



**GREATER CINCINNATI
CHAPTER**

**Association for
Talent Development**

GREATER CINCINNATI ATD ANNUAL REPORT



2021

LETTER FROM THE PRESIDENT



2021 wasn't quite the year we had all expected, but despite the headwinds we had a lot of success as a chapter. Our 2021 goals focused on Membership Engagement and Value Proposition. Our Board and volunteers worked together to set actionable, yet challenging goals to ensure we were creating and communicating the right content to you, our members. While we had hoped to spend more time together in person, we still had many collaborative sessions during our Special Interest Group (SIG) meetings and Professional Development events. We were able to hold our Annual Fall Conference and an in person networking event in December.

Below are a few more highlights from the year:

- We recorded our first podcast in 2021, to be launched in 2022
- We added 2 additional chapters to our collaborative offerings
- We launched a Discussion Board on our website for members to seek advice from each other
- We continued to grow our membership
- We grew our Executive Advisory Board

Everything we have accomplished and will accomplish is not possible without our members and volunteers. At each event I attend, I go knowing I will learn something from my peers. I'm grateful for the wonderful community of support we have built. Our volunteers help to keep everything moving forward – from the events, to the planning, to the communication, etc. Our accomplishments would not be possible without our volunteers. We would love to have you join any of our committees as we plan for 2022. If you're interested in joining our team, please let me know. We look forward to hearing from you and working with and for you.

Kristie Schoonover

CHAPTER PRESIDENT/GCATD

2021 GCATD BOARD OF DIRECTORS



Kristie Schoonover
PRESIDENT



Michele Miller
PAST PRESIDENT



John Carter
VP, PROF DEVELOPMENT



Heidi Lattire
VP, MARKETING



Bill Jamison
VP, MEMBERSHIP



Pam Nintrup
VP, STRATEGIC
PARTNERSHIPS

2021

VOLUNTEERS

Membership Committee

Nathan Hatfield

Marketing Committee

Yvonne Dunphe

2021 Conference Committee

Pam Nintrup, Chair
Betsy Young, Conference Administrator
Michelle Lund
Lisa Nicholson
Laurel Sharp
Cindy Weingarten
Michelle Zwelling
Rochelle Thompson

Professional Development Committee

Joe Spitzig
Garlene Staton
Susan Mantos
LeLand Coxe
Katie Schweiter

Learning Leaders SIG Convener

Leah Cridlin

Coaching SIG Convener

Cindy Weingartner
Michelle Lund

Learning Technology Convener

Lisa Nicholson
Kim Breese

OD SIG Convener

Paul Bozik

Dayton GIG Conveners

Bob Riess
Jonathan Wilson

FINANCIAL REPORT

Income		
Membership	\$	11,128
Monthly Programs	\$	260
Conference	\$	23,686
Chapter SIGs	\$	190
Special Programs	\$	0
Interest	\$	7
Total	\$	35,271

Expenses		
Membership	\$	3,842
Monthly Programs	\$	69
Conference	\$	15,209
Chapter SIGs	\$	1,476
Communications	\$	5,524
President's Expenses	\$	3,839
Treasurer's Expenses	\$	6,336
Special Workshop	\$	750
Total	\$	37,045



Total ChIP Earnings: \$4,968*

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

Mission

GCATD is the “go to” resource for best, emerging and relevant practices for connecting workplace leaders.

Vision

We are the recognized catalyst for creating partnerships to empower the talent development community.

Strategic Imperatives

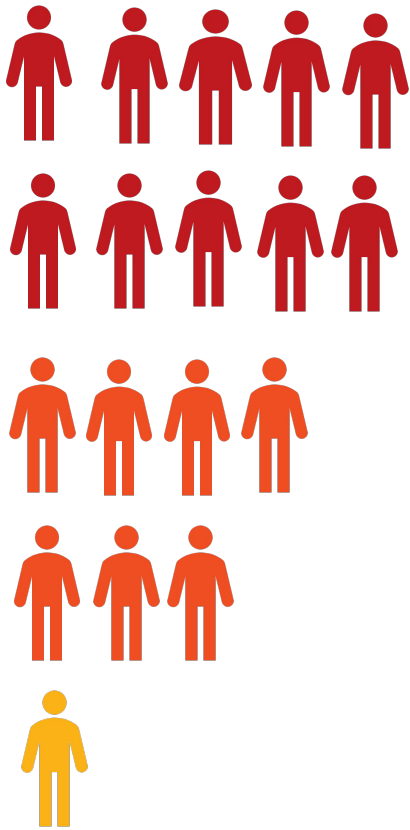
Provide Value
Become Recognized
Chapter
Sustainability

