



ROCKY MOUNTAIN CHAPTER
Association for
Talent Development

Rocky Mountain Chapter
Association for Talent Development

2015 Annual Report

Michele Padilla
President

January 15, 2015

2015 Annual Report
Rocky Mountain Chapter
Association for Talent Development
(ATD-RMC)

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President's Letter

Dear ATD Rocky Mountain Chapter Members,

The Board of Directors of the ATD Rocky Mountain Chapter produces an annual report for our membership. It is my pleasure to review the highlights of the year with you that include the following events and accomplishments:

- Maintained 100% CORE (now known as CARE) compliance that is in line with ATD requirements
- ATD Recognition
 - Super Star Chapter – Greater than 50% members also belong to ATD
 - Recognized for three Share our Success submissions
- Partnerships
 - Continued building relationships with other Colorado ATD Chapters to share best practices and prepare for ICE 2016
 - Continued annual partnership with International Coach Federation-Colorado and the National Speakers Association to network and share best practices
- Special Interest Groups (SIG)
 - Maintained the (SIG), Facilitators Exchange
 - Continued to find interested parties to create and run both a student and eLearning SIG

Our Rocky Mountain Board of Directors are a very hard working, hands-on governing body. We pursued new programs and services in order to provide exceptional professional development to our membership. We have built the strength of our board bench with experienced volunteers and elected leaders with outstanding skills for 2016.

Our former board member, Tara Powers has served 4 years on the board in two roles and was an integral part of communicating our many events to our members while also garnering new sponsorships and maintaining current sponsors. Her dedication and innovation will be missed. We thank Tara for all her time, energy, and commitment to excellence.

Lastly, our Chapter Administrator, Glenda Hinz, provides a professional face for our organization with daily interaction with both the membership and board of directors. We thank her for her commitment to quality and customer service.

In accordance with the ATD operating requirements, I submit this Annual Report for the 2015 program year.

Respectfully,

Michele Padilla, President 2015
ATD-Rocky Mountain Chapter

January 15, 2015

Board of Directors Report

Michele Padilla, President

CARE (Chapter Affiliation Requirements)

In 2015 the Rocky Mountain Chapter complied **100%** with all requirements of the CARE report this year, making this 8 out of 9 years.

ATD Chapter Affiliation Requirements (CARE) are a set of performance guidelines designed to help chapters deliver consistent benefits to members. CARE consists of elements in five key areas that are necessary for running a chapter like a business:

- administration
- financial
- membership
- professional development
- communication

2015 Plan

The overarching goal for 2015 was “building a legacy.” This goal was identified by Michele Padilla who knew and worked closely with several past presidents and boards. There were very strong legacies that many left behind as they moved on from the board. It was very important to leave the board and the chapter in a better place than when we joined. Although our board is quite financially stable and our membership has seen growth, we want to continue to leave a positive mark on members to increase growth as well as provide more relevant and robust programming, and to increase Rocky Mountain Chapter’s finances. All of these elements contribute to a legacy that each board and each President leaves behind.

The following goals were addressed during 2015:

- Preparation for ICE 2016 – to learn, gain & retain RMC members
- Improve sponsor exposure - increased program value
- Deliver relevant programs - align with competencies
- Attract, engage and support learning professionals
- Target communication & engagement to empower members for growth.
- Create Impact:
 - Make a plan
 - Get support
 - take action

Professional Development

This year Barbara Shaw planned a year of monthly workshops on innovative topics. Our members had many opportunities to network with other area training development professionals. We were also able to bring in four ATD recognized speakers. We reduced our venue and food savings which offset some of the costs of obtaining these speakers.

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We have an excellent attendance rate of twenty-nine (29) people per month which includes both members and non-members. For the second year in a row, we had an outstanding turnout at our Mix and Mingle event that we co-sponsor with the International Coaching Federation and the National Speakers Association.

Virtual Programs

Besides our monthly programs, this year we saw growth in our virtual programs as well. Yvonne Bogard managed the delivery of 6 webinars.

On average, our virtual programs have nineteen participants in attendance on topics ranging from persuasive communication, change management, trends in e-Learning technology, and best practices for webinar engagement.

