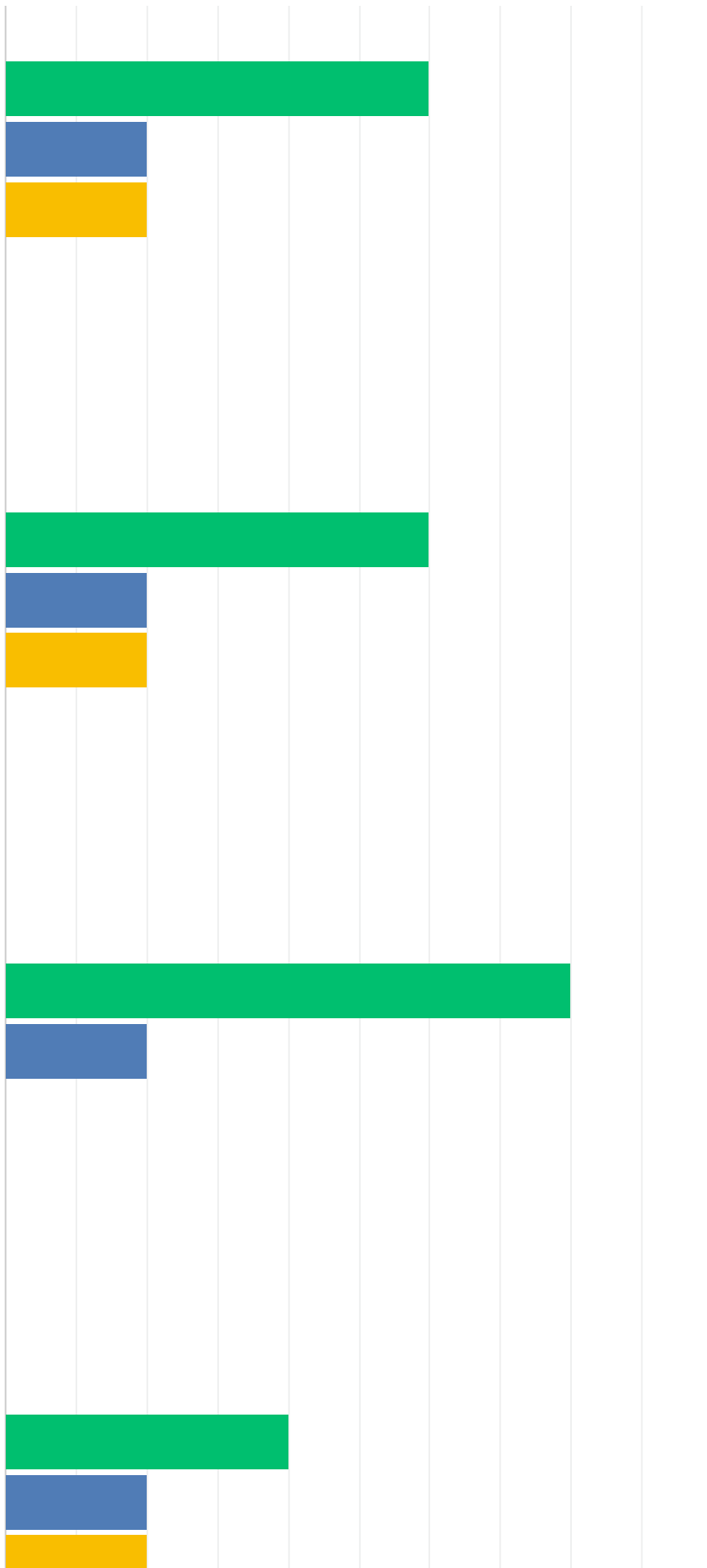
Answered: 5   Skipped: 0

Beverages

Snacks

Cost for
Program
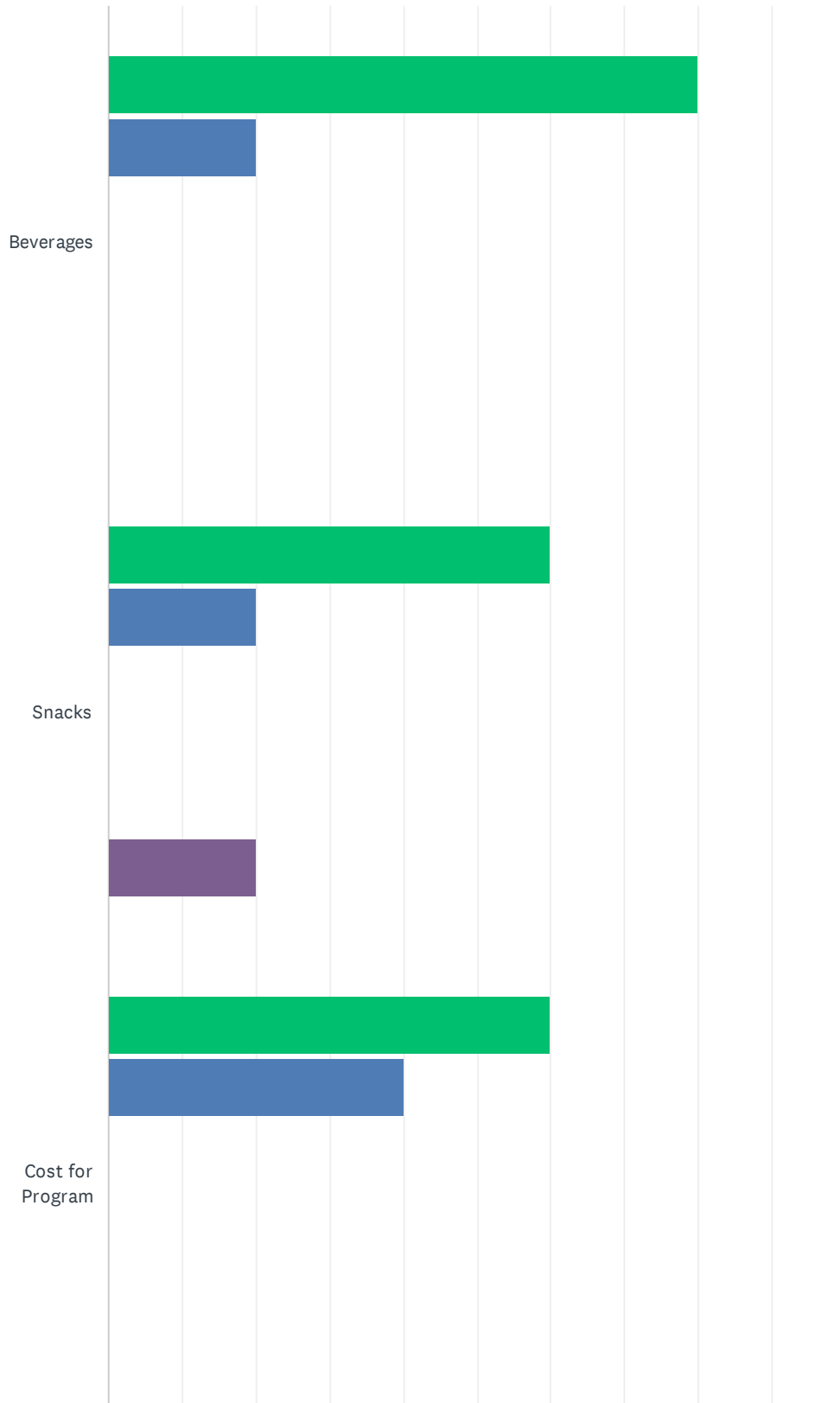
Gamification Workshop Survey March 7, 2023

Date: March 7, 2023 8am-4:30pm

Location: CBIZ Stinnett, 88...

Lunch Meal

Gamification Workshop Survey March 7, 2023

Online
registration...

Parking

Room Setup

Room
Temperature

Gamification Workshop Survey March 7, 2023

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

🟩 Excellent　🟦 Good　🟨 Fair　🟦 Poor
🟧 Terrible　🟪 Not Applica...