Goal	Owner	Status
Establish strategic nomination / succession planning process	Chapter Administration	Complete
Create onboarding plan for volunteers	Chapter Administration	Complete
Craft SOPs for various administrative projects, i.e., CARE, goal setting, etc	Chapter Administration	In Progress
Maintain 4 SIGs. Identify successors and/or backups for SIG leaders	Strategic Partnerships	In Progress
Add 1 new EAB member	Strategic Partnerships	Complete
Submit Conference SOS (October)	Strategic Partnerships	N/A

ANNUAL GOALS

Goal	Owner	Status
Hold at least nine learning events, three of which provide CEUs	Professional Development	Complete
Hold at least one collaboration event with another professional org in greater Cincinnati	Professional Development	Complete
Add 2 more chapters to our collaborative offering (started with 6)	Professional Development	Completed
Deliver 3 brief podcasts on relevant topics	Professional Development	In Progress
Establish resources for lifelong learning on the website and LinkedIn	Professional Development	In Progress
Hold one learning event in partnership with a local-based non-profit (with a low budget)	Professional Development	Completed
Focus on increasing our LinkedIn presence by increasing the amount of shares and likes to our posts	Marketing	Completed
Develop more robust "Members Only" content with Membership on our website	Marketing	In Progress
Create Marketing Templates to help Betsy send out more eye catching emails to increase attendance	Marketing	Completed
Drive membership growth by designing an outreach campaign in partnership with Mar-Com to engage lapsed/former members via email and call.	Membership	In Progress
Add value to new members and drive volunteer registrations by implementing formal, new member 1:1 calls to better personalize and connect with new registrations.	Membership	In Progress
Increase membership growth by hosting an "open-house" event where new and potential members can learn more about what we offer and the value of GCATD membership.	Membership	Completed

MEMBERSHIP



CHAPTER MEMBERS

99

POWER OF TWO MEMBERS

87

STUDENT MEMBERS

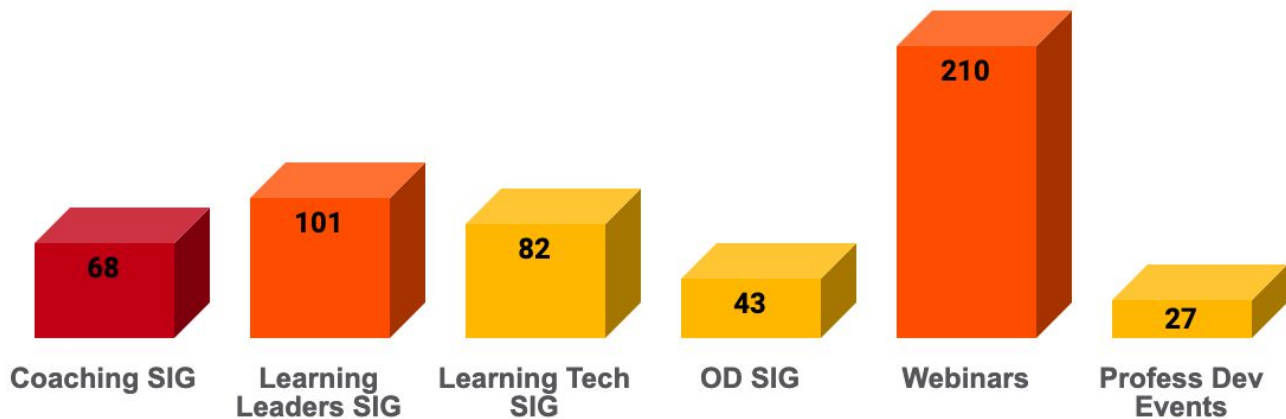
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187 Members as of 12/31/2021

CHAPTER

ACTIVITIES

Total Attendance by Program Type



"Lots of options to attend events, virtual learning opportunities (webinars), annual conference. All speakers do a fantastic job and I always walk away learning something!"

"Connecting with new people and other local thought leaders in this space and listening to their perspectives and ideas has been engaging and helpful in a variety of ways."

"Being a part of our SIG group, with guest speakers and topics that are meaningful, has been a great value."