Finances

Sid Basu issued monthly financial reports and provided suggestions to increase our revenue and maintain a healthy operating and savings accounts. Our net income was just below \$8,000. We experienced a significant increase in our net income from 2014. We efficiently used our expenses and stuck to our budget. Our tax return will be expertly prepared and filed on time in 2016 for the 2015 fiscal year.

Membership

As of December 31, 2014, our total membership was 180. In addition, 55% of our members are also members of ATD, well above the 35% minimum requirement.

Chapter Awards and CHIP Revenue

In 2015, the chapter received three Share Our Success (SOS) awards.

Our first SOS award was submitted in late 2014 and awarded in 2015 for the strategic approach and partnership we took to find our VP of Finance. Our second SOS awarded was for the approach and achievement of the rebranding we completed. Our most recent SOS awarded was for our sustainable CPLP Virtual Study Group. Within the last two years, Rocky Mountain Chapter has exploded into an award winning chapter and we plan to continue this legacy next year and beyond.

In addition, we received \$1,744 of CHIP (Chapter Incentive Program) revenue by our members simply entering our CHIP number **CH6046** when they purchase ATD resources or attend ATD trainings. Thank you for remembering your chapter and helping us with this additional revenue.

Volunteer Engagement

In 2015, RMC saw a surge in members interested in volunteering. Sue Fody, our VP of Volunteer Engagement had a list of 106 interested members that she emailed every month with various opportunities.

Sponsorship

Tara Powers, our VP of Sponsorship outlined specific sponsorship packages and was able to bring in a total of \$2,035 from our generous sponsors.

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Communication

Chapter communications was consistent throughout the year with weekly ezines promoting monthly programs and webinars. Our monthly newsletters focused on volunteerism, the President's Message, and other pertinent ATD topics.

Social Media

In 2015 we increased our social media presence by investing in HootSuite to make chapter promotions and communications more often to reach a wider audience. We also encouraged the use of Twitter during our monthly programs. We stayed in touch with our membership through the use of LinkedIn, Facebook and Twitter.

Technology

The Technology team was kept busy this year with the increase of social media and other highlights which included:

- Responsive Website Prototype
- Event Content Management
- Members Only Job Board
- Audience Insights

Other

Yvonne Bogard continued to manage the chapter's first successful CPLP virtual study group serving all Colorado and Wyoming chapters to pass the Knowledge Exam. Yvonne is co-authoring a three-part blog series about earning the CPLP, earned a SOS for a sustainable virtual CPLP study group, and she was honored to present at the 2015 All Leader's Conference.

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2015 Board of Directors and Chapter Administrator

Board of Directors 2015

Michele Padilla, President

Rebecca Magnotta, Past President

Robin Doss, President Elect

Sid Basu, Vice President Finance/Treasurer

Barbara Shaw, Vice President Professional Development

Stephanie Johnson, Vice President Membership

Tara Powers, Vice President Communications & Vice President of Sponsorship

Nathan Glover, Vice President Technology & Social Media

Sue Fody, Vice President Volunteer Relations

Yvonne Bogard, Vice President Virtual Programs

Chapter Administrator:

Glenda Hinz

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Professional Development Report

Submitted by Barbara Shaw, CPLP, Vice President of Professional Development and Michele Padilla, President

After a highly successful 2014, we continued on the path of success in 2015 with both nationally and locally recognized speakers, successful networking events, and panel discussions. We also hosted a two part program with Dick Handshaw and other speakers also facilitated virtual programs as well.

Overall, the 2015 programming year provided ATD RMC members with the opportunity to expand their training and facilitation skills, explore new developments in learning technologies, expand their range of engagement methods, discover practical tools for change management and transform their personal and professional approach to learning and development. Key takeaways from the year, learning is one of the most mature areas of talent management, with instructional design our members seem to desire methods to make it more innovative. With recent technology advancements and the rapid adoption of social collaboration, learning and development professionals need new tools. Yet making a decision to improve a training program and invest in new solutions is often a daunting challenge. They also need assistance in applying these tools effectively. Moving forward to 2016, areas of inquiry from 2015 participants include the adaptation of training to mobile applications, adoption of social learning tools, alignment with corporate objectives and the ability to measure effectiveness.

