# 2021 Chapter Business Summary

January 13, 2022

Presented by Svetlana Averbukh, President
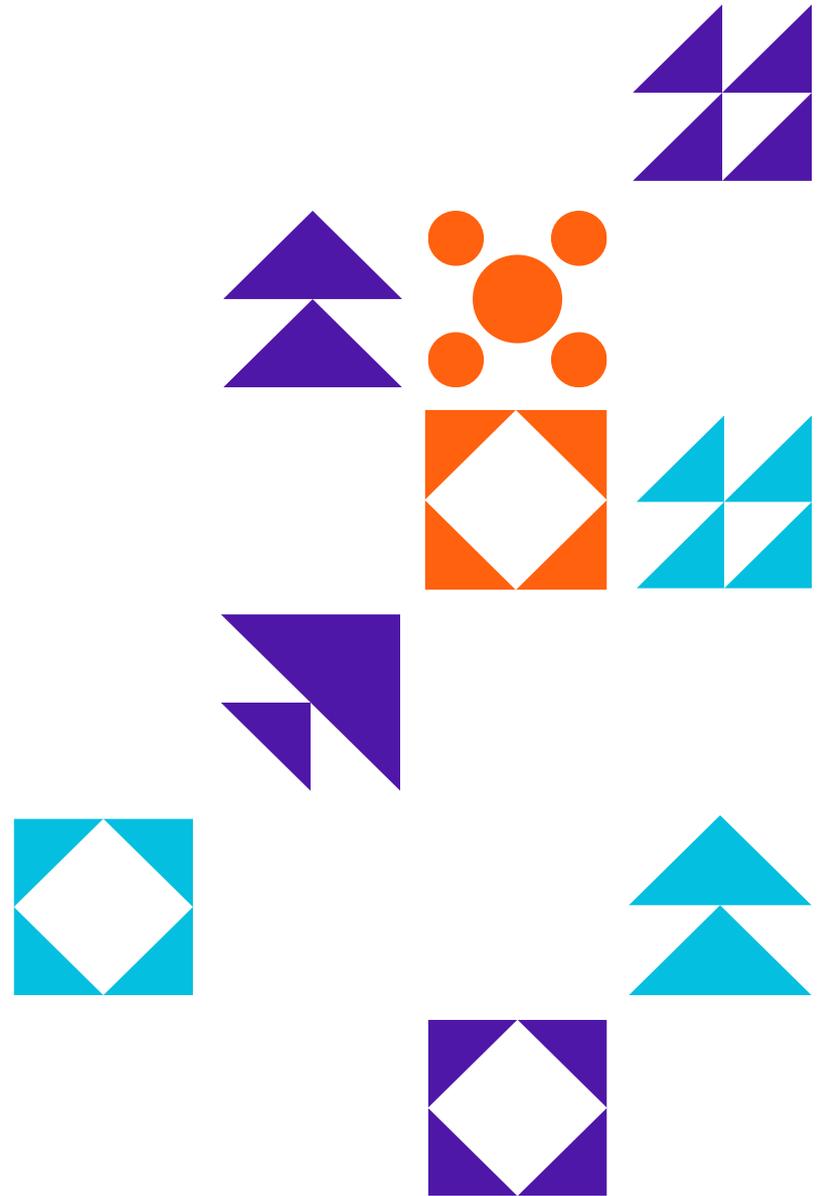
Inside and Outside Our Chapter

INITIATIVES

Flashback: 2021 Vision President, Svetlana

- ✅ Maintain the PMI-LA Chapter benefits
- ❌ Continue membership retention and attract young people to the chapter
- ✅ Increase Member engagement via interesting and stimulating programs and educational activities
- ✅ Collaborate with other chapters
- ❌ Attract more Chapter Volunteers and train new volunteers for Leadership positions

2021 Member Feedback

Please enter in the CHAT anything that you as a member missed in 2021?

VP of Finance – Meredith/Antuan

- Develop desktop procedures
- Report PMI-LA finances monthly to BoD
- Prepare a successor
- Set the stage for an independent financial review

Due to a Transition in VPs these tasks were not accomplished in 2021

VP of PMO & Admin - Charles

✅ Operational maintenance of chapter.

✅ Assist Tech to facilitate Programs and Marketing initiatives.

✅ Asset Management
- Further management and control of physical inventory.
- Streamline, make use and preserve chapter's digital assets.

✅ Tech Talks – held 2 Tech talks in 2021; safe places for volunteers to learn and discuss Project Management topics

VP of Technology - Syreeta

✅ Recruiting for Technology Team – build the team out to a minimum of 3 members

✅ Recognition page for New Members, Newly Certified Members, Awards Recipients, in addition to streamlining the Lee Mandley Volunteer of the Month postings

❌ Implementation of Change Committee to oversee changes to the website

VP of Marketing & Communications - Deby

❌ Google Analytics Review of current new processes compared with 2 years ago

❌ SEO: Search Engine Optimization

✅ Work on fully automating New Members email campaign

✅ Work with Membership on implementing a Renewal Campaign

✅ Continue to increase Social Media Presence

❌ "Return from COVID-19" Celebration!

VP of Career Development - James

✅ Career Employment events throughout the year
- Jobs Jamboree
- Strategies for Hiring Managers
- Brand and Land
- Academic Outreach
- Revive Formal Mentorship Program
- Implementation of the new Job Board

✅ Professional Development events throughout the year
- Project Management Professional Certification Training
- Certified Scrum Master Certification Training
- 120 VC Transformational Leadership Program
- Effective Leadership Skills
- Running to Leadership/Managing Difficult Projects and People
- Project Everest: Reaching New Height in Project Management
- How to Engage in Virtual Meetings
- JIRA Introductory Training
- Lean and Six Sigma for Project Management

❌ Due to extended COVID restrictions, all Career Development activities remained virtual for all of 2021

VP of Programs - Farrokh

Chapter Meetings
- ✅ Continue with ZOOM meetings through June 2021
- ✅ Engaging Virtual thematic Networking opportunities
- ✅ Identify new Flagship location (3 virtual meetings!)