	EXCELLENT	GOOD	FAIR	POOR	TERRIBLE	NOT APPLICABLE	TOTAL
Beverages	80.00% 4	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5
Snacks	60.00% 3	20.00% 1	0.00% 0	0.00% 0	0.00% 0	20.00% 1	5
Cost for Program	60.00% 3	40.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5
Date: March 7, 2023 8am-4:30pm	60.00% 3	20.00% 1	20.00% 1	0.00% 0	0.00% 0	0.00% 0	5
Location: CBIZ Stinnett, 8811 S. Yale Avenue | Suite 300, Tulsa, OK 74137	60.00% 3	20.00% 1	20.00% 1	0.00% 0	0.00% 0	0.00% 0	5
Lunch Meal	80.00% 4	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5
Online registration process	40.00% 2	20.00% 1	20.00% 1	0.00% 0	0.00% 0	20.00% 1	5
Parking	80.00% 4	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5
Room Setup	100.00% 5	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5
Room Temperature	80.00% 4	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5

Q5 There are 3 levels to Sententia's Gamification Program - Level 1 Apprentice, Level 2 Journeyman and Level 3 Master Craftsman. Based on your experience at this Level 1 Apprentice Gamification workshop, would you plan to attend the Level 2 Journeyman Gamification workshop if one were scheduled by ATD Tulsa?

Answered: 5   Skipped: 0
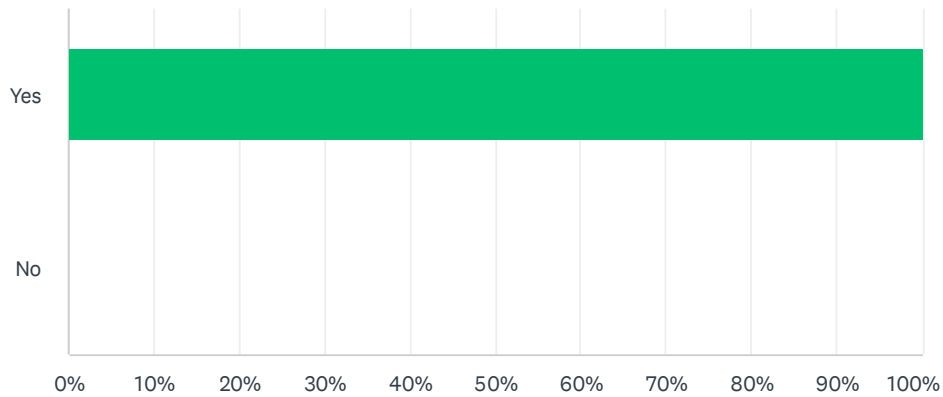
ANSWER CHOICES	RESPONSES	
Yes	100.00%	5
No	0.00%	0
TOTAL		5

Q6 Are there speakers, companies or organizations that you would like to have present at future ATD Tulsa program meetings or workshops? If yes, please list them.
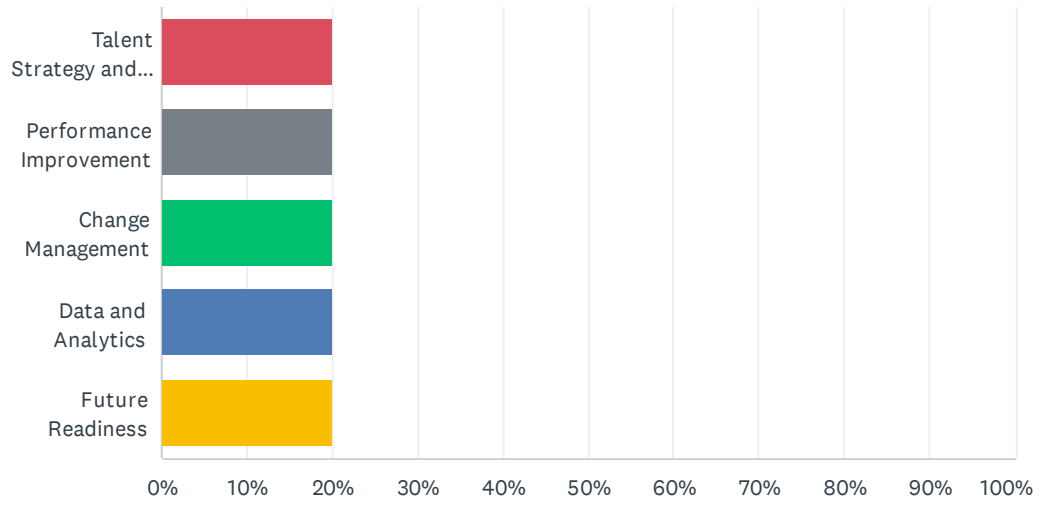
Answered: 1   Skipped: 4

Q7 Which of the following ATD Competency Model Areas of Expertise are you most interested in seeing presented? Check all that apply.