Two of our most popular speaker led programs were in April, May, June, and November. In April we hosted, Adam Reynolds for Coaching Skills for Leaders and Managers. This was a highly interactive session with Mr. Reynolds that brought easy to implement coaching strategies to the audience. Mr. Reynolds has a very impressive resume and his style of presentation and openness to questions from the audience did not disappoint. This chapter educational event garnished the highest number of registrations over earlier offerings in the first months of the year.

In May, RMC offered a panel of experts specializing in learning technologies, assessment, instructional design and curriculum design and development provided the perfect mix of insights to the “Science of Learning. This panel presentation would prove to be highly attended and highly regarded as a valuable experience by the membership.

In June, an early summer event, a highly interactive eLearning activity workshop facilitated by eLearning Guru, Thomas Toth, was rated very highly by attendees yet registrations were 37% lower than earlier chapter events in spite of the fact that this workshop was targeting a few highly rated topics in one session (by a very popular and well known expert). The lighter registrations in this June offering may reflect the summer vacation phenomenon and less indicative of the desirability of the topic.

To round out our year, we finished strong with a 66% increase in registrations for our final educational offering in November, “Enhance Your Training and Facilitation Skills” which was facilitated by Sheri Jeavons of Power Presentations. Ms. Jeavons is another industry leading speaker on facilitation skills. Her presentation style was completely audience-centric and allowed audience members to receive personalized coaching to transform their facilitation skills. This provided a unique opportunity for individuals to see on-the-spot improvement. As others witnessed the transformation, they also learned

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techniques to immediately implement on the job.

This year we had three networking events. Early in 2015, we hosted a well-attended structured networking event at a central Denver restaurant with excellent food and beverage options. This networking event was facilitated by a former ATD-RMC board member and allowed great interaction with fellow attendees. In August, we co-sponsored the second annual Mix & Mingle event with ICF Colorado and NSA Colorado. This event boosted program activity momentum, doubling registrations over the June offering at a sold-out networking function that provided folks the opportunity to kick start their Fall with new connections. This event was held at The Living Room in downtown Denver. The feedback on the networking was strong; however, the feedback on location was not as great and we will be looking for a different space next year. The staff at this venue were more difficult to work with this year. Our annual holiday event was again held at a festive and fun location in an area of downtown known as The Golden Triangle. La Rumba provided a lively atmosphere, ample free parking, and free salsa dancing after the party for those who were interested.

As an additional note, in an effort to increase memberships along with registrations we created an exciting contest in partnership with Training Magazine. Members who registered for any ATD RMC chapter event between August and November were awarded with a chance to win a free registration to Training Magazine's fabulous Training Live+Online Certificate Program. For each program that they registered for between August and November, would make them eligible for one chance to be raffled off in drawing for this offer. Two winners were to be announced at the ATD RMC Holiday Party on December. The membership hook was that they had to be an ATD RMC member in good standing to be eligible, and must be present to win at the December event. New members were welcome. We did see a good increase in program registrations in August and November, but September and December were not as robust.

Again, in 2015 we strived to find locations that are centrally located with easy parking as well as a low space rental or none at all. We found success in central Denver in the Cherry Creek neighborhood at the Boardroom Executive Suites. This location has a low hourly space fee and provides us with room to lay out food and create a welcoming, open environment without classroom barriers. We continued to use Etai's for most of our most of our monthly program catering needs and we work to accommodate dietary needs to the best of our ability.

In September of 2014, a 2015 Member Preferences Survey was conducted. The information gathered in the report was to inform the direction of the 2015 Programming lineup to deliver optimal business outcome benefits for the existing membership and to attract new members.

The content areas that represented the greatest needs or desires for development of the survey respondents were as follows (listed from highest (1) to lowest (10) :

1. Learning technologies
2. Assessment
3. Science of Learning
4. People development
5. Training and facilitation skills
6. Instructional design

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7. Organizational development
8. Coaching
9. Distance learning
10. Project Management

The fall program lineup reflected top requested topics, yet attendance was slightly less robust than anticipated. Session attendees found the information valuable, presenting concepts that gave them the opportunity to expand their skills. The actual number of attendees was fairly similar to the exact number of respondents who voted for these topics. It was our hope that the concepts would attract a wider audience draw. Perhaps we have learned that the people most likely to respond to the survey are the ones who are more likely to attend events after all.