Chapter Programs
- ✅ Identify key opportunities to partner with other Chapters
- ✅ Recruit and invite widely recognized Speakers
- ✅ Update and Maintain Programs Documentations
- ✅ Networking opportunities to drive member engagement
- ✅ Due to extended COVID restrictions, Programs remained Virtual for all of 2021
- ✅ Recruit and onboard new Directors for Programs Satellite
- ❌ Lost AVP and was unable to recruit any

VP of Membership – Eric

- Planned 2021 Events
  - ✅ Volunteer Recruitment – prepare the chapter for 2022 business
    - Held: 2/22/2021
  - ✅ New Member Orientation – inform new members of chapter membership value
    - Held: 4/28/21 and 9/21/21
  - ✅ Chapter Networking Events
    - Held: 6/16/21 and 10/28/21
  - ✅ Chapter EOY Volunteer Recognition Event
    - Held: December 7, 2021

Inside and Outside Our Chapter

ENGAGEMENT

2021 Membership Numbers

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Both	1,837	1,807	1,801	1,768	1,760	1,760	1,738	1,724	1,701	1,685	1,677	1,687
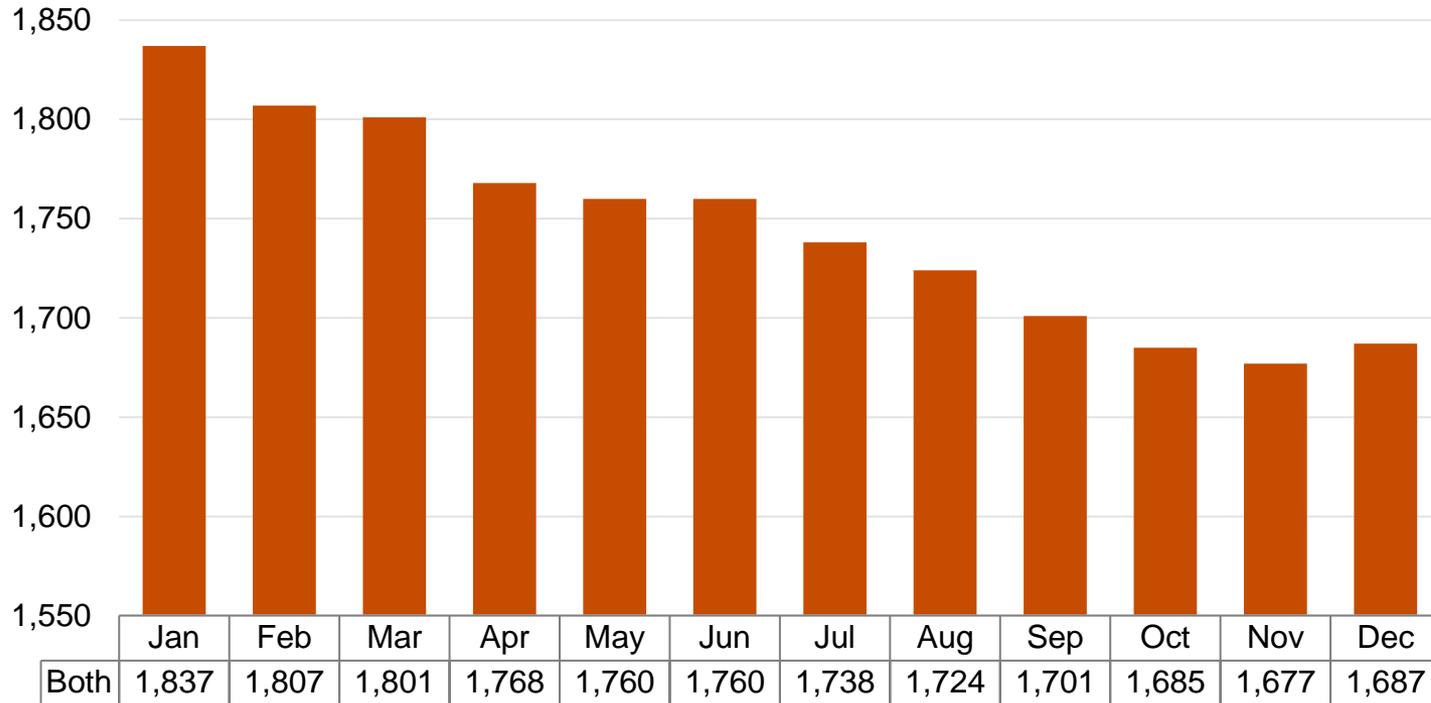
Historical Membership Numbers

Total Members and Retention Rate

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Total	894	991	1076	1141	1395	1390	1344	1294	1148	1110	1369	1393	1496	1499	1633	1731	1884	1957	2090	1817	1687
Retention	0.66	0.58	0.58	0.67	0.67	0.58	0.61	0.6	0.59	0.67	0.67	0.59	0.62	0.64	0.66	0.59	0.6	0.67	0.74	0.67	0.61
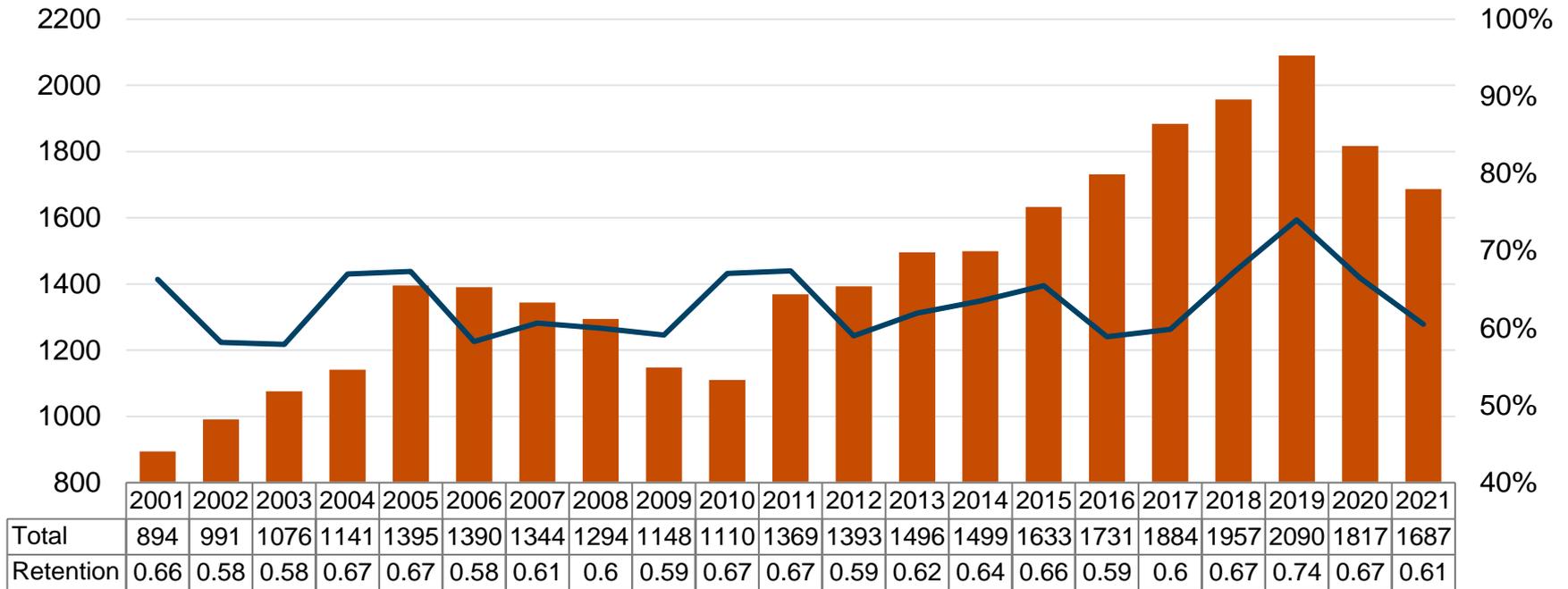
Total — Retention