Answered: 5   Skipped: 0
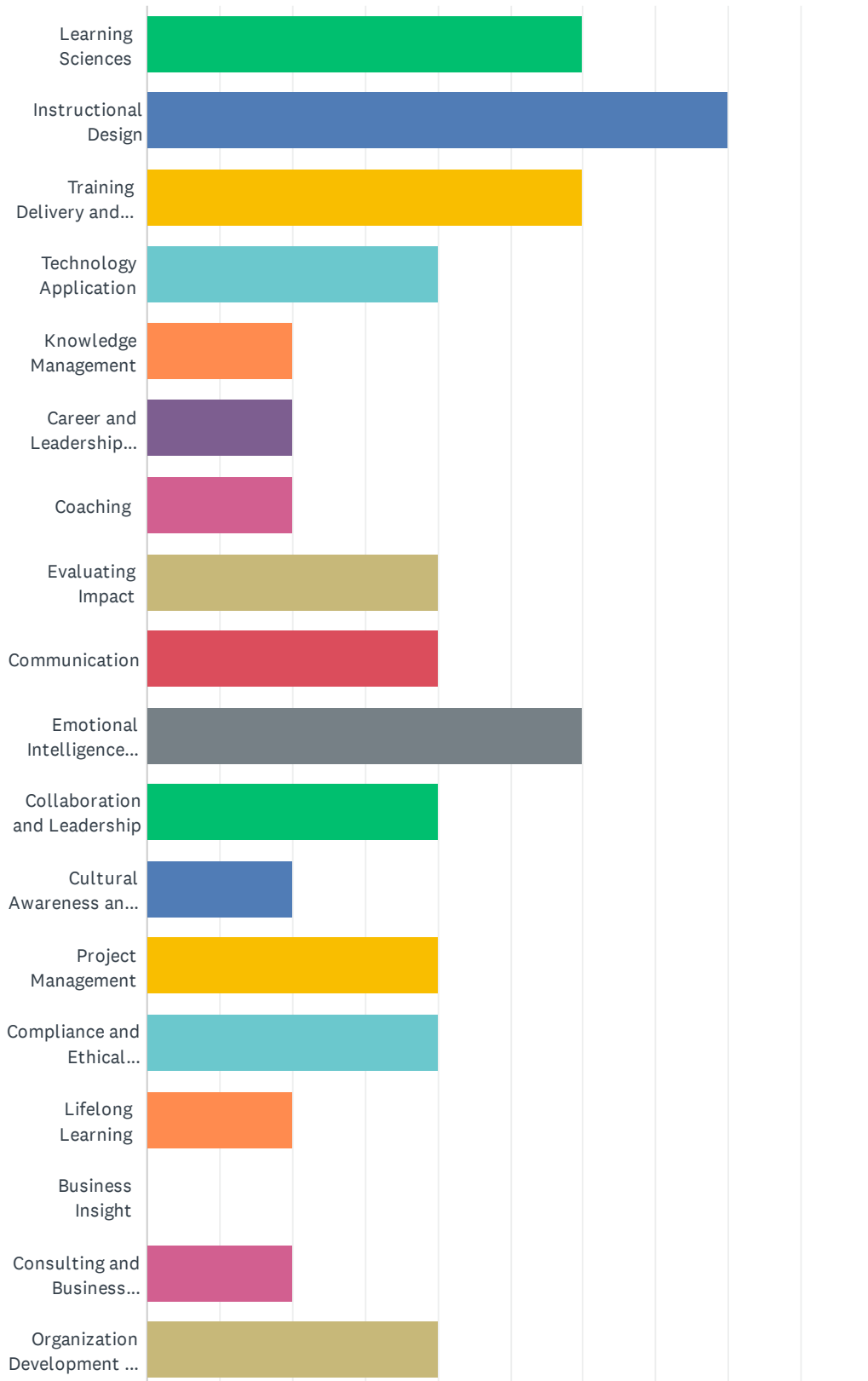
Gamification Workshop Survey March 7, 2023