In November, another Member Preferences Survey was conducted for the 2016 programming year. We found that members are most interested in the following topics for 2016:

- Evaluating Learning Impact
- Learning Technologies
- Instructional Design
- Coaching
- Change Management

Event Date	Topic	Presenter	Participants	Revenue
January 13, 2015	Engage Me! Practical Tips to Improve Team Engagement	Jana Axline	27	\$619.17
February 10, 2014	Structured Networking	ATD Board	30	\$689.17
March 10, 2015	The Art of Blinders	Mike Hess	20	\$513.06
April 14, 2015	Coaching Skills for Managers and Leaders	Adam Reynolds	37	\$778.33
May 12, 2015	Panel Discussion of Science of Learning	Panel Discussion	30	\$721.44
June 9, 2015	eLearning Open House featuring Thomas Toth	Thomas Toth	23	\$468.61
August 20, 2015	Mix & Mingle Networking Event	Hosted with ICF and the Speakers Bureau	48	\$1,226.27
September 15-16, 2015	Performance Consulting & Gaps Map Workshop	Dick Handshaw	24	\$914.51
October 13, 2015	Blueprint for a Robust Change Management	Jesse Jacoby	24	\$522.23
November 10, 2015	Enhance your Facilitation Skills	Sheri Jeavons	40	\$623.62
December 10, 2015	Holiday Celebration	n/a	35	\$886.97
Total				\$7,963.38

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Virtual Programs Report

Yvonne Bogard, CPLP, Vice President Virtual Programs

Operations:

- During 2015 we had six virtual programs.
- We used Zoom meeting platform for all ATD RMC hosted virtual programs.

Collaborations:

- November 10, 2015 webinar was hosted by ATD Pikes Peak Chapter. This is the first collaboration amongst the ATD Colorado Chapters. We hope to build on this in 2016.
- Collaborated with ATD DC Metro Chapter to share webinars and/or speakers exchange. They would like to do the speakers exchange so we have provided them with the list of virtual programs in 2015 except the November 10 webinar.

Revenue:

- Virtual programs were free to our chapter members and \$10 for non-members.
- Total Virtual Program revenue generated in 2015 was \$290.
- Cost of Zoom meeting subscription, \$99.
- Cost of AnyMeeting subscription from previous year set up by Mark Bower, \$200 plus. Yvonne didn't realize this subscription was been paid for by ATD RMC. My apologies.

In 2016:

- Yvonne Bogard will serve two roles, 1) President Elect, and 2) VP of CPLP Study Groups
- Grant Simmons will be the 2016 VP of Virtual Programs

Virtual Program	Topic	Presenter	Participants	Revenue
April 1, 2015	Thinking Outside the Virtual Training Box: Best Practices for Engagement	Corena Bahr, http://yourwebguru.net/	20	\$90
June 10, 2015	Game Changers - Technology Trends in Learning and Development	Amy Franko, http://www.impactinstruction.com/	14	\$20
August 19, 2015	Microlearning - Training in a World Without Time	Steven Cohen, Meyvn Global, http://www.meyvnglobal.com/	19	\$30
September 30, 2015	From Accidental Change Management to Intentional Change Leadership	Jesse Jacoby, http://www.emergentconsultants.com/about-us/our-team.shtml	20	\$30
October 19, 2015	Virtual E-Volution: Transform the Way You	Sheri Jeavons, http://www.power-	23	\$50

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	Educate	presentations.com/		
November 10, 2015	The Power of Persuasive Communication (hosted by ATD Pikes Peak Chapter)	Laura Wall Klieves, http://www.duarte.com/blog/author/laura/	23	\$80
Total				\$290

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Membership Report

Submitted by Michele Padilla, President

As of December 31, 2015, we had 180 members, which is down from 216 members in 2014. The decrease was due to lack of recruitment for new members as well as lack of renewals.

From August to November, the Rocky Mountain Chapter incentivized members with a \$10 savings for new members and renewing members. RMC also had a partnership with Training Magazine. Chapter members who registered for any ATD RMC chapter event between August and November were awarded with a chance to win a *free* registration to Training Magazine's fabulous Training Live+Online Certificate Program which was valued at \$2000.00 for all RMC members in good standing. The drawing was to be held at the annual holiday party in December and members must be present to win. The chapter encouraged and welcomed new members to participate in this contest. For each program that they registered for between August and November, members would be eligible for one chance to be raffled off in a drawing for this offer.

