West Michigan ATD
ANNUAL REPORT

2019

http://tdmidmichigan.org
The West Michigan Geographic Interest Group (GIG) of the Mid-Michigan Chapter is near the end of the process of becoming the West Michigan Chapter of ATD. With our new status as a chapter, we have gained full visibility into Mid-Michigan’s financial records (which includes our GIG’s records).

With this access into our financial records, the Board is happy to report that the chapter is financially strong. At an overview level, we report the following 2019 figures:

- Beginning checking account balance: $22,928
- Income: $9,729
- Expenses: $5,024
- Ending checking account balance: $27,901
- Additional monies in savings and petty cash: $30
- Total assets: $27,931

Since the Board did not previously have full access to the chapter’s and GIG’s finances, we were intentionally cautious with spending. Through the generosity of Spectrum Health, we have not had to pay for meeting space. Our largest expenses have been those core to operating the chapter: costs of Wild Apricot (our membership software) and the website, banking fees, and the purchase of bagels and coffee for the monthly meeting. Our cautious spending has also enabled the Chapter to keep dues to $50 a year, which is less than many chapters charge.

With chapter status achieved and full understanding of our finances, the Board will be looking at ways of providing additional value to our members in 2020 and beyond.
West Michigan ATD’s mission is “to provide best-in-class learning content and support to professionals who develop talent in organizations.” Our vision is to “create organizations that perform better.” In 2019, we supported our mission and vision by focusing on two primary strategies: continuing to deliver excellent learning and transitioning from West Michigan GIG to West Michigan Chapter of ATD. As the table below shows, we were able to complete the goals most closely related to our two primary strategies (goals in Programming and Operations/Finance) – and made progress against goals in Membership, Marketing/Communication, and Succession Planning goals. Given the complexity of transitioning from GIG to Chapter, we are excited about our accomplishments.

<table>
<thead>
<tr>
<th>Area</th>
<th>Goal Description</th>
<th>Owner</th>
<th>Status</th>
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<tbody>
<tr>
<td>Membership</td>
<td>Increase our membership, while retaining current members.</td>
<td>VP of Membership, with support of the entire Board</td>
<td>Complete, but ongoing</td>
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<tr>
<td>Programming and Professional Development</td>
<td>Deliver at least 9 programs, including our June Learning Revolution</td>
<td>VP of Education, with the support of the entire Board</td>
<td>Complete</td>
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<td></td>
<td>Conduct a member survey to identify topics of interest and measure member satisfaction</td>
<td>VP of Education and Membership, with support of entire Board</td>
<td>Complete</td>
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<tr>
<td>Operations and Finance</td>
<td>Complete the transition from West Michigan GIG of Mid-Michigan Chapter to West Michigan Chapter</td>
<td>Entire Board</td>
<td>Complete</td>
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<td></td>
<td>Obtain access to the former Mid-Michigan Chapter’s financial and membership records (which are now ours)</td>
<td>VPs of Finance and Membership</td>
<td>Complete</td>
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<tr>
<td>Marketing and Communication</td>
<td>Rebrand the West Michigan GIG as the West Michigan Chapter</td>
<td>VP of Technology, with support of the Board as needed</td>
<td>In process</td>
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<tr>
<td>Succession Planning</td>
<td>Invite and encourage additional participation on the Board</td>
<td>Entire Board</td>
<td>Ongoing</td>
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<tr>
<td></td>
<td>Develop an onboarding process for new Board Members</td>
<td>President and VP of Membership</td>
<td>In process</td>
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West Michigan ATD grew 43% in chapter membership in 2019! The excitement among talent development practitioners in West Michigan to have an ATD organization in our area continues – fueled by the Chapter’s ability to deliver high-quality, relevant learning experiences of interest to our membership.

We are also growing beyond our chapter: a GIG is forming in Kalamazoo and will be part of our Chapter. Their goal is to eventually become an independent chapter, but West Michigan will support them until they achieve that goal. The Kalamazoo GIG will draw new people, who are not able to drive consistently to Grand Rapids; it also gives Kalamazoo-based West Michigan members another option for participation.

The percentage (only) of our members who have Power (Joint) Memberships has dropped this year. At our highest in 2019, we had 39% Power Memberships. At the end of the year, we had 34% Power Memberships. While this is a decline in percentages, it is not a decline in numbers: we actually have more joint members than last year. The percentage has dropped only because our chapter membership numbers have grown so much.
MEMBERSHIP BY THE NUMBERS

Total number of chapter members as of the last day of the reporting period: 182

Percentage of total chapter members who are Power Members, as of the last day of the reporting period. Power Members are those who are members of both the [Chapter Name] and ATD: 39%

Net increase in chapter membership from December 31, 2018 to December 31, 2019: 58

Percentage of increase in chapter membership from December 31, 2018 to December 31, 2019: 47%
CHAPTER ACTIVITIES

Perhaps the most significant Chapter accomplishment this year was making the transition from GIG under Mid-Michigan ATD, to assuming the chapter from ATD and becoming West Michigan ATD. The process was intensive and involved – everything from legally changing the name with the State of Michigan and our bank, to taking over chapter-level membership and financial management, to learning about and fulfilling national requirements to remain a chapter in good standing. And throughout, continuing to serve Chapter members with learning and networking experiences.

One experience that has earned high praise for the four years we have delivered it is our Learning Revolution, conducted annually during our June meeting time. This program consists of three rounds of short concurrent sessions. The same six to eight sessions are conducted each round, so learners pick three from the total number of sessions. To add some fun to the event, learners vote on their favorite session, and the winning presenter wins the “TADA” (“Training and Development Award”). Among the very positive 2019 Learning Revolution feedback was the request to lengthen the program. This says a lot about the quality of this experience, as the Board has been very intentional in keeping the program to normal 90-minute length to respect members’ time.

We still have a few transition activities to complete that were not able to be completed until the legal aspects of the transition were complete. However, we are working on them even now, and the 2020 Board will see them to completion. In 2020 the Chapter will also continue to explore sponsorships, partnerships, and how to provide even more benefits to our members.
WELCOME TO THE 2020 WEST MICHIGAN ATD BOARD OF DIRECTORS!

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