End of Year Membership Certifications

PMP — 1,045
ACP — 58
CAPM — 57
Other PMI Certifications — 47
No PMI Certifications — 480
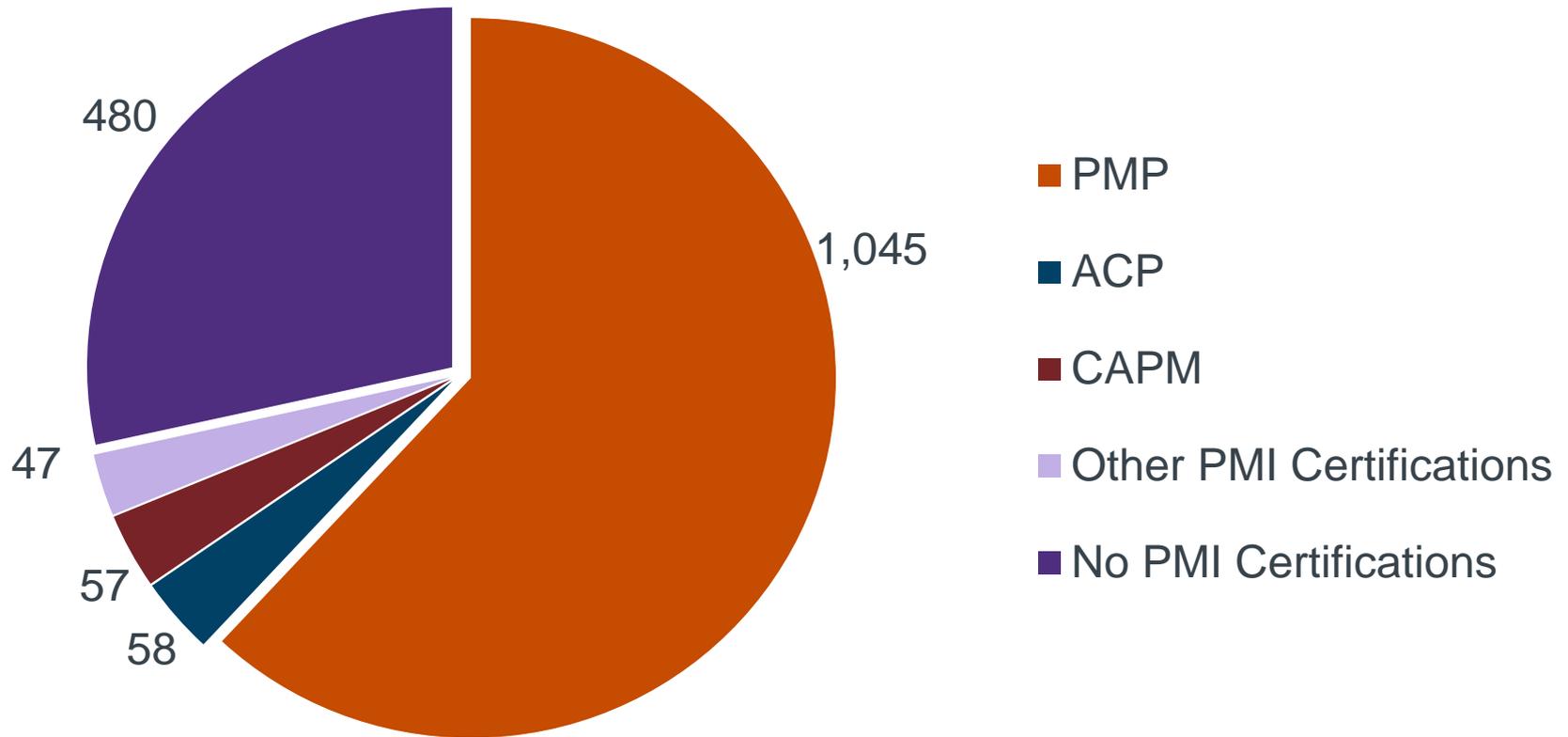
Programs Registration

Program	Meetings Virtual	Members Virtual	Non- Members Virtual	Average Virtual
Flagship	4	253	15	67
North Los Angeles	2	111	10	60
South Bay	2	49	1	25
Live Webinar	9	255	41	28
Pasadena ***	1/11	21 / 645	2 / 49	60
	1 / 28	119 / 961	8 / 67	

Programs Comparison

Year	# events	Members	Non-Members	Totals
2020	5 F2F 28 Virtual	119 F2F 961 Virtual	8 F2F 67 Virtual	127 F2F 1028 Virtual
2021	1 F2F 28 Virtual	21 F2F 1313 Virtual	2 F2F 116 Virtual	23 F2F 1429 Virtual

- 2021 had higher attendance by members and non-members across the board
- Pasadena Rose Bowl Float Parade continues to be well attended despite COVID restrictions
- Virtual Programs due to COVID has been extremely successful for our members.

