



Chapter Affiliation Requirements (CARE):

*Reviewing 2019 Results and
Preparing for 2020*

Welcome, Chapter Leaders!

Meet today's facilitators:



Bernadette Costello
National Advisor for Chapters
Metro DC Chapter



David Hofstetter
National Advisor for Chapters
Central Massachusetts Chapter



Esther Jackson
National Advisor for Chapters
Detroit Chapter



Erin Murphy
Senior Manager, Chapter Services

Today's Agenda:

1. Overview & Importance of CARE
2. 2019 Results
3. CARE Review: A Look Back
4. CARE Foundation
5. CARE Plus
6. CARE Resources
7. Best Practices for Achievement
8. Wrap-Up

Tips:

- Take notes on what you want to discuss with your board, your NAC, or chapter services.
- Ask questions in the chat box!
- Think about your own success stories!

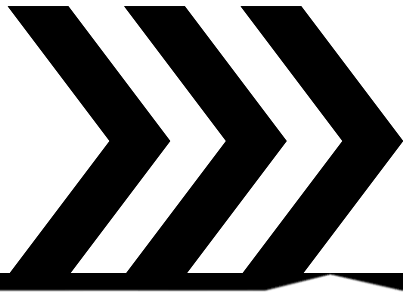


What is CARE?

- A set of performance guidelines designed to help ATD chapters deliver consistent benefits to members.
- Chapters submit an annual self-assessment on performance guidelines to ATD every January.
- Chapter services reviews and analyzes CARE surveys and notifies chapters of achievement status in March.
- Coaching plans are created for chapters missing any elements and directed to resources to address missed areas.
- Chapter services prepares a summary of the CARE responses for chapters to use as benchmarking.
- Failure to complete CARE leads to placement on inactive status.



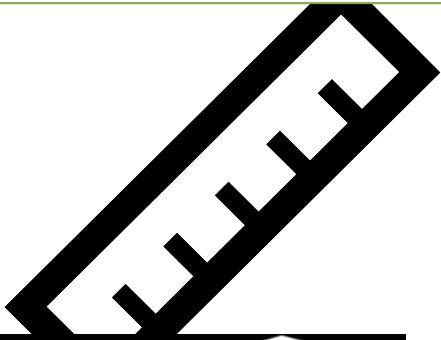
Why is CARE Important?



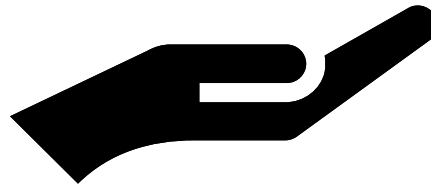
Deliver consistent brand & member experience



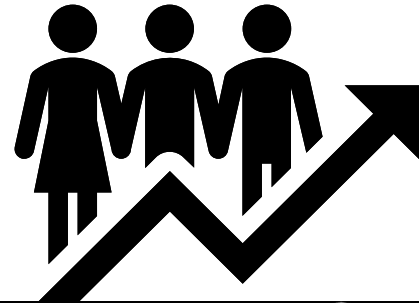
Mitigates risk



Allows for benchmarking



Identifies areas of support



“How to” on business functions

What Does CARE Evaluate?

CARE consists of a series of elements in key areas that are necessary for running a chapter like a business. Currently, these key areas include:



Administration



Communication



Finance



Membership



Professional Development

What does 2020 CARE Evaluate?

CARE consists of a series of elements in key areas that are necessary for running a chapter like a business. These key areas now include:



