



**GREATER CINCINNATI  
CHAPTER**

**Association for  
Talent Development**

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# **GREATER CINCINNATI ATD ANNUAL REPORT**



# 2020

# LETTER FROM THE PRESIDENT

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As we all know, 2020 was a year like no other. Our 2020 goals focused on increasing member and volunteer engagement and optimizing operational excellence in an effort to accomplish our strategic imperative of providing value. Due to the work of our Board and dedicated volunteers we were able to be nimble by modifying our goals, postponing our Annual Fall Conference and offering virtual only Professional Development and Special Interest Group events. Despite the challenges of a pandemic, bouts of social injustice and unrest, and a challenging election, our chapter was able to continue to provide value to our members while maintaining safe protocols.

Below are a few highlights from the year:

- Our Strategic Partnership team launched our new Learning Technology Special Interest Group and helped to garner us SOS (Share Our Success) recognition for our Sponsorship Program.
- Our Marketing/Communications Team, coupled with support from Betsy Young (paid Chapter admin) migrated the Board to G-Suite with Gmail email addresses and the use of Google Drive for document storage.
- Our Professional Development Team and Special Interest Groups (SIG) hosted a combined 30+ learning events, including a just in time Diversity and Inclusion Panel discussion.
- Our Board contracted our new bookkeeper, Kevin Mullen, when our previous bookkeeper announced her retirement.

We are beyond grateful for our volunteers who remained committed to the chapter despite their own personal challenges in 2020. Their drive, dedication and enthusiasm is commendable. We'd love to have you join any of our committees as we plan for 2021 under our new leader, Kristie Schoonover, and our 2021 board members. If you are interested in joining our team, please let me know. We look forward to hearing from you and working with and for you.

## Michele Miller

CHAPTER PRESIDENT/GCATD

# 2020 GCATD BOARD OF DIRECTORS

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**Michele Miller**

President



**Mary Tettenhorst**

Past President



**John Carter**

VP, PROFESSIONAL DEVELOPMENT



**Kristen Schoonover**

VP, MARKETING & COMMUNICATION



**Jennifer Fishwick**

VP, MEMBERSHIP



**Pam Nintrup**

VP, STRATEGIC PARTNERS

# 2020

# VOLUNTEERS

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## Chapter Ambassador

Amy Sparks

## Learning Leaders SIG Convener

Leah Cridlin

## Membership Committee

Alex Bowden

Anna Schumacher

## Coaching SIG Convener

Cindy Weingartner

Michelle Lund

## Marketing Committee

Heidi Lattire

Zac Ryland

## Learning Technology Convener

Lisa Nicholson

## 2020 Conference Committee

Pam Nintrup, Chair

Betsy Young, Conference

Administrator

Michelle Lund

Lisa Nicholson

Laurel Sharp

Cindy Weingarten

Michelle Zwelling

Glenna Stricklett

Russ McMahon

## OD SIG Convener

Paul Bozik

## Dayton GIG Conveners

Bob Riess

Jonathan Wilson

## Professional Development Committee

Marvin DeJean

Sue Schindler

Nina Talley

Rochelle Thompson

# FINANCIAL REPORT

Income	
Membership	\$ 11,486
Monthly Programs	\$ 4,874
Dayton	\$ 0
Conference	\$ 1,385
Chapter SIGs	\$ 0
Special Programs	\$ 0
Interest	\$ 8
<b>Total</b>	<b>\$ 18,273</b>

Expenses	
Membership	\$ 1,576
Monthly Programs	\$ 2,834
Dayton	\$ 83
Conference	\$ 2,304
Chapter SIGs	\$ 1,937
Communications	\$ 6,473
President's Expenses	\$ 5,527
Treasurer's Expenses	\$ 4,808
Special Workshop	\$ 308
<b>Total</b>	<b>\$ 25,852</b>



