

ATD-OC Annual Report for 2020 and 2021

2020 FINANCES

- As of December 31, 2020: TOTAL LIABILITIES & EQUITY **\$52,830.40.**

2021 FINANCES

- As of November 30, 2021: TOTAL LIABILITIES & EQUITY **\$44,769.13.**

2020 GOVERNANCE

- Developed and implemented an onboarding orientation program for new board members.
- All board positions filled with the exception of Workshops.

2021 GOVERNANCE

- Updating 2015 bylaws – 90% complete.
- Updating position descriptions – 75% complete.
- All board positions filled with the exception of Programs (covered by President Elect).

2020 MEMBERSHIP

- 222 members in January declining to 197 members in December. Loss of members due to the Covid-19 pandemic.
- 63 members with joint membership as of December 2020.
- Offered membership specials during the year.
- Offered member orientation meetings.
- Extensive volunteering program.

2021 MEMBERSHIP

- 199 members in January declining to 165 members in November. Loss of members due to the Covid-19 pandemic.
- 72 members with joint membership as of November 2021.
- Continue to offer membership specials during the year.
- Continue to offer member orientation meetings.
- Program Managers team created.

2020 OPERATIONS

- Started to use the Zoom platform in addition to Go-to-Meetings.

2021 OPERATIONS

- Migrated 100% from Go-to-Meetings to Zoom platform.

2020 PROGRAMMING

- Numerous monthly chapter meetings, networking mixers (in partnership with other SoCal chapters), webinars and workshops.
- Moved to virtual programming a result of the pandemic.
- 70 learning events to engage the membership in response to COVID.

2021 PROGRAMMING

- Continue to offer many monthly chapter meetings, networking mixers, webinars and workshops.
- Continue to deliver virtual programming.
- 37 learning events to engage the membership in response to COVID.

2020 MARKETING

- Over 3,000 web visits/month to the ATD-OC website.
- Finalized new website design and removed outdated content.
- Social Media Team created.
- 3-5 social media postings per week (Facebook, LinkedIn, etc.).

2021 MARKETING

- Over 3,000 web visits/month to the ATD-OC website.
- Continue to keep website current.
- 3-5 social media postings per week (Facebook, LinkedIn, etc.).

2022 STRATEGIC PLANNING

- Leadership strategic planning meeting was held October 2021. A follow up is scheduled for early January 2022.
- Operations Plan 2022 was created following the strategic planning meeting.
- Full board in 2022 with the VP Programs and VP Marketing positions filled.
- Past President will continue as a chapter volunteer but will not sit on the board.