Career Development Events

Career Development Event	Date	# of Members	# of Non-Members	Total
Career Development | Project Everest: Essential Steps for Successful Projects	1/23/2021	12	0	12
Running to Leadership: Individual and Team Building Course	2/13/2021	15	2	17
Career Development | Leadership UpLevel Workshop Series #1	2/27/2021	15	0	15
Career Development | Managing Difficult Projects and People Course	3/13/2021	31	1	32
Career Development | Leadership UpLevel Workshop Series #2	3/27/2021	9	0	9
Career Development | Job Search Jamboree	4/17/2021	17	0	17
Career Development | Leadership UpLevel Workshop Series #3	4/24/2021	9	1	10
Career Development|Application of Six Sigma in the PM process	5/5/2021	51	3	54
Career Development | Engaging Virtual Meetings	5/19/2021	22	2	24
Applying for the PMP Exam: 2021 Guidelines	6/9/2021	23	20	43
Career Development | Brand and Land	6/26/2021	42	3	45
Career Development | Brand and Land - Interview	7/24/2021	18	1	19
Career Development | Brand and Land	8/7/2021	23	1	24
Career Development | JIRA Presentation	8/24/2021	58	7	65
Career Development | Sept. Brand and Land - Interview	9/11/2021	16	2	18
Career Development | Strategies for Hiring Managers	9/11/2021	14	5	19
Career Development | Sept. Brand and Land: Resume & LinkedIn	9/25/2021	11	2	13
Career Development | Brand and Land - Interview	10/23/2021	17	1	18
Career Development | Brand and Land	11/6/2021	7	2	9
		410	53	463

Career Development Comparison

Year	# events	Members	Non-Members	Total
2020	10	264	24	288
2021	19	410	53	463

- 2021 had 100% more events as well as continuous PMP, CSM, CSPO, TLP(Leadership) sessions throughout the year

- Virtual Training due to COVID has been extremely successful for our members.

Membership Event Registrations

Event	Event Date	Members	Non-Members	Total
PMI LA 2021 Volunteer Recruiting	2/22/2021	33	6	39
PMI-LA Chapter Member Orientation	4/28/2021	43	10	53
PMI-Southern California Happy Hour!	6/16/2021	29	1	30
PMI-LA Q3-21 New Member Orientation	9/21/2021	41	1	42
PMI-Southern California Halloween Happy Hour!	10/28/2021	19	0	19
		165	18	183

Membership Event Comparison

Year	# events	Members	Non-Members	Total
2020	3	92	2	94
2021	5	165	18	183

- Virtual Meetings are well attended by members.

2021 Snapshot

FINANCE

Financial Overview

	2020 Actuals	2021 Budget	2021 Actuals	Variance
Total Chapter Revenue	71,483	71,366	53,416	-17,949
Total Chapter Expenses	44,494	82,005	25,908*	-58,307
Chapter Net	**26,990**	**-10639**	**27,508**	**40,357**

Current Assets as of Dec. 31, 2021	
Checking Account	$236,255*
Investment Account	$149,715
CD's	$69,322
PayPal	$28,098
Total	$483,390

* Estimated – pending final expenses

2021 Revenue

$6,200

$3,324

$289

$43,603

- Membership
- Finance
- Career Development
- Programs
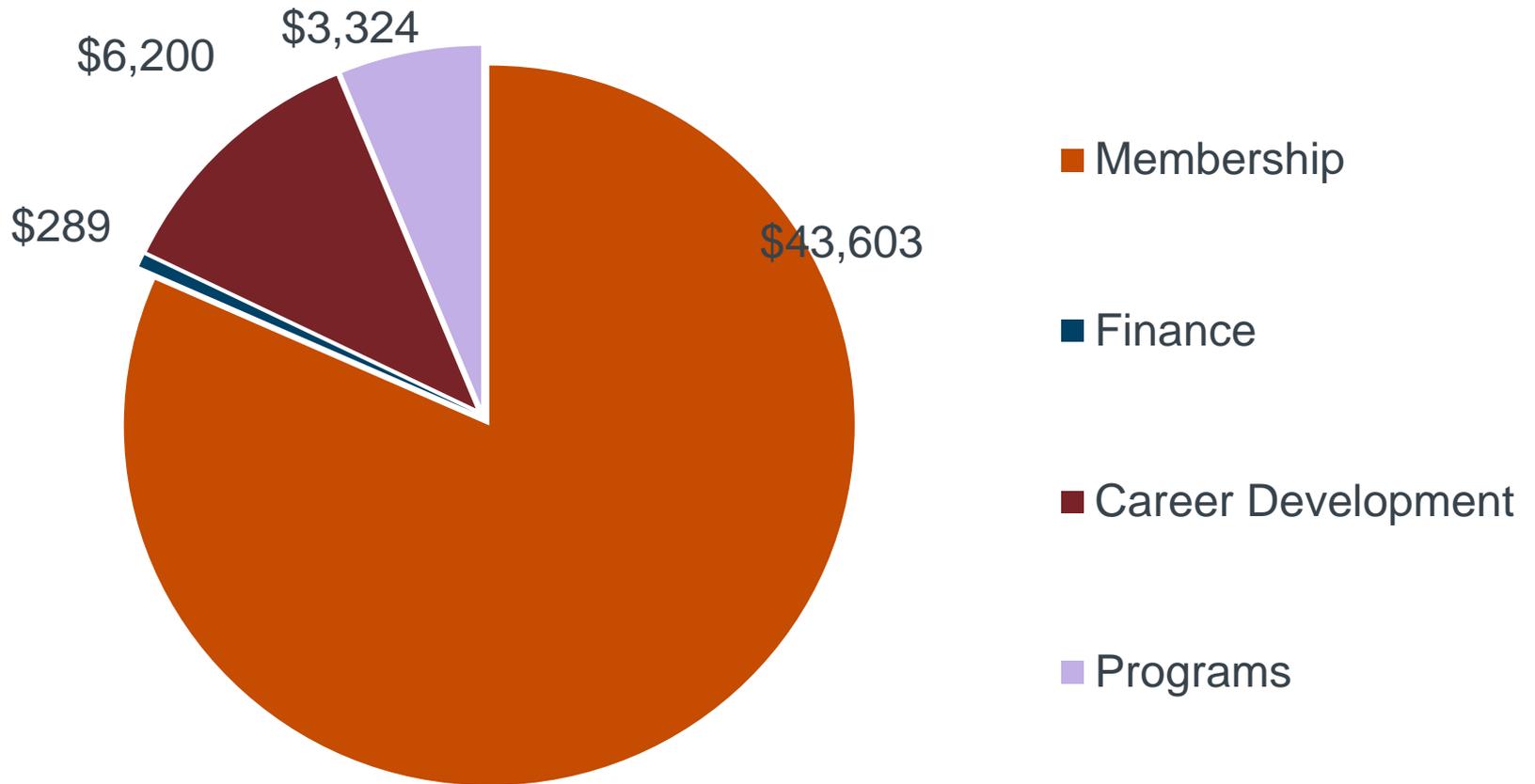
Revenue Trends by Portfolio