Board of Directors



Communication



Finance



Governance



Membership



Programming



CARE Achieved Chapters

- Ann Arbor
- Austin
- Baton Rouge
- Brazos Valley
- Buffalo Niagara
- Cascadia
- Central Florida
- Central Indiana
- Central Iowa
- Central Massachusetts
- Central New York
- Central Ohio
- Central Oklahoma
- Central Pennsylvania
- Charlotte Area
- Chattanooga Area
- Chicagoland
- Cuyahoga Valley
- Dallas
- Detroit
- Eastern Pennsylvania
- Florida Suncoast
- Fort Worth/Mid-Cities
- Golden Gate
- Greater Atlanta
- Greater Boston
- Greater Cincinnati
- Greater Cleveland
- Greater Las Vegas
- Greater Twin Cities
- Hawaii
- Heart of Central Illinois
- Houston
- Kansas City
- Kentuckiana
- Los Angeles
- Madison Area Chapter
- Maine
- Maryland
- Memphis
- Metro DC
- Mid New Jersey
- Mississippi
- Mississippi Valley
- Nashville
- Nebraska
- New Mexico
- New Orleans
- New York City
- North Dakota
- Northeast Florida
- Northeast Wisconsin
- Northern New Jersey
- Pikes Peak
- Pittsburgh
- Puget Sound
- Research Triangle Area
- Rocky Mountain
- San Antonio
- San Diego
- SF East Bay
- Smoky Mountain
- South Carolina Midlands
- South Florida
- Southeastern Virginia
- Southeastern Wisconsin
- Southern Connecticut Chapter
- Southwest Florida
- St. Louis
- Treasure Valley
- Tulsa
- Utah
- Valley of the Sun

Star Chapters

CARE Achieved and 45-50% joint membership



- Central Indiana
- Central Ohio
- Greater Atlanta
- Greater Twin Cities
- Los Angeles
- North Dakota
- Research Triangle Area
- San Diego
- South Florida

Super Star Chapters

CARE Achieved and more than 50% joint membership



- Ann Arbor
- Austin
- Brazos Valley
- Central
Massachusetts
- Central New York
- Chicagoland
- Cuyahoga Valley
- Detroit
- Greater Cleveland
- Greater Las Vegas
- Heart of Central
Illinois
- Houston
- Kansas City
- Kentuckiana
- Madison Area
Chapter
- Metro DC
- Mid New Jersey
- Mississippi
- Mississippi Valley
- Nebraska
- New Mexico
- New Orleans
- Northeast Wisconsin
- Northern New Jersey
- Pikes Peak
- Pittsburgh
- Rocky Mountain
- San Antonio
- SF East Bay
- Southeastern Virginia
- Southwest Florida
- St. Louis
- Tulsa
- Valley of the Sun

2020 CARE Submission Summary



atd CHAPTERS
Association for
Talent Development

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Goals of the CARE Review

1 Ensure that chapters can function like businesses.

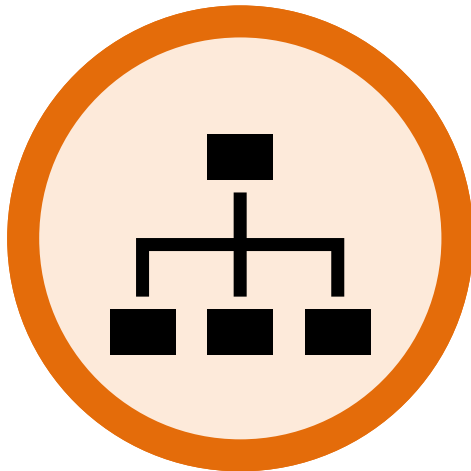
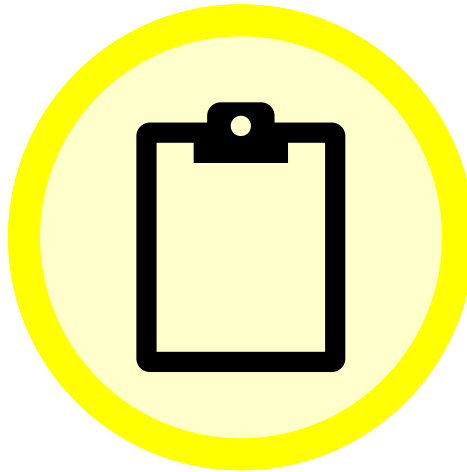
2 Maintain affiliation with ATD to ensure consistency and alignment.

3 Decrease the administrative burden associated with survey completion.

4 Partner with chapter services to assist in survey completion.

5 Compile meaningful data for chapters to use as KPIs and create deeper synergy between ATD and chapters.

Approach to the Review



atdCAREPLUS

chapter affiliation requirements



atdCARE

chapter affiliation requirements



Two-Tiered Model





CARE Foundational Level

- Resembles the CARE known today
- Completion of all elements required for CARE achievement
- Includes the submission of supplemental documentation
- Encompasses the minimum standards required to maintain chapter affiliation