**Total ChIP Earnings: \$3,541\***

chapter incentive program

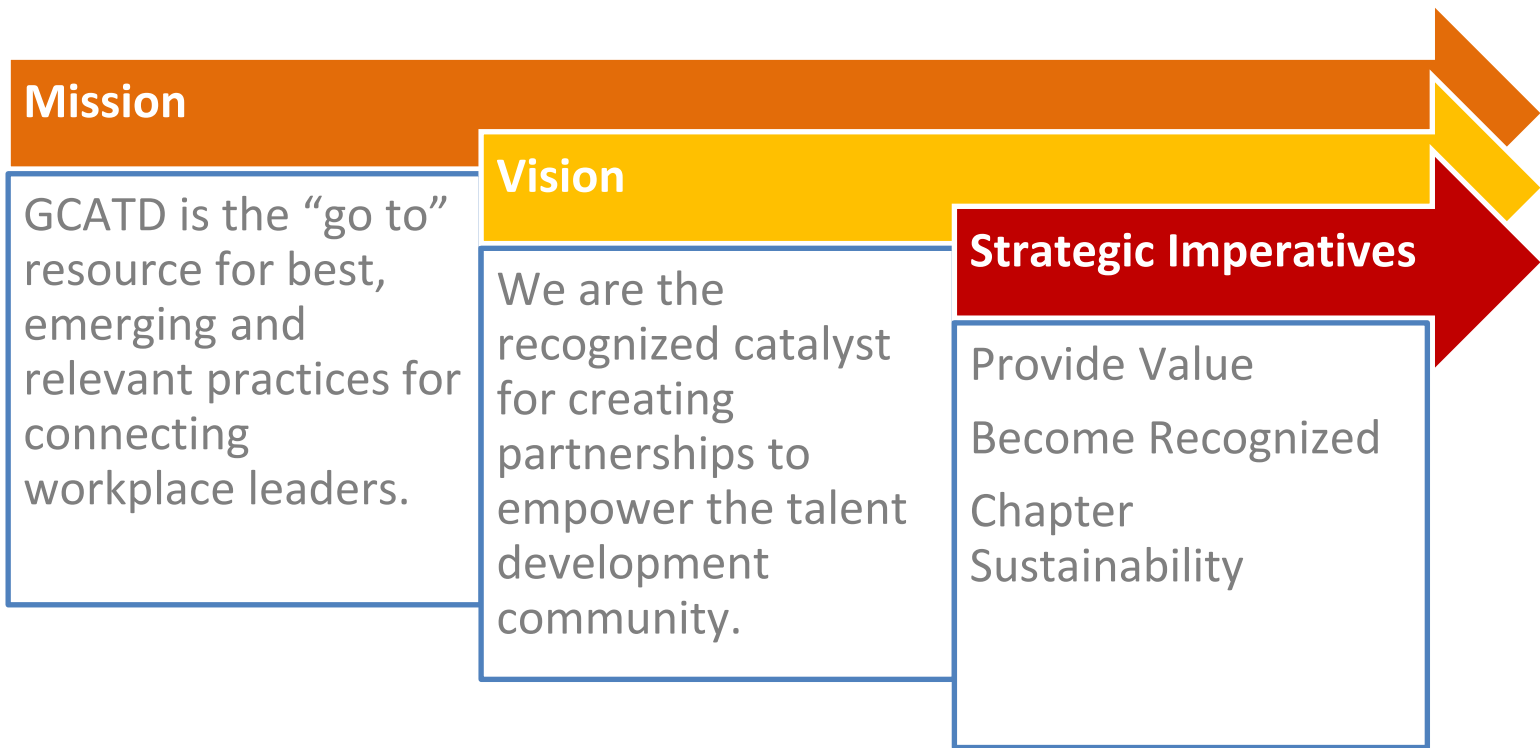
\*Included in Membership Income

ATD's Chapter Incentive Program ensures that that GCATD receives revenue when GCATD members purchase ATD products, members, conferences or program registrations using ChIP code CH3044. This money can be reinvested in local programming to support talent development professionals in Greater Cincinnati.

## WHAT DO GCATD EXPENSES INCLUDE?

Presidents Expenses include a variety of expenses including paid administrative support, volunteer awards/recognition and travel/registration for ATD's National Chapter Leadership Conference (ALC). At ALC, Chapter Leaders from across the country gather to develop leadership skills and benchmark best practices for running effective chapters. Treasurers Expenses is largely made up of credit card fees. The largest expense for both Monthly Programs and Conference are facility and food.

# ANNUAL GOALS



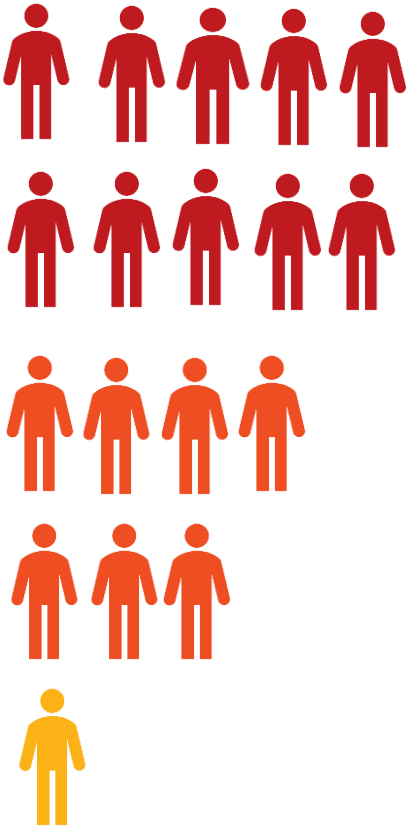
Goal	Owner	Status
Establish strategic nomination/ succession planning Process	Chapter Administration	In Progress
Create onboarding plan for volunteers	Chapter Administration	In Progress
Update Bylaws	Chapter Administration	In Progress
Craft SOPs for various administrative projects, i.e., CARE, goal setting, etc.	Chapter Administration	In Progress
Hold at least seven learning events, three of which provide CEU's; At least one collaboration with another professional orgs in greater Cincy	Professional Development	Complete
Reach out to at least one higher ed school to invite to our learning events	Professional Development	Complete

