

## **ATD Nebraska Board Meeting**

### Meeting Minutes

February 20, 2015

7:30 – 9:00 AM

Present: Jill Banaszak, Jon Titus, Shelly Whittaker, Kristi Rutledge, Krishna Clay, Jen Labrie-Pereira, Ericka Juno, Ralph Wojcinski, Jen Wichern, Karen Wegner, Lesa Deeker, Jill Idelman, Amber Hutchinson, Elizabeth Prochazka, Avil Jackson, Carol Horner, Chris Hitchcock

Absent: Ben Tiefenthaler, Kim Whiteside, Ryan Barry, Sandi Knowski, Kathy Swensen, Michelle Anthony,

Next Meeting: March 20, 2015 – Peony Park HyVee  
March Board Reports due to Kristi by March 9, 2015

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## **Unfinished Business**

### TI Update – Ralph W.

- Introduced new Director of Education, Avil Jackson
- Secured room at Children's Hospital for 2015 TI
  - No availability on 9/22 / checking other options
- Meeting with Jen L.P. to begin creating marketing plan

### Polling Update – Ericka J.

- Polling team would like help keeping polling questions fresh
  - Ericka passed out a polling calendar and solicited polling question suggestions
- Jon T. suggested that we could coordinate with Linked In group to also post open-ended questions

## **New Business**

### Newsletter Schedule – Jen L.P.

- Newsletter schedule has been sent out and is posted on ATD site
- Schedule offers new format to ensure submission variety
  - Feedback from membership suggested that the articles read more like an ATD ad than like helpful information
  - Submitters should choose a competency they would like to write about and designate it by using the dropdown box provided
    - Detailed information regarding the competencies can be found on the International ATD site

- Selected competencies can be updated at any time (submitters may select their competencies for the entire year)
  - Submitters may find a good article and link to it
  - Submitters can talk about a favorite site or blog where they find good training tips (Carol H.)
  - ATD specific articles are limited to one per letter (doesn't always have to be a member of exec team as indicated on schedule)
- Krishna forwarded idea to include *The top 10 things I learned from ATD program*
  - We could ask a participant to write an article after each program
  - We could include tidbits about what participants learned from each program gleaned from surveys
  - We could include a Stop, Start, Continue segment

### **Membership Consultant Webpage – Lesa D.**

- Recommendation to offer a Consultants' Webpage where ATD NE members could post their business cards / share information regarding their specialties
  - Advantages
    - Member benefit to serve Consultant members
    - Member benefit to help members easily find consultant members who could offer a service they are looking for
    - Business community benefit to help businesses find consultants who could offer a service they are looking for
      - Lesa has received requests for speakers from non-members
    - Could promote to other organizations
    - SHRM has a similar page / MN Chapter has similar page
  - Concerns
    - (Shelly W.) Do not want to promote members (ATD requirement)
      - A Consultant Page is a passive resource
      - (Carol H) emphasized that it is a consultant's responsibility to promote his/her own business – not the responsibility of ATD
    - May take away from our sponsorship program
    - Currently have membership search capabilities to look for specialties
      - Only available for members
      - (Ericka) From a corporate perspective – businesses wouldn't search a membership directory
      - Recommendation: We all need more training on directory functions
    - Could be a credibility concern if someone uses a consultant listed on our site and has poor results
  - Other Considerations
    - Would have to create a standard format
    - Need to determine if free benefit or at a reduced cost
    - Still researching other ATD organizations to see how many offer / their lessons learned
    - Recommendation that we have a page where members recommend vendors, etc.

- Recommendation that we have a page that lists presenters and includes their bio and contact information
- Conclusion – this is an ongoing issue and we will revisit at a future meeting

### **Finance – Krishna C.**

- Krishna is hosting a sorting party to sort through 7 boxes of ATD financial papers to be organized and scanned – looking for volunteers
  - Board members only because of the confidential nature of the contents
  - Date TBD
  - Krishna has regulations on what needs to be saved
  - Other ATD items can be included, if anyone has items to be reviewed
- 2015 Budget completed
  - Multiple formatting changes
    - Expense tab expanded to help board members see how much items cost
    - Individual Month tabs offers expense details
  - Reminder – Any expenditure over \$100 over budget requires a vote

### **Volunteer Coordinator – Chris Hitchcock**

- Compared role to that of an HR recruiter
  - Tell Chris what kind of help you need, how long, etc. and she will find volunteers
  - The volunteer philosophy is to pull volunteers from the membership – not overburden the board
- Reminded leaders that their responsibility is to lead people to work – not do the work themselves
- Chris' plan for the year –
  - Talk with directors to determine volunteer needs and create volunteer descriptions and post them on the website
  - Highlight a volunteer each quarter
  - Create a volunteer of the year recognition to celebrate at the yearend celebration
- Discussion concluded that we shouldn't give volunteers any work that requires a password
  - Too much work to change passwords as people come and go in the role

### **Scorecard– Jill B.**

- 2015 Scorecard is on Hinztime
- Jill will reach out to VPs to get answers to a few formula questions

### **Programming – Elizabeth P.**

- Working on venue for Summer Social – options include
  - Sempecks (Are people getting tired of this venue?)
  - Mahoney (Considerations include: +shelters, multiple activities / - /45 per car to enter, people will scatter
  - Sky Zone

- Coco Key (Will people don swimming suits?)
- Fun-Plex
- Platte River State Park
- Riverboat
- Spielbound (board game bar)

### **Scholarship – Jill I.**

- Jill is trying to generate more interest in membership use of scholarship
  - \$1,500 budgeted annually plus what we get from donations and some reserves
  - Talked with Julie's husband, Jay, regarding efforts to increase scholarship use
- Ideas forwarded
  - Get better picture of Julie for meeting PowerPoint
  - Update Julie's bio to create a story of her life / legacy that is linked with scholarship
  - Change name to Professional Development Fund
  - Take down thermometer on ATD website as it misleads people to believe there is little money in the fund (only shows donations, not budgeted funds) **Jill I. will take immediate action on this.)**

### **Past President Words of Wisdom – Carol H.**

- None