Foundational Level



Deeper Focus on Business
Fundamentals



Increased Transparency

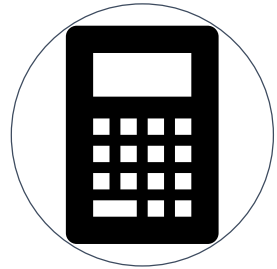


More Shared Responsibility
between ATD National & Chapters



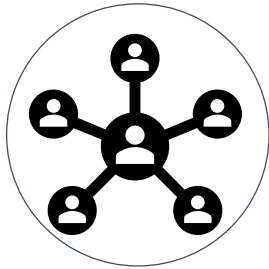
Stronger Governance

CARE Foundational Level: Enhancements



Finance

- Submit documentation of 990 tax filings
- Brief rationale for financial net gain/loss
- Required annual reviews



Board of Directors

- Position descriptions
- Board roster
- Joint ATD-chapter membership requirement



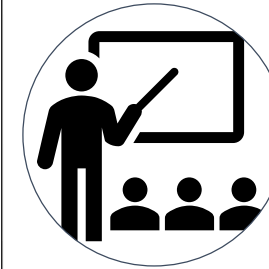
Governance

- Required submission of bylaws
- Board selection process
- Mission and vision align with ATD



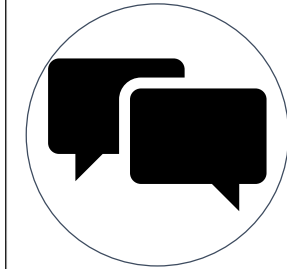
Membership

- Annual member needs assessment (no longer limited to only a survey)
- 35% joint membership requirement including a minimum of 20 joint members (to be populated by chapter services)



Programming

- Minimum of six of professional development events annually (includes webinars, workshops, etc.)

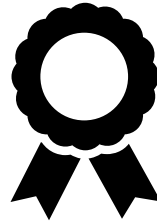


Communication

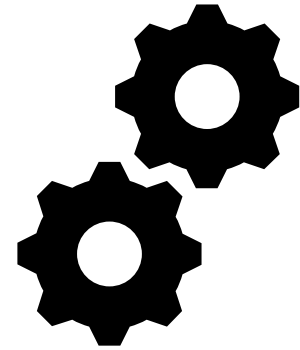
- Annual report to membership
- Updated website
- Minimum number of communications
- Annual phone call with Chapter Relations Manager



Goals of CARE Plus



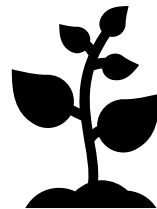
RECOGNITION



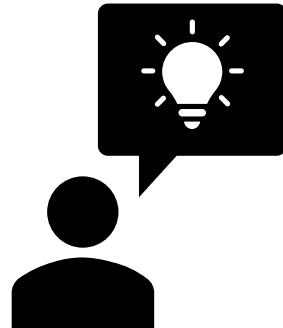
FORMALIZED PROCESSES



PERSONALIZED ROAD
MAP



FLEXIBILITY



GROWTH MINDSET

CARE Plus: Examples



Finance

- Financial support for board development
- Sponsorship/partnership opportunities
- Cash reserves



Board of Directors

- Attendance at ALC
- Engagement of past presidents
- Succession plan



Governance

- Annual review of chapter bylaws
- Central repository
- Documented standard operating procedures



Membership

- Membership available on the ATD Store
- New member orientation
- Member recognition opportunities



Programming

- Chapter/regional conference
- APTD/CPLP study groups
- Incorporation of ATD Capability Model



Communication

- Virtual member benefits
- Tailored communication strategy
- Participation in ELW

Enhancing Chapter Operations

Deepening the Member Experience



RECOGNITION



RESOURCES



What

Where

How

People Resources



td.org/CRM

td.org/NAC

td.org/CARE

MENU



Google Search



MEMBER CENTER



Chapter Leader Community (CLC)

CARE Resources

+ [2019 CARE Planning Workbook](#)

+ [2019 CARE Submission Summary \(Chapters reporting on the 2018 calendar year\)](#)

+ [2019 CARE Planning Tool](#)

+ [CARE Element Matrix](#)

+ [CARE Element Quick List](#)

+ [Joint Membership Activities Job Aid](#)

+ [Risk Assessment Guide](#)

+ [Annual Report Template](#)

Addendum Document Resources

td.org/CARE



2020

Chapter Affiliation Requirements Workbook



CHAPTER AFFILIATION REQUIREMENTS (CARE) OVERVIEW

Foundational Requirements and CARE Plus

Chapters are expected to meet each item listed in the CARE Foundational level. CARE Plus is an optional tier in which a chapter should complete at minimum the number of items noted in each category. To be CARE Plus achieved, a chapter must complete the required number of items in each category in addition to achieving CARE at the foundational level.