We did not see as large of an increase as we had hoped between August to December 2015. Our renewal rate was also lower in 2015, as there was not enough action to reach out to lapsed members to renew their membership. Although, Power Membership and RMC membership collateral was offered at events and advertised through word of mouth, there was not enough support for this initiative. However, moving forward for 2016, there is a focus on not only new membership, but member retention. The next VP of Membership will be responsible for maintaining a volunteer committee to assist with the management of membership including new members at any level and renewals. This role is an integral part of our chapter and will shoulder more responsibility to be more visible at events and promoting membership to both RMC and ATD.

On a more positive note, we ended 2015 with 55% our members having joint membership. This year our joint membership is up 5% and this is the third consecutive year we have increased our joint membership. The minimum percentage required for CARE is 35%.

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Volunteer Engagement Report

Submitted by Sue Fody, Vice President Volunteer Engagement

2015 Summary Report for the Volunteer Committee

Number of volunteers:

On the 2015 list, receiving monthly requests	106
Unique individuals who covered meeting responsibilities	16
Volunteered for special projects	2
Recruited from the outside for board positions	0
Transitioned from volunteers to the board	1

2015 Summary Report for the Volunteer Committee

In 2015, RMC experienced a 39% increase in interested volunteers. They receive monthly emails soliciting help for chapter meetings.

Occasionally they will also receive special requests for ad hoc projects. Out of these requests, 16 individuals have donated their time to the chapter during monthly meetings.

During each monthly meeting, volunteers are thanked as a whole and by name for their time and expertise in volunteering. Each volunteer is given a token of appreciation for volunteering and they received a special honor during the annual holiday party. There was a large banner with volunteers listed as a way to publically thank them for all their time during the year.

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Sponsorship Report

Submitted by Michele Padilla, President

Sponsors in 2015 included: Regis University, Gene Tognacci, Powers Resource Center, Center for Coaching Certification, and the American Marketing Association.

Sponsorships brought in \$2,035.00 of revenue to the chapter in 2015.

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Technology Report

Submitted by Nathan Glover, Vice President Technology & Social Media

It's hard to believe 2015 is already over. It was a productive, and busy, year for ATD RMC Technology. Major highlights include:

- Responsive Website Prototype
- Event Content Management
- Members Only Job Board
- Audience Insights

Responsive Website Prototype

While the implementation of the newly redesign ATD RMC website is still pending, a functional prototype was created this year. Overall look and feel was reviewed and approved by the board. The new design is expected to go live in 2016 Q1.

Event Content Management

Thanks in part to the swift planning of Programs, Technology was able to publish events in WildApricot early to help build buzz; nearly 100% of our events for 2015 we're posted online before the end of Q2, leaving just minor updates to TBD locations and event specifics. This 'build once and iterate' approach reduced the overall time it would have taken to accomplish these tasks individually by ~25%.

Members Only Job Board

Technology has posted over a dozen jobs throughout the year to feature exclusively to our members. Lines of communication were established with employers to post opportunities quickly, and retire expired openings.

