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| Venue | Virtual (Zoom) |
| Facilitator | Alexander Salas |
| Note Taker | Lisa Anne Zoldi |
| To Do |  |
| Present | Alex Salas (President), Lisa Anne Zoldi (VP Communications), Zizo Aku (President Elect), Rosa Espinal-Perry (Past President), Kathy Akbari (VP Membership) |
| Absent | Kristina Grant (VP Finance) |
| Open Roles | VP of Business Development, VP of Programs |
| Next Meeting | July 14, 2020 @ 7pm. Meeting will be Virtual. A link will be provided in Slack. |

# **Call to order**

The regular board meeting of the ATD CFL chapter was called to order on June 9, 2020, at 7:04 pm by the President.

President proceeded with roll call to confirm attendees:

President Elect: Zizo Aku

Past-President: Rosa Espinal-Perry

VP Communications: Lisa Anne Zoldi

VP Membership – Kathy Akbari

**President report:**

Achievements this month:

* Sent email blasts for events and other comms
* Assisted and trained Lisa Anne as facilitator for webinars
* Redesigned website Volunhero page
* Adjusted strategy for rest of the year:
  + Half-Time Show Strategy: 6 months left of this year. We’re leading the way in digital encounters, but want to provide other opportunities for members. We’d like to have face-to-face encounters when it’s safe to do so. Membership numbers are going down. It might be affected by Corporate Memberships. People are still joining, but may not be feeling value of their membership. SIGs will be ideally every week for about an hour – informal discussions learning from each other. We need board members to be facilitators for these sessions. Must have multiple faces showing selves for seminars. Alex will start a SIG on eLearning design. Is it better to have this for members or for the whole public? Meetings on zoom might be capped to 100 participants. Starting next week from 6-7pm on Fridays Alex will have SIG on eLearning. He’d like to start this in July. Alex suggested Rosa do a job hunting SIG. In August, Alex will end the Off-the-Cuff episodes and will pass it off if anyone wants to take it over. In August, the annual survey has to be released. In September, the Strategic planning sessions will be released. ALC will be virtual this year in October. November could be the month to prep for WILD for next year. Then in December, we have Electronic Learning Week as well as a Holiday Party, which may or may not be face to face. The main thing to focus on is recruiting for next year’s volunteers and board members.
  + Today a campaign was launched on LinkedIn for VolunHeroes. It’s been redesigned. Typeform was edited; webpage was redesigned and a coordinator is needed for this. The VolunHeroes channel is integrated with Typeform so that it shows the data via Slack. The form asked people what they wanted to do. These people can be groomed for VP or Director roles. Some SIG ideas: Job-Hunting Skills, Virtual Facilitation; eLearning Design; Instructional Design; Coaching; Freelancing. The eLearning SIG will focus on problem-solving, perhaps with different software. Would like board members to conduct SIG’s at least one hour a month, if not one hour a week.
  + Going forward, some other methods of communication includes Typeform, Zencast and Crowdcast (live platform for streaming, like Zoom, but with more capabilities.) Typeform will be purchased by the chapter with a 40% discount, which is under $500. Zencast is a podcast software. Alex recommends a podcast to have informal conversations with members without the use of video. It’s a way to do content marketing. Zencast has different price points, starting with $12/month. Crowdcast starts at $16/month. This is good for 50 live attendees and anyone over that is paid per person.

Upcoming for next month:

* Establishing and managing the all new Super Interesting Groups (SIGs)
* Enable more interactive media i.e. podcasts, live streams
* Gamified strategy for engagement

Gave report on Finances since Kristina was absent. Report shows we have $7922.62 in account. We are not spending too much as a chapter right now.

**Past-President report:**

Mentioned that she is happy to lead the SIG for job-hunting and thinks this is a good way to present things from the chapter a slightly different way. Thinks podcasting and using Crowdcast is a good way to go. Might be able to do once a month so that once each week is a different SIG.

Achievements this month:

* Met w/Zizo to plan chapter virtual meeting scheduled for 6/11
* Spoke to various people about speaking for the chapter and have more meetings scheduled.
* Working on details with the following:
  + -Adrian La Sala
  + -Patrick Michaels
  + -Chris Coladonato
  + - Jeremy Royster Currently scheduled
  + - Jason Raimondi for 6/24

Upcoming for next month:

* Continuing to reach out to potential speakers and recruit volunteers.

**President Elect report:**

* Developing a 2021 strategy with Rosa. Rosa mentioned about handling programs if we can’t get anyone out there.
* Event on Thursday --- developing presentation for that.
* Likes SIG idea – can help out with Facilitation one.
* CPTD session being held tomorrow night. Perhaps can run a SIG on this.

**VP of Communication report:**

Achievements this month:

* Blog creation and publication for the month of May.
* Facilitated digital encounter, “Selling to the Seller” with Roger Grannis.
* Updated events page with newly created webinars.
* Updated digital encounters page so members can watch previously recorded webinars.
* Received further training on Wild Apricot.
* Typed up “how to” sheet for facilitating digital encounters.
* Typeform creation for board member accomplishments for current month.
* Take minutes of Board meeting and publish.

Upcoming for next month:

* Compiling results of survey and sharing with group to determine future learning topics.
* Blog creation and publication for month of June.
* Typeform creation for board member accomplishments for next month.
* Facilitating webinars.

**VP of Membership report:**

* Can’t commit to a weekly SIG, but might be able to do something on Saturdays most likely every other month and do a coffee event making it more social. L&D doesn’t really have this, but IT does. Jason doing something for career source. Kathy would like to see something from the chapter for the Black Lives Matter movement to show support. According to Alex, we have to find out what the ATD organization supports and then the chapter can follow suit. Rosa mentioned that Tony Bingham, the CEO from TD posted a statement regarding this on the TD website.
* If there is not a VP of membership for next year, Kathy will help out in the capacity she can.
* Membership numbers are 270 members right now.

**Motions**

# President called for any motions.

# Kathy Akbari raised the motion to adjourn meeting, seconded by Alex Salas and Zizo Aku.

# **Adjournment**

Meeting adjourned at 7:52 pm.

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| Please review these notes and approve via the Slack channel by typing your name, role, and Board Meeting (Month) Approved. Ex: John Doe, VP of (Role), June Board Meeting Notes Approved. | | |
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