

Dear Member and Friends of the Chapter,

It is with pleasure that I share the 2021 ATD-LA State of the Chapter and Annual Report. Thanks to a dedicated board, volunteers and your support, we had another strong year. I look forward to your continued participation in the chapter. Here's to a great 2022!

*Kavita Gupta
ATD-LA President 2020-2022*

COMMUNICATIONS

Increased followership on ATD-LA's LinkedIn platform by over 13%.
Actively posted over 45 events and announcements on ATD-LA's LinkedIn platform with almost 1,000 views on select posts.
Averaged 700 web visits/month and 31k impressions on the ATD-LA website. Website visitors include professionals from business development, HR, education, community and social services and program management.

FINANCE

Introduced a Budget Variance Analysis into the chapter's monthly budget report.
Awarded \$500 from the Mira Gold Grant to new board member Princess Walsh co-created by Lifetime Member, Kenneth Nowack to advance professional career development.
Launched the KG Talent Development Grant in January donated by President Kavita Gupta and awarded 21 membership grants totaling \$1,745 to members and non-members.

GOVERNANCE

Introduced a Code of Conduct for board of directors and volunteers.
Achieved 100% Chapter Affiliation Requirements (CARE).
Updated the election materials on the website and instituted a new board member nomination policy overseen by a Nominations Committee.
Partnered with Diana Mailly, CPA who will be the chapter's new tax accountant.
Started a comprehensive Standard Operating Procedure Central Online Management System for board members target completion date Fall 2022.
Improved chapter leadership best practices with the attendance of 5 incoming chapter leaders at the annual Chapter Leaders Conference hosted by ATD Global.
Revised the Volunteer Recognition Awards to better meet chapter needs with the help of Past President Sean Bloch.

MEMBERSHIP

Increased membership by 6.7% despite the pandemic through the KG Talent Development Grant, strong program offerings, membership drives, and outreach efforts. Maintained our national status as a top 10 largest chapter among 90+ chapters nationwide.
Added a new corporate member, Herbalife Nutrition.
Started a monthly recognition for renewing members in the eweekly newsletter.
Supported several ATD Global Power Membership drives including a Sizzling Summer Special and an upcoming Black Friday Special for chapter members.
Awarded a complimentary certificate from ATD National to board secretary Sara Padilla-Casillas who completed an ATD Certificate in Management Development.

OPERATIONS

Updated the membership database by removing over 1,500 inactive members.

Updated the website and removed outdated information.

Revised advertising and sponsorship rates and received 2 new sponsorships.

Revised the job board and now collaborate with sister chapters in the western region to promote job offerings.

PROGRAMMING

Hosted over 600 members and guests at 40+ chapter meetings, orientations, webinars, workshops and communities of practice and special meetings.

Relaunched the mentor program started by Past President Anthony Lewis after a 5-year hiatus with 29 mentors and mentees.

Relaunched the Annual Volunteer Recognition and Awards program started by past presidents of ATD-LA after almost a decade.

Launched a new SoCal Young Professionals Special Interest Group in collaboration with the Orange County and San Diego chapters.

Co-hosted the International Conference and Exposition (ICE) in Salt Lake City with the Rocky Mountain Chapter and oversaw 50+ volunteers led by Valerie Quezada, ICE Volunteer Coordinator.

Secured proclamations from senior government officials for Employee Learning Week in December.

STRATEGIC PLANNING

Hosted the first Leadership Retreat for 12 board members, office administrators and volunteers.

Held the 5th and 6th leadership strategic planning leadership meetings attended by board members, chapter leaders and office administrators in winter and fall.

Increased leadership involvement by adding 3 new board members and 4 new chapter leaders and volunteers.

Identified a president-elect for 2023.

Enjoy the ATD-LA 2021 year-in-review video here

<https://www.youtube.com/watch?v=7FmugyluwEQ>