Los Angeles Chapter
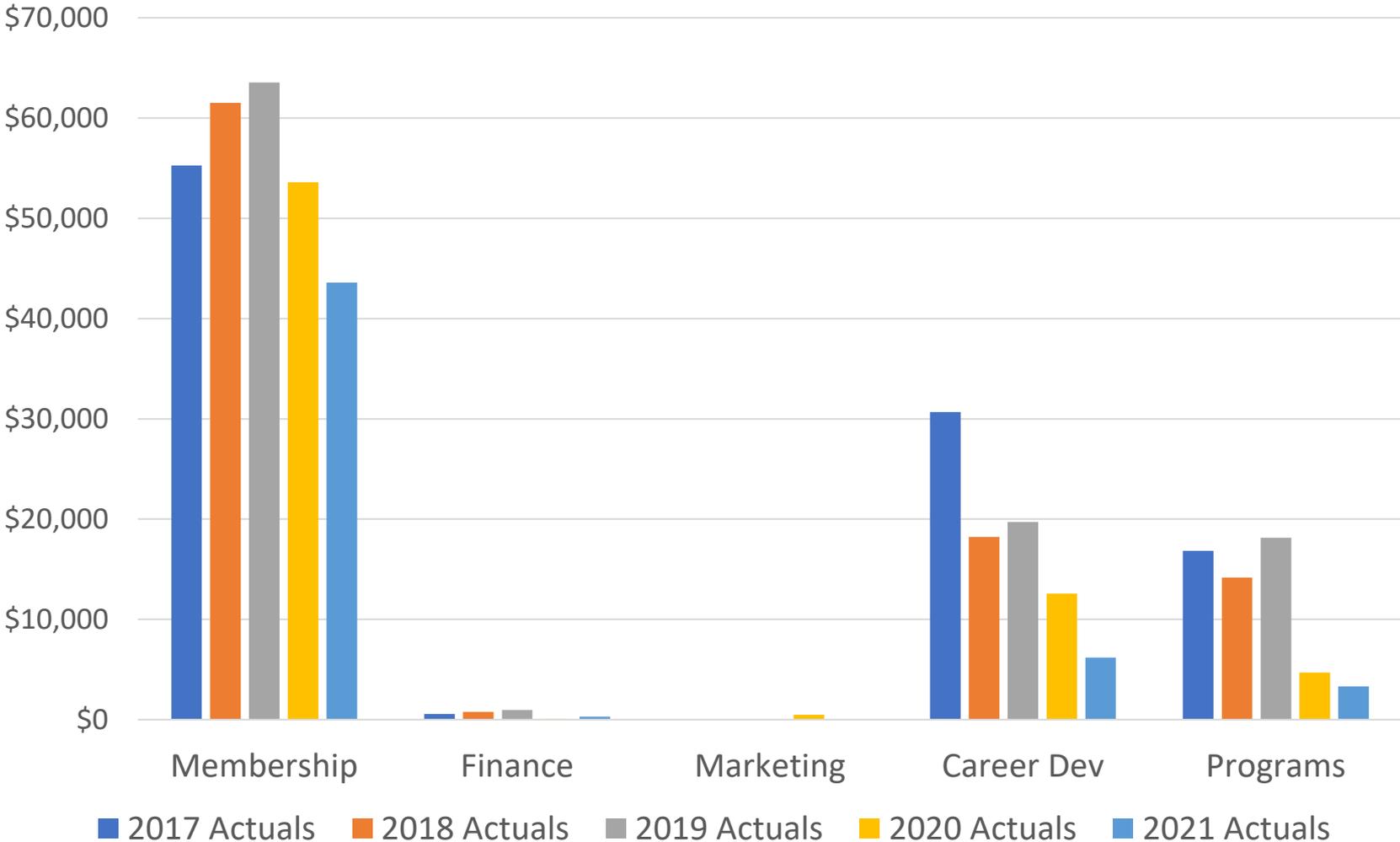
2021 Expenses

Expense by Portfolio

Where Your Dues Go

- 17%
- 3%
- 21%