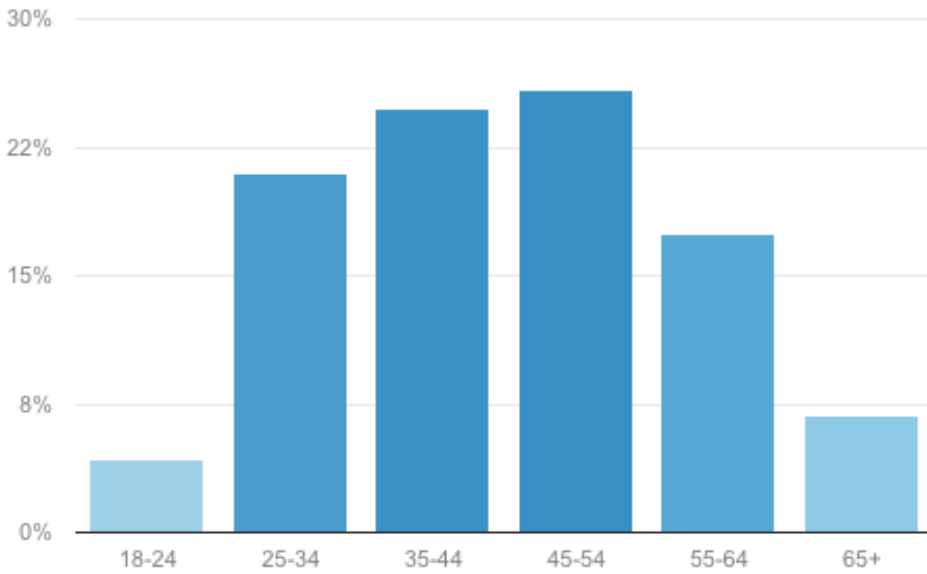
Audience Insights

Another year of analytics data gives us more information about our audience, better preparing us for next year. Here are some facts from this year:

- The majority of website visitors were women (66.7% vs. 33.3%)
- The majority of website visitors fit in the 45-54 age bracket (25.80%).
- Top traffic sources were direct (32.47%), email (29.67%) and organic (27.93%)

Overall Metrics

Age Demographics



Traffic Sources

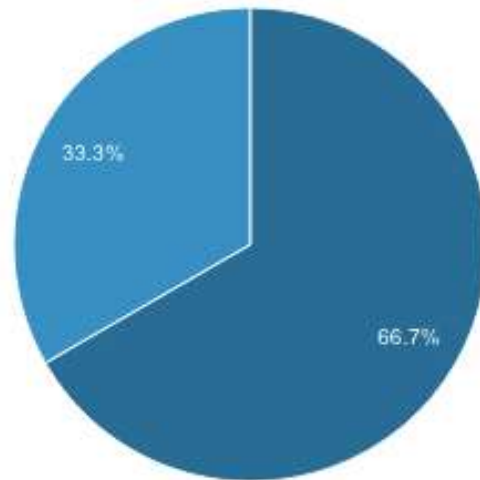
- Direct (32.47%)
- Email (29.64%)
- Organic (27.93%)
- Referral (5.94%)
- Social (4.02%)



- Direct
- Email
- Organic Search
- Referral
- Social

Gender

- female
- male



Next Steps

Nathan Glover will continue to serve as Vice President of Technology for 2016. Major goals include:

- Launching the newly redesigned website
- Streamlining web content / change requests with templates
- Keeping request response times under 48 hours

Social Media Report

In 2015, ATD RMC overcame a few stumbling blocks and responded by taking significant steps forward in our social media marketing strategy. Major highlights include:

- Social Media Automation Software
- Technology Gets Social
- Analytics Tracking / Reporting

Social Media Automation Software

Early 2015, ATD RMC adopted Hootsuite to be able to automate and schedule social media posts. This software allowed us to produce social media posts once and publish to multiple channels, making it easier to keep members engaged on LinkedIn, Twitter, and Facebook.

Technology Gets Social

Rocky Mountain Chapter added responsibilities in late Q2 to address issues of post quality and quantity. Hootsuite, despite being requested by 2015's original VP of Social Media, wasn't used much during Q1 and Q2. Posts during Q3 and Q4 were created and scheduled months in advance to promote events, share valuable content, and engage followers.

Analytics Tracking / Reporting

Board meetings during Q3 and Q4 enjoyed monthly reporting on channel growth. Major highlights include:

- Facebook followers grew by 22.3% over the course of the year (88 > 112)
- The majority of our Facebook followers are female (73% vs. 27%)
- Twitter followers grew by 18% over the course of the year (498 > 621)
- The majority of our Twitter followers are male (53% vs. 47%)