CATEGORY

FOUNDATIONAL REQUIREMENTS

CARE PLUS

Board of Directors

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

SELECT 4

- + **Board Member Onboarding:** Chapter provides a defined orientation/onboarding process for new board members.
- + **Succession Plan:** Chapter has a succession strategy for identifying and filling board member positions.
- + **Recruitment Strategy:** Chapter has a volunteer recruitment strategy in place for positions that support board work.
- + **National Advisor for Chapters (NAC) Area Calls:** At least one board member (excluding paid administrators) attends a NAC area call.
- + **ATD Chapter Leaders Conference (ALC):** Chapter has a board member(s) present at ALC annually.
- + **Engagement of Past Presidents:** Chapter has an advisory board or council that involves past presidents in chapter activities.
- + **Strategic Planning:** Chapter board meets to plan for the future.

Governance

- 2.1 **Operating Plan:** Chapter creates and submits an operational plan for the coming year.
- 2.2 **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.)
- 2.3 **Government Reporting Requirements:** Chapter complies with federal and state reporting requirements. Submission of 990/990-N filings to chapter services is required.
- 2.4 **Board Selection:** Chapter members participate in the nomination and/or election of the chapter board.

SELECT 3

- + **Standard Operating Procedures (SOPs):** Chapter board maintains and updates its SOPs annually or as needed throughout the year.
- + **Bylaws Review:** Chapter board reviews its bylaws annually, including a review of the bylaws as part of board member onboarding.
- + **Board Transparency:** Chapter makes board meeting minutes/summaries available to members.
- + **Central Repository:** Board maintains a central repository or document library for archiving important chapter documents.

CHAPTER AFFILIATION REQUIREMENTS (CARE): FOUNDATIONAL LEVEL ELEMENT MATRIX

Chapters are expected to meet each item listed in the CARE Foundation tier. CARE Plus is an optional tier in which a chapter should complete at minimum the number of items noted in each category. To be CARE Plus achieved, a chapter must complete the required number of items in each category in addition to achieving CARE at the foundational level. For questions, please contact your [chapter relations manager](#) (CRM).

CARE Foundational Element	Why	How
BOARD OF DIRECTORS		
The chapter board meets at least once per quarter and makes meeting minutes available to members.	Board meetings are the time and place for chapter leaders to monitor the chapter's financial situation, address chapter issues, agree upon solutions, communicate the status of ongoing projects, and develop future chapter leaders. Since the board makes legally binding decisions for the chapter, it is a good practice for leaders to share the results of these meetings with chapter members. This builds members' trust and gives members an opportunity to engage in chapter activities, including that of volunteering.	<p>Recommendations on how to accomplish:</p> <ul style="list-style-type: none"> Organize board meetings via the following venues: <ul style="list-style-type: none"> In person (recommended) Virtual (i.e., conference call, web conferencing). Maximize meeting effectiveness by following standard meeting guidelines such as using an agenda, establishing timeframes, encouraging contribution, etc. Capture minutes and share with members how meeting minutes can be accessed. Minutes may share key decisions and actions rather than detailed minutes of who said what. <p>Samples from other chapters:</p> <ul style="list-style-type: none"> New York City: Board Meeting Position Status Report Templates Tulsa Board Meeting Minutes Valley of the Sun: Board Meeting Minutes Collaboration
The chapter submits a current board roster in MS Excel format with CARE updates ATD	Providing a current board roster as well as updates when changes occur helps build a connected ATD community. This allows for the dissemination of information about	<p>Recommendations on how to accomplish:</p> <ul style="list-style-type: none"> Submit a current chapter board roster to ATD Chapter Services using the MS Excel board roster

