



# ATD Austin 2020 Operation Plan

## Our Chapter's Purpose:

ATD Austin exists to be the leader in learning for the Austin area Talent Development and HR community.

## What We Do:

We provide a space for the growth of community and of self through professional development and networking for all Talent Development and HR practitioners in the Greater Austin area.

## Our 2020 Focus:

The Austin ATD chapter board has identified the following focus areas for 2020:

- 1) Sustain and Grow a Healthy Organization:
  - a) Retain current members and grow our joint membership
  - b) Identify and effectively communicate our Chapter's value proposition
  - c) Strengthen the sense of community within our chapter.
  - d) Create a succession plan for the ATD Austin Board of Directors
- 2) Deliver high quality programs and workshops related to the new ATD Capabilities model and industry trends.
- 3) Build partnerships within our Talent Development and HR community in Austin, as well as area businesses, non-profits, and educational institutions.

## 2020 Goals

- Update Chapter Bylaws to become more aligned with ATD and improve readability of the bylaws for our members.
- Maintain the number of joint memberships and work on improving member retention.
- VP of Administration will project manage CARE 2020 to ensuring that our Chapter is informed and prepared to meet the changes coming.
- Partner with local groups in the HR and Talent fields to cohost social events for networking.
- Create a committee to review our annual award and conference to ensure that we are delivering value for our community. In 2020, both the award and conference will be put on hold, and the relaunched in 2021 and will reflect the findings of the committee.