

Goal #	Area	Goal Description
1	Student/Community Outreach	Establish a communication strategy of ongoing outreach to current student members and faculty connections to build ATD awareness, encourage participation and volunteering for events.
2	Student/Community Outreach	Assess interest in hosting an event in Fall of 2023.
3	Student/Community Outreach	Identify a community outreach event that aligns with ATD goals and then focus on gaining participation in event
4	Board of Directors / Governance	Review and enhance current succession plan.
5	Board of Directors / Governance	Develop a pilot for a volunteer committee to support two board roles: VP of Programming: Speaker/Event Coordination and VP of Programming: Logistics. The Programs Committee will be responsible for the what, the who, the where, and the how of the chapter's monthly events, workshops, and SIG meetings. The primary responsibility of this committee will be to plan the speakers and topics for the year and for making sure the events take place smoothly and in a timely manner.
6	Finance	Identify a potential board member replacement for the Finance role.
7	Finance	Update financial passwords and share fraud prevention tips during board meetings to prevent financial fraud in Fidelity accounts throughout 2023.
8	Finance	Complete risk assessment.
9	Finance	Build or preserve cash reserves by transferring a portion of funds to CIT.
10	Marketing & Communications	Redesign website.
11	Marketing & Communications	Complete brand guide.
12	Marketing & Communications	Shared Google Analytics data with board.
13	Marketing & Communications	Use the data from new website to guide traffic to site and improve communications and roles within the ATD RTA.
14	Membership	Increase retention by 10% (from 209 to 230 members)
15	Membership	Increase power members by 5% (from 98 to 103)
16	Programs	Find permanent spaces for monthly programs
17	Programs	Use capability model to plan and implement chapter programs