

# 2022 ATD Austin Strategic Planning Worksheet

The ATD Austin strategic plan aligns with the 6 components of the ATD [Chapter Affiliation Requirements \(CARE\)](#).



Board of Directors (Pres/P.Pres/P.Elect) [go](#)



Finance (Finance/Admin) [go](#)



Programming (Prog./Logistics) [go](#)



Governance (Pres/P.Pres/P.Elect) [go](#)



Membership (Recruit/Retention) [go](#)



Communication (Comm./Mktg.) [go](#)

(Floaters: Technology, Administration)

## Instructions:

1. Locate the section for your area of responsibility.
2. Enter your 2022 goals
  - a. At least two goals must meet CARE + requirements
  - b. Have one optional “stretch” goal
  - c. For each goal, define the strategies or tasks that will help to achieve the goal.
3. Estimate the income or expense (if any) to complete each strategy or task.
4. Enter a Due Date for when you expect to complete each goal.
5. Be prepared to explain your strategy for achieving each goal and budget estimate to board.

Goals			Strategies/Tasks		Budget Line	Estimated Cost	Due Date
A1	Related to CARE+	Recruitment Strategy: Chapter has a volunteer recruitment strategy in place for positions that support board work.	A1.1	Add VP of Technology to Board	6020/Conf. Reg. Fees	\$600 to cover ALC attendance	February
			A1.2	Create a volunteer application on the website	N/A	\$0	February
			A1.3	Maintain an archive of engaged event volunteers who may be a good fit for leadership positions	N/A	\$0	Ongoing
A2	Stretch	Expand our Partnerships and partner-related activities and throughout the Region	A2.1	President to form relationships with chapters in the region	n/a	n/a	Ongoing
			A2.2	Pres. and Pres-Elect to attend NAC calls, ALC and regional events, as budget allows	6020	\$1,200 to cover ALC attendance	November
A3	Related to CARE+	Create an onboarding process for new board members	A3.3	Create a shared drive folder containing important documents for new board members	n/a	n/a	March

*Goals should be Specific, Measurable, Attainable, Relevant, and Time-Based* [Review CARE + Matrix](#)

## Board of Directors

Primary: President, President-Elect, Past President, Director At-Large

*Objective: Ensure operational success*

### CARE Foundations:

1. Board Meetings: Chapter board meets at least once per quarter.
2. Board Roster: Chapter submits an incoming board roster in Excel template.
3. Professional Development: Chapter board members maintain Power Membership (joint chapter/ATD national membership).
4. Position Descriptions: Chapter maintains written position descriptions for elected members.

**Governance**  
 Primary: Primary: President, President-Elect, Past President  
 Objective:

**CARE Foundations:**

1. Operating Plan: Chapter creates and submits an operational plan for the coming year.
2. Governing Documents: The chapter’s mission, vision, and bylaws align with those of ATD, and the chapter meets the ATD branding guidelines. (For 2020, all chapters are required to submit current bylaws.)
3. Government Reporting Requirements: Chapter complies with federal and state reporting requirements. Submission of 990/990-N filings to chapter services is required.
4. Board Selection: Chapter members participate in the nomination or election of the chapter board.

Goals			Strategies/Tasks		Budget Line	Estimated Cost	Due Date
B1	Related to CARE+	Bylaws Review: Chapter board annually reviews its bylaws, including a review of the bylaws as part of board member onboarding.	B1.1	Set up bylaws review session for the board; review importance of bylaws	n/a	n/a	January
			B1.2	When onboarding new board members, include a copy of the chapter’s bylaws in their onboarding documents.	n/a	n/a	Ongoing
B2	Related to CARE+	Board Transparency: Chapter makes board meeting minutes and summaries available to members.	B2.1	Create a meeting minutes template and assign a board member to take meeting minutes.	n/a	n/a	January
			B2.1	Post the meeting minutes on the shared Google drive, or make them available upon request.	n/a	n/a	Quarterly
			B2.1	Announce upcoming in-person board meetings 30 days prior in General Slack channel	n/a	n/a	Quarterly

*Goals should be Specific, Measurable, Attainable, Relevant, and Time-Based*    [Review CARE + Matrix](#)

## Finance

Primary: Finance, Admin

Objective:

### CARE Foundations:

1. Budget: The chapter board develops and approves an annual operating budget and makes it available to members.
2. Financial Documents: Chapter submits most recent yearly balance sheet.
3. Financial Documents: Chapter submits most recent profit and loss statement.
4. Financial Review: 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.

Goals			Strategies/Tasks		Budget Line	Estimated Cost	Due Date
C1	Related to CARE+	Cash Reserve: Chapter has approximately three to six months of operating expenses set aside for emergencies.	C1.1	Keep track of the chapter's budget and how much is in savings in monthly dashboard	n/a	n/a	Monthly
			C1.2	Create a reserves policy. Meet with the board to create and communicate a plan on <a href="#">how to gradually save funds</a> .	n/a	n/a	March
C2	Related to CARE+	Risk Assessment: Chapter board completes a risk assessment and reviews it annually	C2.1	Meet with the board to accomplish the risk assessment together. All board members should weigh in on potential risks to the chapter.	n/a	n/a	June
			C2.2	Review the assessment at mid-year and make any changes necessary.	n/a	n/a	June
C3	Related to CARE+	Partnership: Chapter has a strategy that identifies, recruits, and maintains partnerships to support chapter programming and operations.	C3.1	Determine our chapter's strategic needs and identify potential organizations to collaborate with to begin conversations.	4095/charitable donations	n/a	Ongoing
Goals should be Specific, Measurable, Attainable, Relevant, and Time-Based					<a href="#">Review CARE + Matrix</a>		

