**ATD Bay Colonies**

Monthly Board Meeting Minutes

October 6, 2023 | 8:30AM - 10:00AM

**Attendees:** Catherine, Miko, Brian, Peter, Lisa, Rod, Elizabeth, Heather, Michael, Dayne

**Call to order:** 8:34AM

**Approval of minutes:**  Lisa and Peter

* Cultivating Sponsorship Relations (Michael/Heather - 10)
  + Speaker shared a creative way to utilize sponsorships through leveraging ChatCPT
  + Connect with other chapters to see how they do it; do they have a sponsorship sheet we could reference
  + Needs to be simple
  + What’s important to us - be clear on our expectations for how we can use sponsorships (membership, engagements, space, monetary)
  + **Sponsorship Committee** - Michael, Heather, Rod, Peter
* Business Outreach Update (Rod - 10)
  + Put together a plan to reach out to corporate organizations
  + Connecting with IGT next week
  + Communication: Will be sending out email blasts to these organizations to share benefits and advantages of becoming a member
  + Goal of a corporate membership - increase membership & revenue - potential to have events onsite
    - “We’d like to invite your learning organization to become a member”
    - *Change membership to engagement??*
  + Look into creating “lists” in WA for sending out specific types of email blasts; ability to categorize based on specific fields
  + **Next steps:** start small with the contacts that we already have and send out email next week
    - Bullet or have link to additional opportunities (Employee learning week, lunch & learns, etc.)
* Distribution list for archived members?
* Project Review (Brian - 35)
  + [Project Tracker](https://docs.google.com/spreadsheets/d/1GLpbL5ZlEcdvaddwqxUHRYng9Aj8H9lW/edit?usp=drive_link&ouid=112267847912576501568&rtpof=true&sd=true)
    - Name Change
    - CARE Report
    - Operating Plan
    - Employee Learning Week
      * [Employee Learning Week](https://www.td.org/about/employee-learning-week?lid=nv2chg1f63ro)
      * Promote general learning; L&D and ID education;
      * Share real word examples of employee learning (Susan from Citizens - Chief of HR)

**October Event | New England Area Conference**

10/20 (Great Wolf Lodge, Fitchburg MA)

* POC: Board
  + Event: NEAC (promote this event for members)
  + Raffle Basket - NEAC Chapter Display
    - Look into items
  + ATD Bay Colonies Booth
    - ATD swag
    - Learnapalooza sign at booth - need an easel / print on matte board
    - Will need someone stationed at the table
  + NEAC schedule will be going live this week

**October BSL Event |** 10/27 @ 12:00 - 1:00PM

* POC: Catherine Thenault
* Topic: Storytelling
* Update Project Tracker

**Updates (All - 25):**

* **Finances** - All reports are located on the Google Drive; doing a spreadsheet analysis to review revenue for the different events; still working on the budget for 2023-2024
* **Member Engagement** - no updates
* **Communications** - newsletter templates discrepancy; add new ChatGPT link to newsletter for November
* **Marketing -** no updates; up to about 414 followers on LinkedIn
* **Data & Analytics** - email response rate is highest in the first week of being sent; NEAC announcement email is the highest open rate (46%). Sept. Networking event rated 5/5.
* **Operations** - no updates
* **Professional Development** - programming is on track; will be focusing on the Charity & Cheer event
* **Org. Strategy** - no updates

**Upcoming Dates:**

* 10/20 - NEAC
* 10/27 - BSL: Storytelling
* 11/3 - Board Meeting
* 11/8 - ChatGPT for L&D (virtual) [Need Event Planner details updated](https://docs.google.com/document/u/0/d/1cd0SRPfwJkxGonQPPNapHGeAcUn1S_WEVejhzdYU1II/edit)
* 11/13 - NAC Area Call

**Meeting adjourned:** 10:00AM