- 59%

Legend:
- Chapter Administration
- Membership
- Programs (Meetings)
- Career Development
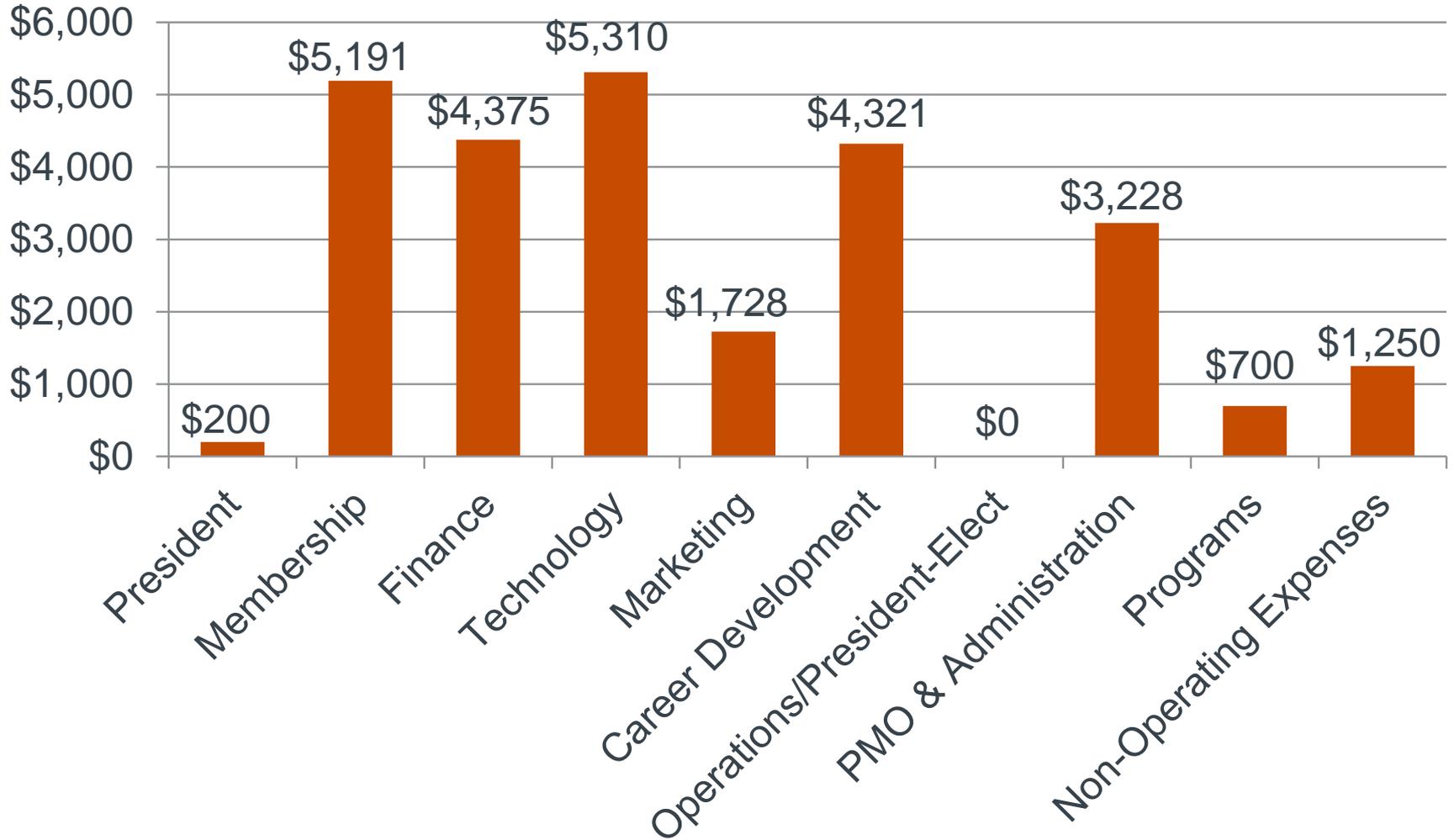