Overall Metrics

Facebook Growth



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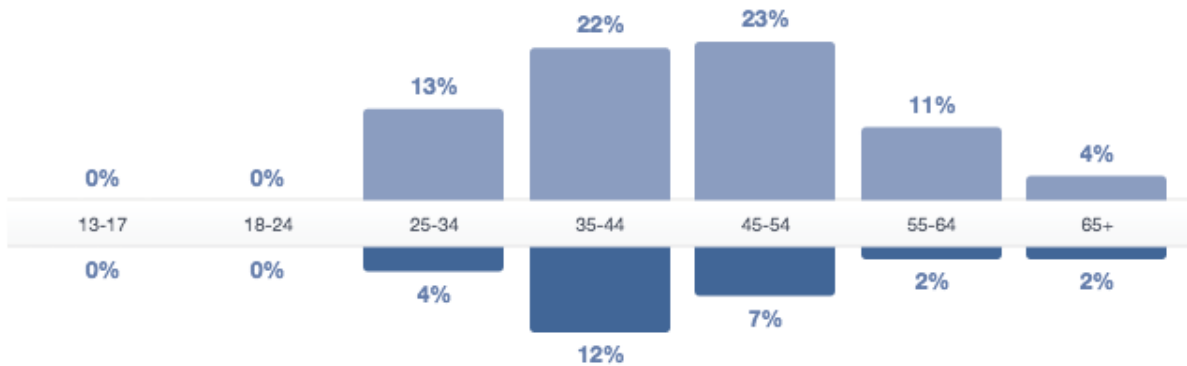
Facebook Demographics

Women

73%
Your Fans

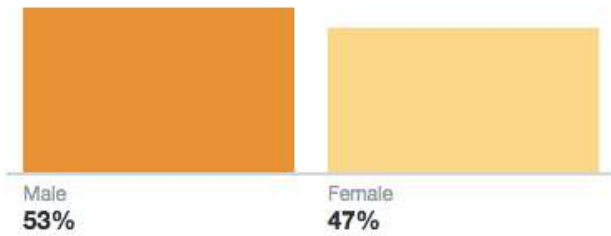
Men

27%
Your Fans



Twitter Demographics

Gender



Next Steps

Recommend bringing in a new VP of Social Media to develop new posts for our channels. Keep VP of Technology responsible for publishing and scheduling via Hootsuite. Major goals include:

- Maintain a queue of LinkedIn, Facebook and Twitter posts throughout the year
- Promote all events and virtual programs
- Grow social media following every month
- Live tweet every event

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Communication Report

Submitted by Michele Padilla, President

This year we began strong with our communications and continued throughout the year although we experienced unexpected turnover in this position mid-year. However, our prior VP of Communications from 2014, Tara Powers immediately stepped into the role and managed it while also overseeing the VP of Sponsorship role.

Chapter communications was consistent throughout the year with the weekly emails focused on upcoming chapter programs and events, and the monthly newsletter focused on the President's Message, special announcements and opportunities for learning, articles from our sponsors, and an article from the Communication VP.

Our email list slightly decreased from 1,399 to 1,345 active contacts in 2015. Our overall open rate is 20.6% and our click rate is 8.3%. In the last quarter of 2015, the open rate remained the same, but the click rate increased to 13.2%.

For 2016, we will be transitioning Christine Testolini as the VP of Communications.

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2015 Income and Expense

Submitted by Sid Basu, VP of Finance

It was a very successful year from a financial standpoint. Some highlights for the year:
Our cash balance year over year grew from ~\$22K to ~\$30K (a 35% increase)

We had a net income of \$7,942 in FY15 compared to \$3,962 (a 100% increase)

Anticipated revenues were not as high as budgeted (~\$25K vs ~\$31K) but expenses were also much lower than budgeted (~\$16K vs ~\$28K)

ATD-RMC Profit and Loss January - December 2015

	<u>Total</u>
Income	
4000 Membership Dues	16,977.00
4000.1 Pof2 Paid to National	-6,661.00
4050 Program Income	10,085.89
4400 Chapter Income	
4300 Sponsors	2,275.00
4410 CHIPS	1,744.36
4440 National Incentives	1,500.00
4490 Interest Inc	4.33
	<u> \$</u>
Total 4400 Chapter Income	5,523.69
	<u> \$</u>
Total Income	25,925.58
	<u> \$</u>
Gross Profit	25,925.58
Expenses	
5100 Prog Exp	
5110 Facility and Food/Beverage	5,841.22
5114 Program Gifts	484.17
5115 Speaker Pay	926.70
5118 Program - Misc/Other	16.03
5119 Technology - Programs	59.96
	<u> \$</u>
Total 5100 Prog Exp	7,328.08
5400 Other Exp	
5200 Technology Expense	476.86
5401 Board Exp	32.93
5401.01 Leadership Conf	2,870.44
5401.03 BOD Meet'g/Recog.	789.74