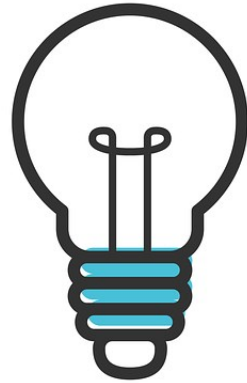
CARE FOUNDATIONAL AND PLUS PLANNER 2020

PRIMARY CHAPTER CARE CONTACT

ENTER CHAPTER LEADER'S NAME

CATEGORY	ELEMENTS	STARTING	ENDING	DONE
BOARD OF DIRECTORS	Board Meetings: Chapter board meets at least once per quarter.	[Select Date]	[Select Date]	Yes \ No
	Board Roster: Chapter submits an incoming board roster in Excel template.	[Select Date]	[Select Date]	Yes \ No
	Professional Development: Chapter board members maintain Power Membership (joint chapter/ATD national membership).	[Select Date]	[Select Date]	Yes \ No
	Position Descriptions: Chapter maintains written position descriptions for elected members.	[Select Date]	[Select Date]	Yes \ No
BOARD OF DIRECTORS CARE PLUS (SELECT FOUR)	CARE Plus – Select One			Yes \ No
	CARE Plus – Select One			Yes \ No
	CARE Plus – Select One			Yes \ No
	CARE Plus – Select One			Yes \ No
FINANCE	Budget: The chapter board develops and approves an annual operating budget and makes it available to members.	[Select Date]	[Select Date]	Yes \ No
	Financial Documents: Chapter submits most recent yearly balance sheet.	[Select Date]	[Select Date]	Yes \ No
	Financial Documents: Chapter submits most recent profit and loss statement.	[Select Date]	[Select Date]	Yes \ No
	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.	[Select Date]	[Select Date]	Yes \ No





Review progress toward CARE achievement regularly with the entire board.

Chattanooga and Central Iowa SOS Submissions

Chattanooga Area dedicates time at each board meeting for a CARE update, a review of the CARE checklist and any additional CARE items that require This practice recognizes CARE as a central part of the chapter's business, and as a result, the chapter is on track to meet its goals.

- ✓ Ensures CARE is addressed frequently and is a key part of chapter business.
- ✓ Aligns with ATD and the chapter's mission to maintain joint membership requirements and to increase membership.

Central Iowa created a calendar to focus on various CARE requirements throughout the year.

- ✓ Set a schedule to discuss or to accomplish various CARE related tasks.
- ✓ Simplified the year-end submission process.





Work collaboratively to develop an annual report that's easy for members to understand.

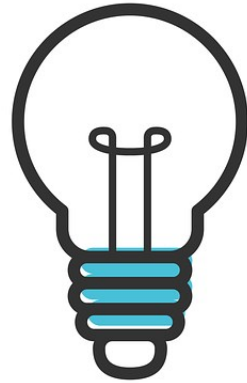
Hawaii and Kansas City SOS Submissions

Hawaii's board produced a video to showcase the chapter's commitment to continuous improvement, progress toward CARE achievement, and activities throughout 2018.

- ✓ Video showcased the chapter's accomplishments in an easily accessible format.
- ✓ The chapter can continue to use the video as a marketing tool to promote the value of local and national membership as well as upcoming events.

Kansas City's board worked together to gather data for the annual report with infographics which included information from the chapter's annual survey, goals, and activities.

- ✓ Infographics made the report easier to read and more interesting and engaging for chapter members.
- ✓ Simplified report made it easier for the next board to use it as starting point for the next year's strategic planning process in setting goals, and reviewing CARE, achievements, and opportunities for improvement.



Get creative and leverage other chapters' best practices to increase your chapter's joint membership percentage.

Joint Membership SOS Submissions

- Central Iowa – TD Educational Webinars: ebooks
- Lake Superior – Power Membership Scavenger Hunt
- Pittsburgh – Leveraging National Membership Benefit for Chapter Book Club
- Puget Sound – State Meetup at ATD 2018's Ice Cream Social
- Southwest Florida – High Performance Learning Organizations



Participate on National Advisors for Chapters (NAC) area calls.



*Identify your chapter's
advisor at td.org/NAC!*

Next Steps



April

- Review the resources at td.org/CARE

April

- Reach out to your chapter relations manager (CRM) with questions

April

- Using the CARE Workbook, meet with your board to review the changes and assign specific areas to respective board members

May

- Attend Chapter Leader Day

August

- Identify and submit your chapter's CARE contact



CARE and COVID-19



Q&A



THANK YOU!



Chapter Services:

Lauren Abrahamson – labrahamson@td.org
(Western area chapters)

Erin Murphy – emurphy@td.org
(Large chapters and interim point of contact
for eastern area)

NAC:

Find your NAC's contact info:

td.org/nac