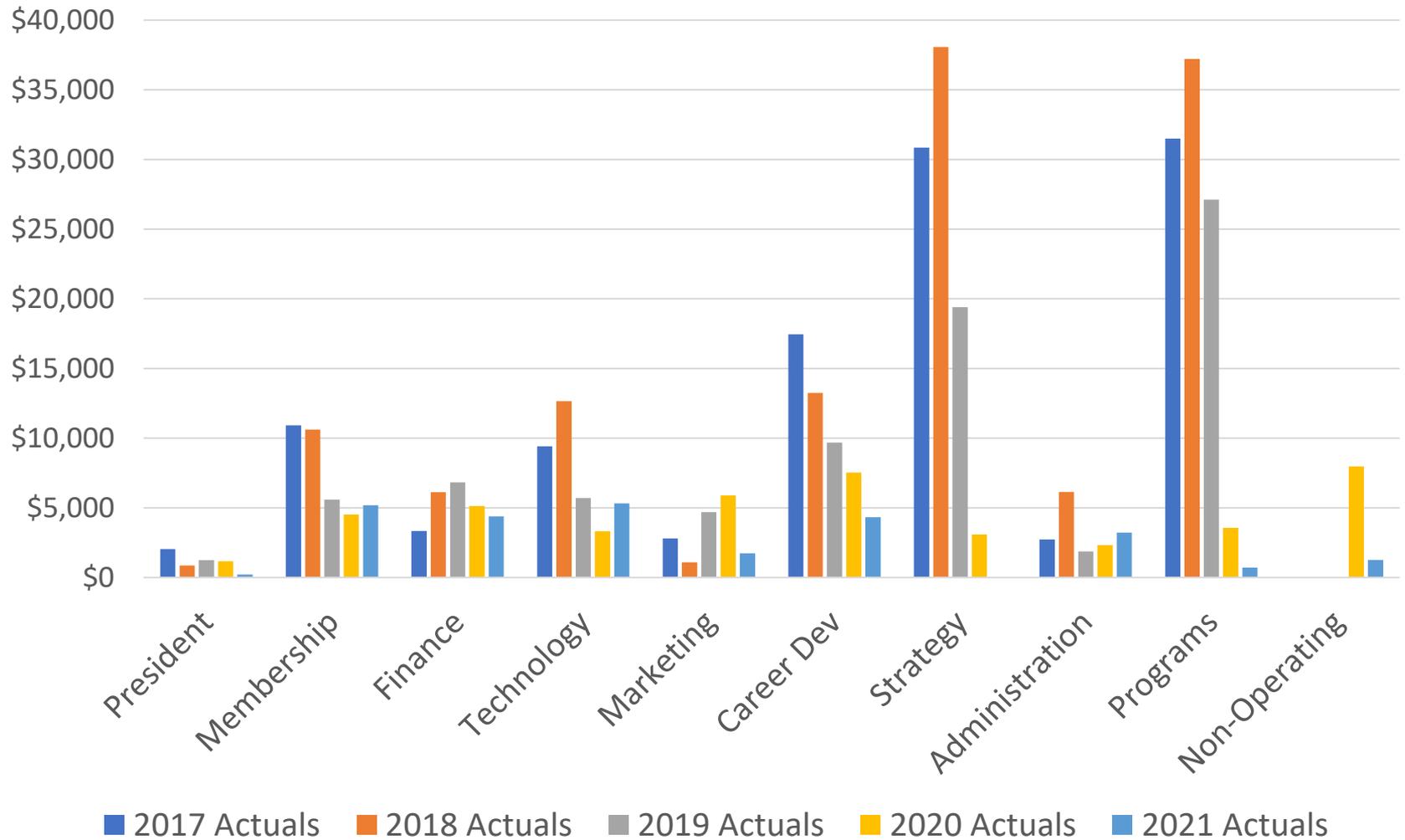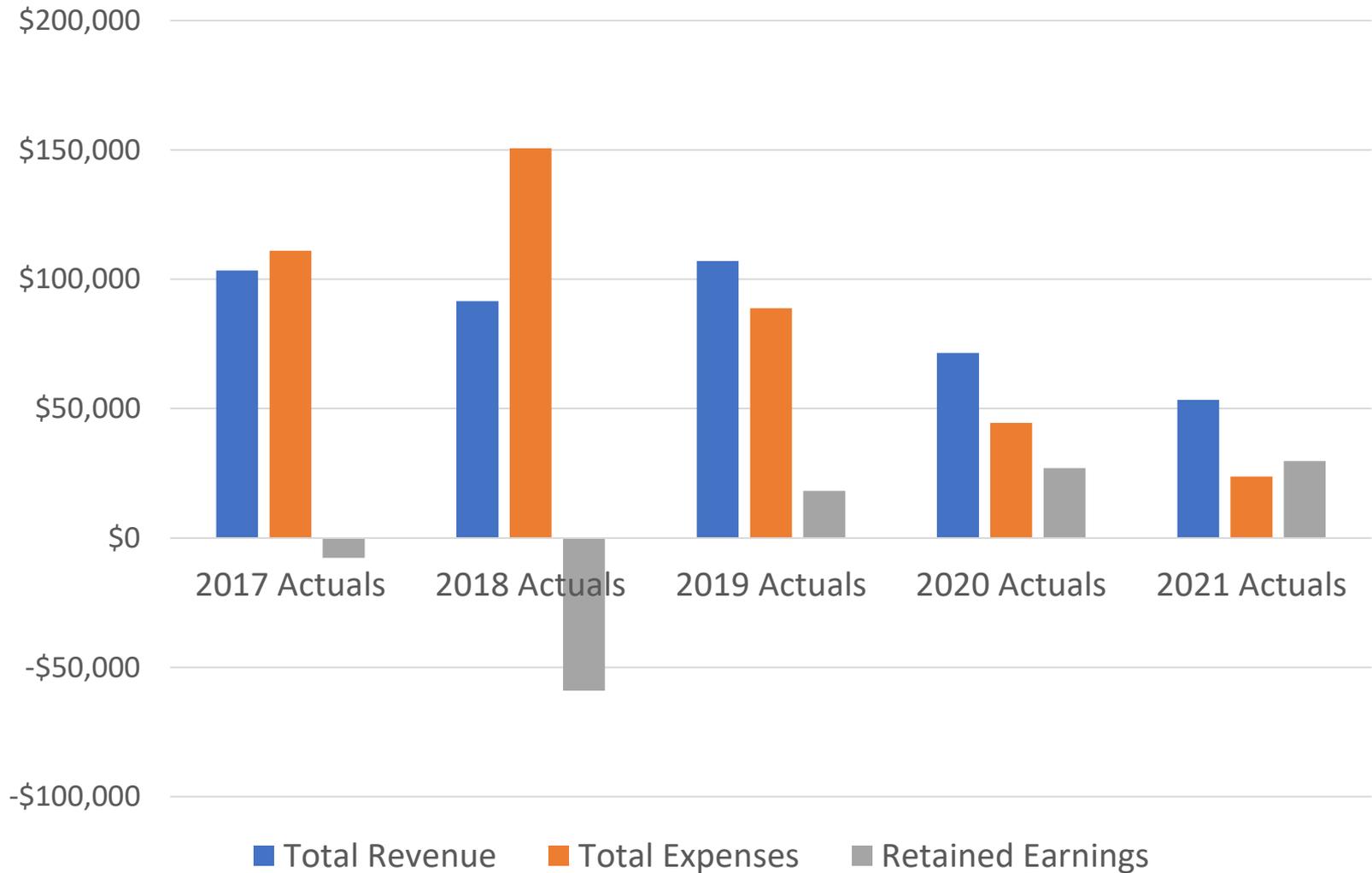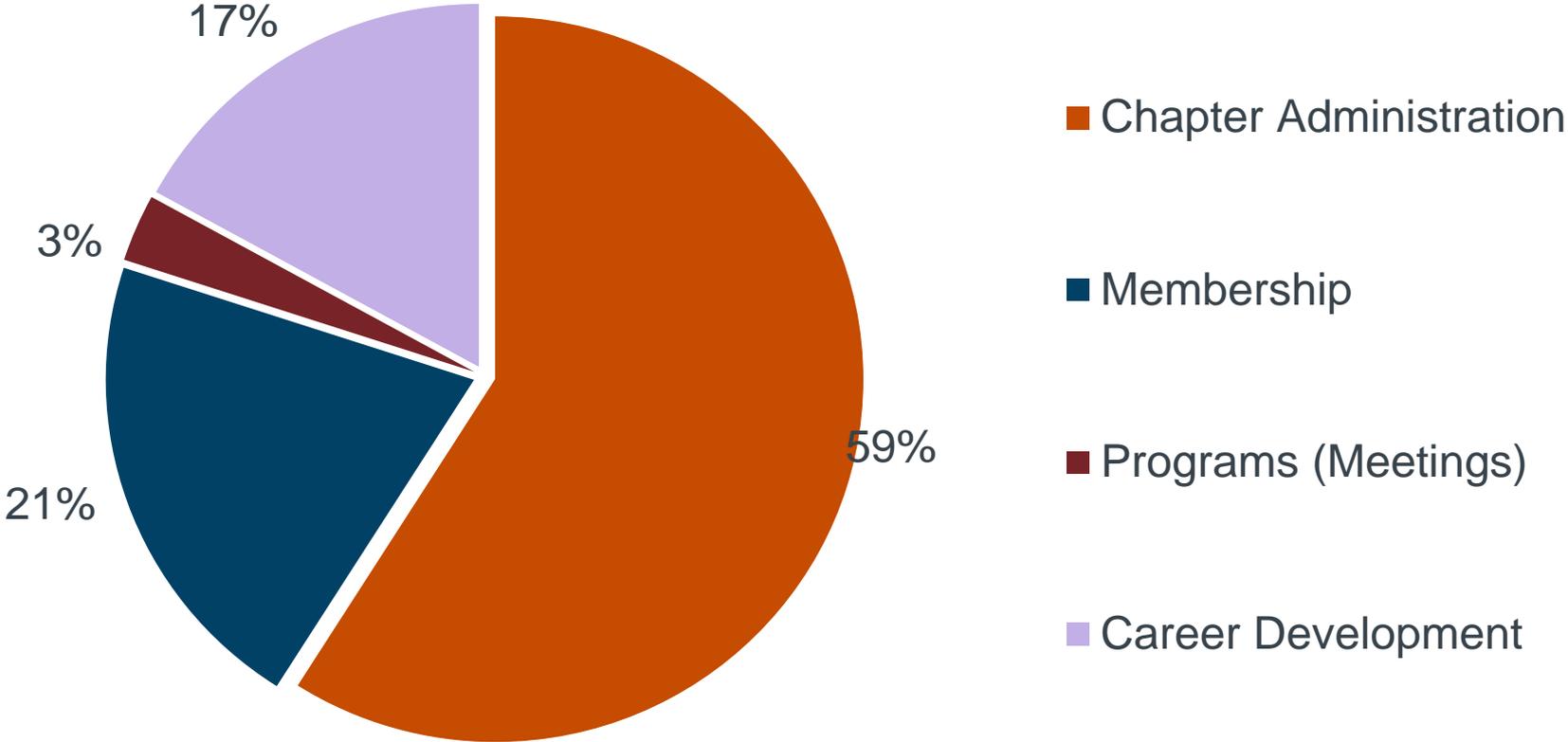
What's new for 2022?