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5402.01 Software/Subscrip Fees	483.69
5402.02 Membership	960.00
5402.03 Communications	803.64
5402.04 Marketing	-50.00
5403 Tax Return Preparation	130.00
5420 Supplies	95.03
5430 Insurance	544.00
5441 Permits and Fees	10.00
5490 Bank/CC fees	1,360.87
	<u> </u>
	\$
Total 5400 Other Exp	8,507.20
5402.06 Dues & Subscriptions (Wild Apricot)	960.00
	<u> </u>
	\$
Total Expenses	16,795.28
	<u> </u>
	\$
Net Operating Income	9,130.30
Other Expenses	
5435 Management Fee	1,188.08
	<u> </u>
	\$
Total Other Expenses	1,188.08
	<u> </u>
	-\$
Net Other Income	1,188.08
	<u> </u>
	\$
Net Income	7,942.22

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Other Areas of Focus

Submitted by Michele Padilla, President

CPLP Virtual Study Group

After successfully leading the chapter's first successful CPLP virtual study group serving all Colorado and Wyoming chapters to pass the Knowledge Exam in 2014 and also achieving her own CPLP in 2014, Yvonne Bogard, was contacted by Jenna Smith, Marketing Manager for ATD to write about the journey to earning the CPLP. With a member of the original study group from Pikes Peak Chapter Yvonne is co-authoring a three-part blog series for the ATD Career Connection blog about the path of earning the CPLP.

Yvonne attended ALC in October 2014 and signed up for the mentoring pilot program with Silvia Benatti and Annabelle Reitman. Based on mutual interest Yvonne was paired up with Jennifer Rogers (Piedmont Chapter) who had also earned her CPLP in 2014. Each wanted to establish a rigorous virtual study group for their chapters.

In 2015, Jennifer and Yvonne met regularly virtually to discuss ideas and goals for each of the chapters. They aligned their goals to create a formalized joint CPLP virtual study group between Rocky Mountain and Piedmont chapters. This formation became a Special Interest Group (SIG) in which Yvonne initiated



having a SIG joint logo created by ATD.

Additionally, Yvonne established LinkedIn subgroups, 1) CPLP Joint Virtual Study Group-Rocky Mountain & Piedmont Chapters, and 2) CPLPs Supporting CPLP Candidates. In the first subgroup, Yvonne's objective was to provide an avenue for connection and marketing to anyone interested, regardless of chapter or national membership. For the second subgroup, her goal was to encourage participation from CPLPs who may want to get involved to give back to the talent development profession by helping others on their way to earning their CPLP.

To date, Yvonne and Jennifer are planning and coordinating with two new co-leaders recruits for a spring 2016 virtual study group cohort. This sustainable approach was presented and well received at ALC. Further, Yvonne is networking with other ATD chapters to partner in the "sustainable" CPLP Virtual Study group model.

Yvonne submitted a "joint" Sharing Our Success (SOS) which was accepted and notified in December 2015.

Yvonne formulated and proposed a new board position for VP of CPLP Study Groups. This new board position was approved and implemented in 2015 in which Yvonne has served. This was an additional board role for Yvonne in 2015 as she was already serving as the VP of Virtual Programs.

Yvonne initiated a proposal to present what she and Jennifer had been doing at the upcoming 2015 ALC. The proposal was accepted and they jointly presented. Presenting at ALC was an acknowledgment to Yvonne that her leadership efforts to establish a sustainable CPLP virtual study group model was an area

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of need in the ATD communities. She has ongoing efforts with other chapters to partner in sustaining an ongoing and rigorous virtual study group.

Jennifer and Yvonne met with Ken Phillips, a NAC advisor, at ALC to provide recommendations for him to consider presenting to the NAC meeting at ALC. Favorable responses are moving the CPLP virtual study group forward with a level of national support. Yvonne would like to see the Certification Institute to assist in helping future CPLP candidates to locate viable study group. Her vision is a type of clearing house similar to how ATD supports on their website, "locate a chapter near you."

Special Interest Groups (SIGs)

In 2015 our SIG, The Facilitator Connection continued to meet throughout the year. This group meets monthly, and is a great enhancement to our programs.

We also attempted to start an eLearning SIG this year and will continue to diligently work to have the SIG begin to meet monthly in 2016.