## Membership

Primary: VP Membership, Director YP Student Relations

Objective:

### CARE Foundations:

1. Membership Roster: Chapter submits year-end membership roster in Excel.
2. Member Feedback: Chapter board assesses member needs and satisfaction levels at least once per year.
3. Power Membership: Chapter achieves a minimum of 20 Power Members (joint chapter/ATD national members) and 35 percent simultaneously.
4. Power Member Activities: Chapter completes 10 Power Member activities of the chapter's choice

Goals			Strategies/Tasks		Budget Line	Estimated Cost	Due Date
D1	Related to CARE+	New Member Orientation: Chapter hosts a monthly orientation for new members.	D1.1	Schedule and update an alternating monthly orientation. Update orientation deck and include volunteer opportunities, leader vacancies, and upcoming events to register on the spot.		\$0	Jan 2022
			D1.2	Invite current members and leaders to be a member spotlight.		\$0	Dec 2022
			D1.3	Create a new member welcome email template.		\$0	Feb 2022
D2	Related to CARE+	Volunteer Recruitment: Chapter creates awareness about volunteering for the chapter and open positions.	D2.1	Gather volunteer opportunities/roles and create a master sign-up sheet for members to register.		\$0	Feb 2022
			D2.2	Present to new members at orientation about volunteer opportunities and leader vacancies		\$0	Feb 2022
			D2.3	Create a buddy program to partner new members and current members.		\$0	March 2022

D3	Related to CARE+	Membership Campaign: Chapter holds a membership drive to recruit prospective members.	D3.1	Hold membership drives at the quarterly Chapter Meetings and conference asking current members to bring referrals to join ATD Austin.		\$200	Dec 2022
			D3.2	Host information sessions at local colleges to recruit prospective students and new graduates.		\$0	Dec 2022
<i>Goals should be Specific, Measurable, Attainable, Relevant, and Time-Based</i>					<i><a href="#">Review CARE + Matrix</a></i>		

**Programming**  
 Primary: Primary: VP of Pro. Development, Director of Programs, Director of CoPs

**CARE Foundations:**  
 1. Chapter Programs: Chapter provides at least six professional development activities per year for members.

*Objective:*

Goals			Strategies/Tasks		Budget Line	Estimated Cost	Due Date
E1	Stretch	75% of ATD Austin membership attends at least one program	E1.1	CoP leaders workshop structure places emphasis on participant-centric workshops as programming			End of year
			E1.2	Programming is structured on building and enhancing the ATD Austin community of practice through calls to action to return to the Howspace collaboration space			End of year
			E1.3	Programming topics to be desirable to differentiated personas (individual contributor, leadership, entrepreneur). (The ATD Capabilities model is used to outline offerings desirable to personas.)			End of year
E2	Stretch	15 attendees at each program	E2.1	CoP leaders workshop structure places emphasis on participant-centric workshops as programming			
			E2.2	Coordinate marketing strategy with communications team to create robust marketing campaigns that span multiple program offerings			
			E2.3				

Goals should be Specific, Measurable, Attainable, Relevant, and Time-Based [Review CARE + Matrix](#)



## Communication

Primary: VP MarComm, Director of Newsletter, VP of Technology, Director of Website

*Objective:*

### CARE Foundations:

1. Website: Chapter maintains a current website with up-to-date information.
2. Member Communication: Chapter distributes a communication piece to members at least once per quarter that features chapter and ATD programs and initiatives.
3. Annual Report: Chapter board shares an annual report at least once per year with members noting: membership numbers, financial performance, and progress toward annual goals.
4. National Support: Board members hold, at minimum, an annual phone call with their chapter relations manager to identify opportunities for support.

Goals			Strategies/Tasks		Budget Line	Estimated Cost	Due Date
F1		Audience will reflect a balance of TD practitioners, executives, independent contractors and job seekers.	F1.1	Create a messaging campaign for each persona	TBD		Q1
			F1.2	Establish an Elite tier for executives - ATDO Program	TBD		Q3
			F1.3				
F2		Provide multiple channels to find information about our programs, events, and volunteer opportunities.	F2.1	Revamp newsletter to offer more “breakaway” content - learning digests, video bits, audio clips, seen and heard, etc.	TBD		Q1
			F2.2	Focus on core social profiles for community engagement: LinkedIn and Facebook	TBD		Q1
			F2.3	Grow the Slack community to encourage peer learning	TBD		Q4
F3		Leverage user-generated content to reflect diverse voices and perspectives.	F2.1	Include a section in the newsletter that is curated by a member of the community	TBD		Q2

			F2.2	Establish an invite-only ambassador program	TBD	Q3
			F2.3			
F4		Adapt content to a hybrid and digital-first approach.	F2.1	Promote polls, surveys, and member engagements in Howspace	TBD	Q2
			F2.2	Establish a hybrid alternative (or add-on) for programs and events	TBD	Q2
			F2.3			
Goals should be Specific, Measurable, Attainable, Relevant, and Time-Based <a href="#" style="color: yellow;">Review CARE + Matrix</a>						