January 13, 2022

Presented by Svetlana Averbukh, President and the 2022 Board
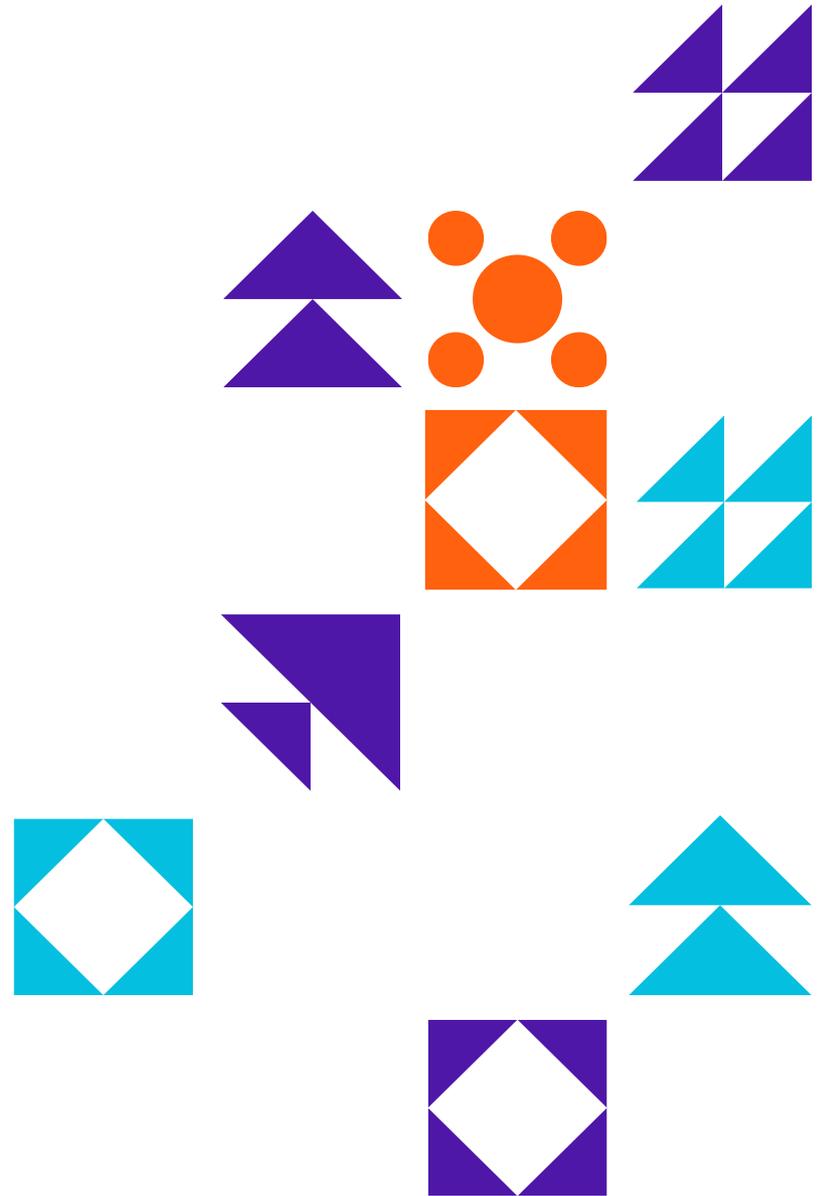
2022 Vision
President, Svetlana

o Increase Membership Retention and Growth
o Attract & Train Millennials to Volunteer Leadership positions
o Chapter Collaboration with other Chapters for Programs, Career Development and Networking events

VP of Operations/President-Elect – Deby

Responsibility:

Ensure Chapter Operations adhere to current PMI-LA and PMI policies while gaining an understanding of all PMI-LA functions

- o Priority focus: Documentation and enhancement of Policies and Responsibilities Manual to ensure QuickStart for Volunteers and Board members
- o Prepare 2022 volunteers for leadership roles in 2023

VP of Finance - OPEN

Responsibility:

Maintain and strengthen PMI-LA financial health

2022 Priorities

- Recruit and Train new VP of Finance

VP of Technology - Richard

Responsibility:

Ensure Chapter Technology keeps with current industry tools and security standards as well as manage access across chapter tools.

2022 Priorities:

- Recruit AVP of Technology
- Train all members of Tech Team to gain skills on all tech tools PMI-LA uses
- Explore ways to refresh PMI-LA website

VP of PMO & Admin - Oliver

Responsibility:
Administrative maintenance of the chapter

2022 Priorities:
- Introduce PMO
- Create opportunities for volunteers to gain experience.
- Maintain chapter assets – SharePoint and other forms of storage.

VP of Marketing & Communications - OPEN

Responsibility:

Maintain and strengthen PMI-LA Marketing and Communications

2022 Priorities:

- Recruit and Train new VP of Marketing & Communications
- Google Analytics Review of current new processes compared with 2 years ago
- SEO: Search Engine Optimization
- Continue to increase Social Media Presence

VP of Career Development - James

Responsibility:
Provide Career Development opportunities for the project management community

2022 Priorities:
- Career Development Events
- Employment Seminars
- Technical Training
- [Mentoring Program](#)
- [Academic Outreach](#)
- [Surveys and Reports](#)

VP of Programs - OPEN

Responsibility:

Maintain and strengthen PMI-LA Programs

2022 Priorities:

- Recruit and Train new VP of Programs
- Develop Hybrid Programs solution (Virtual with combined Networking/F2F events as COVID restrictions are eased)
- Ensure quarterly Flagship Meetings with Top Speakers at locations throughout Los Angeles (COVID permitting)

VP of Membership – Eric

Responsibility:

Manage member and volunteer engagement with the chapter and provide non-PDU opportunities for member value

Planned 2022 Events:

- Volunteer Recruitment
- New Member Orientation
- Chapter Networking Events
- EOY Volunteer Appreciation Event

Q&A for Members

Based on the information you just received about the chapter, please enter in the CHAT anything that you would like to see this year that would "engage" you as a member in 2022?