Gamification Workshop Survey March 7, 2023

ANSWER CHOICES	RESPONSES	
Learning Sciences	60.00%	3
Instructional Design	80.00%	4
Training Delivery and Facilitation	60.00%	3
Technology Application	40.00%	2
Knowledge Management	20.00%	1
Career and Leadership Development	20.00%	1
Coaching	20.00%	1
Evaluating Impact	40.00%	2
Communication	40.00%	2
Emotional Intelligence and Decision Making	60.00%	3
Collaboration and Leadership	40.00%	2
Cultural Awareness and Inclusion	20.00%	1
Project Management	40.00%	2
Compliance and Ethical Behavior	40.00%	2
Lifelong Learning	20.00%	1
Business Insight	0.00%	0
Consulting and Business Partnering	20.00%	1
Organization Development and Culture	40.00%	2
Talent Strategy and Management	20.00%	1
Performance Improvement	20.00%	1
Change Management	20.00%	1
Data and Analytics	20.00%	1
Future Readiness	20.00%	1
Total Respondents: 5		

Q8 Do you have any questions, comments or concerns? (If you would like for us to respond directly, please include your preferred contact information.)

Answered: 0   Skipped: 5

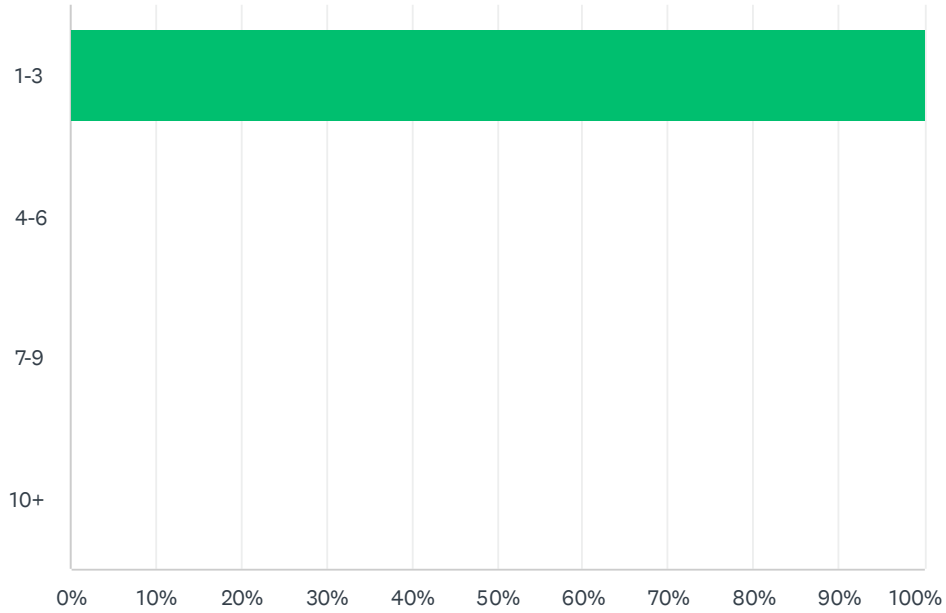## Q9 Was this the first time you attended an ATD Tulsa workshop?

Answered: 5   Skipped: 0
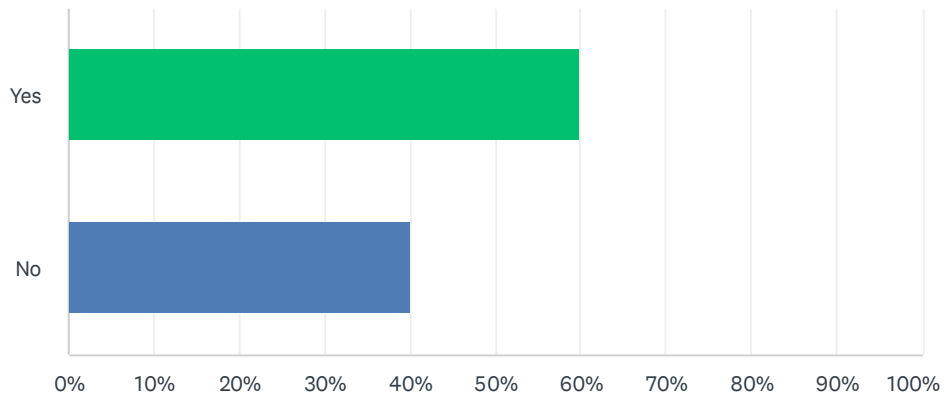
ANSWER CHOICES	RESPONSES	
Yes	60.00%	3
No	40.00%	2
TOTAL		5