# ANNUAL GOALS

Goal	Owner	Status
Hold one learning event at a local college or university	Professional Development	On Hold (COVID)
Increase committee by at least 2 members	Professional Development	In Progress - Added One
Create operations manual to assist with future planning (ex. Venue list, documented processes, etc.) of learning events by the June 30	Professional Development	Completed
Conference goals: 200 + Attendees; 16 Sponsors; Profit \$10,850; Feedback 4.2/5 stars	Strategic Partnerships	PostPoned (COVID)
Add one new SIG	Strategic Partnerships	Completed - Learning Technologies
Add 2 EAB Members	Strategic Partnerships	Completed
Submit one SOS	Strategic Partnerships	Completed
Create consistent onboarding process for new members	Membership	In Progress
Have at least 5 members in membership committee	Membership	In Progress
Create membership scorecard	Membership	In Progress
Develop communications specific to members who receive membership as part of conference registration outlining benefits	Marketing/Communication	Not Started
Collect picture, quotes, and or testimonials for each event	Marketing/Communication	On Going
Create guidelines for other board members on what to collect when we are unable to attend	Marketing/Communication	Completed
Align on G-Suite or similar service by 7/16	Marketing/Communication	Completed
Begin using Hootsuite again and have regular targeted messages being sent by mid-year	Marketing/Communication	In Progress

# MEMBERSHIP

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## CHAPTER MEMBERS



## POWER OF TWO MEMBERS



## STUDENT MEMBERS



**174 Members as of 12/31/2020**

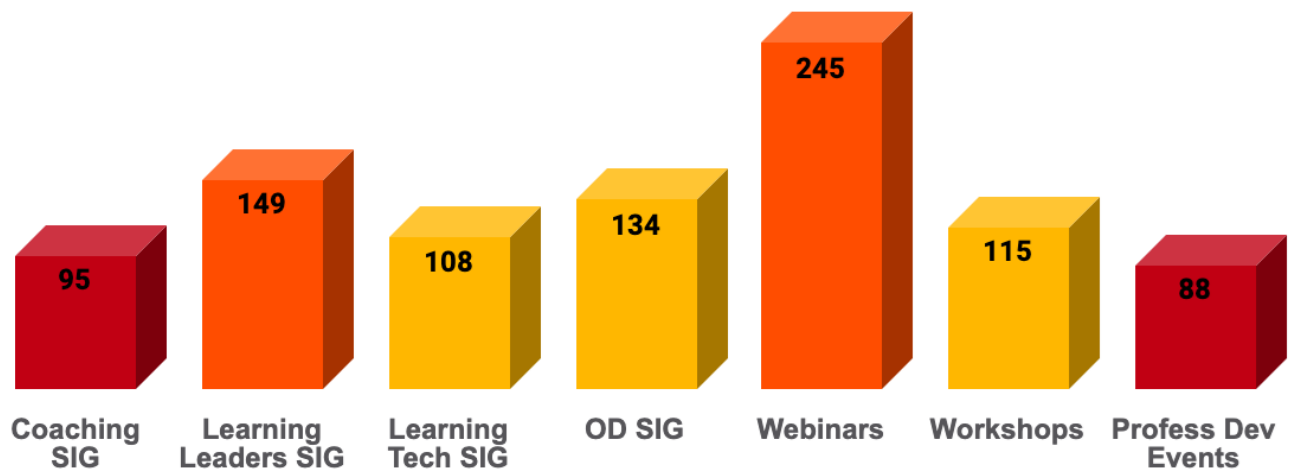
“It's the only resource that I have to really tap into what Talent Development looks like and how to make an impact.”



# CHAPTER

# ACTIVITIES

### Total Attendance by Program Type



“GCATD’s Coaching SIG provides me with great opportunities to learn from industry experts to enhance my coaching skills, build relationships with others passionate about coaching, and participate in meaningful group discussion.”

“Every month, I look forward to attending the Learning Leaders SIG where issues are discussed among local learning professionals.”

“Volunteering for GCATD gives me a chance to give back to an organization that allows me to build relationships with other like minded people that love training and developing the teams around them.”