Q10 If no, how many ATD Tulsa events have you attended in the last year?
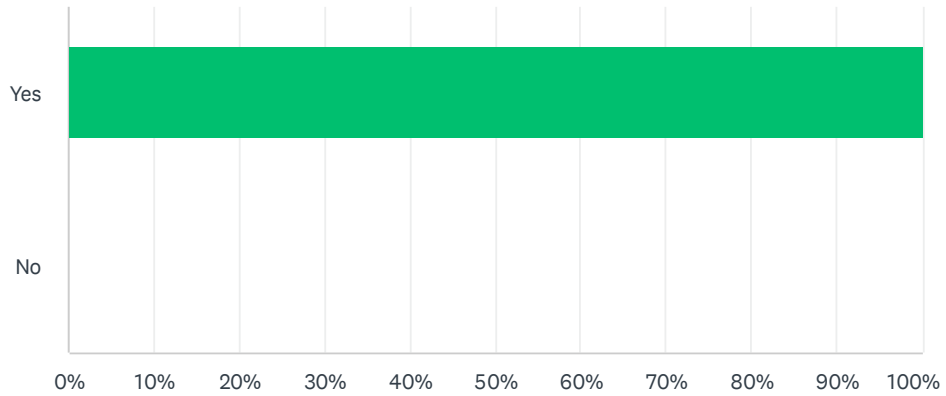
Answered: 2   Skipped: 3

ANSWER CHOICES	RESPONSES	
1-3	100.00%	2
4-6	0.00%	0
7-9	0.00%	0
10+	0.00%	0
TOTAL		2

Q11 Are you an ATD Tulsa member?

Answered: 5   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	100.00%	5
No	0.00%	0
TOTAL		5

APRIL MEMBERSHIP REPORT

As of March 31, 2023

Membership Data:

Members: 85 (+3)

Power Members: 45 (-2 test accounts)

Power Members Overdue: 13

Booth, Nick 62666147 NFS	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active December 31, 2022	ntbooth74136@yahoo.com Subscribed
Customer_tulsa, Test 53785704	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active February 28, 2023	test.customer.tulsa123@astd.org
Davis, Stacy 3928693 Bayshore Consulting	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active February 28, 2023	stacydavis1209@gmail.com Subscribed
Fanning, Myra 3576693 Koch Engineered Solutions Institute (KESI) - formally John Zink Institute	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active February 28, 2023	myra.fanning@kes.global Subscribed
Fuselier, Kevin 63648029	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active March 31, 2023	kfuselier@bokf.com Subscribed
Grover, Brett 51752856 Matrix Service Company	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active February 28, 2023	brettgrover@matrixservicecompany.com Subscribed
Krogull, Steve 63131198 University of Arkansas	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active February 28, 2023	steve.krogull@gmail.com Subscribed
Nightingale, Susan 53165982 Tulsa Technology Center	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active December 31, 2022	susan.nightingale@tulsatech.edu Subscribed
Norris, David 53602097 FlightSafety Textron Aviation	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active January 31, 2023	hatlad@yahoo.com Subscribed
Ratliff, Amy 53778061 QuikTrip Corporation	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active January 31, 2023	amyratliffsphr@yahoo.com Subscribed
Tedescucci, Matthew 48811610 TTCU Federal Credit Union	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active December 31, 2022	mtedescucci@ttcu.com Subscribed
Ward, Stu 50984416 Simple Tire	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active January 31, 2023	thetrainingbrit@gmail.com Subscribed
Williams, Jacqueline 53828852 CAP Tulsa	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active February 28, 2023	jrwilliams@captulsa.org Subscribed

Tulsa-only Members: 42 (+3)

Student Members: 2 (0)

Student Power Members: 0 (0)

% Power Members: 51.72% (+1%)

New Members as of 3/31/23: 3

Renewing Members as of 3/31/23: 2

Dismukes, Kyle 68701395 Milo's Tea Company	Joint/Power Member (ATD National AND Chapter Member) (Individual) Individual	Active June 30, 2023	kdismukes@drinkmilos.com Fully subscribed	March 24, 2023
Smith, Jeremy 41326077 Searching for New Opportunities ⭐ Administrator access granted: Full access	Chapter Member (Chapter Member Only) (Individual) Individual	Active March 16, 2024	jeremysmith213@gmail.com Subscribed to email blasts from administrator	March 17, 2023
Turek, Monika 68162153 HoganTaylor LLP	Chapter Member (Chapter Member Only) (Individual) Individual	Active March 20, 2024	mturek@hogantaylor.com Fully subscribed	March 20, 2023