



February 2009 Board Meeting Minutes

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Immediate Tasks

Individual Action Plans are due to Heather Davis no later than Friday, February 27.

Attendance

Lisa-Marie Gardner, ASTD National Chapter Coach (via telephone conference)

Heather Davis

Wendy Schultz

Angela Galloway

Michael Merritt

Angela Athy

Marilyn Czerwinski

Sarah Julius

Amy Jorgensen

Jamie Kelly

Terry Lee

Sonja Hyman

Barb Davis

Meeting Minutes

Introducing Lisa-Marie Gardner, ASTD National Chapter Coach - This is the first time the board has had a telephone conference with a National Chapter Coach. Lisa-Marie Gardner, new in her position as coach, was able to be present during most of the board meeting. She inquired about the size of our organization, percentage of joint membership, and partnering relationships with ASTD Lincoln.

Job Descriptions/Action Plans/Individual Action Plans/Strategic Plan Update - The President will continue to finalize action plans and job descriptions. She will meet with delegated board members and VPs during the process. The task will be completed by March 6. Those who have not submitted Individual Action Plans need to do so no later than Friday, February 27.

Membership Task Force Update - The renewal process presently in effect, renewing memberships as they expire, will continue. An annual renewal date will not be implemented at this time. Renewing Classic Plus memberships with National has been a concern. Ms. Gardner requested the board "cc:" her when communicating with National regarding business that may need her support to facilitate communication. Ms. Gardner provided information about a "special membership price" still in effect. Vice President of Membership submitted the following report:

ASTD Nebraska Membership Pricing Proposal

Description: The purpose of this proposal is to modify and clarify the ASTD Nebraska Membership Pricing strategy due the fact that ASTD National has raised their membership rates.

Current ASTD National Membership Pricing:

1 Year New Membership: \$199.00

1 Year Renewal Membership: \$180.00

Senior Member over 62: \$90.00

Student Member 12 credit hours per year: \$59.00

Proposed ASTD Nebraska Membership Pricing

Student Pricing

- Student Classic (ASTD Nebraska Chapter Member Only): \$25.00
- Student Classic Plus (ASTD Nebraska Chapter Member + ASTD National Membership): \$84.00

Student members must be registered on a full-time basis which is 12 credit hours per semester for undergraduates and 6 credit hours for graduates.

Proposal Note: We keep the local student rate the same, we raise the price for the “Student Classic Plus” membership based on ASTD National's price of \$59.00.

Senior Pricing

- Senior Classic (ASTD Nebraska Chapter Member Only): \$35.00
- Senior Classic Plus (ASTD Nebraska Chapter Member + ASTD National Membership): \$125.00

Senior membership is available to those who are 62 years of age or older.

Proposal Note: For the Senior Classic membership, seniors pay a bit more than students, but still get a break on the price.

Regular Pricing

- Classic (ASTD Nebraska Chapter Member Only): \$50.00
- Classic Plus New Member (ASTD Nebraska Chapter Member + ASTD National Membership): \$249.00
- Classic Plus Renewing Member (ASTD Nebraska Chapter Member + ASTD National Membership): \$230.00

Programming Task Force Update – See Programming Updates (p. 11)

Education ASTD National program update - Discussed having the ASTD National Program, ROI Skill Building Workshop, (Performance and Training Measurement) in Omaha in the fall of 2009. The date is still to be determined. Discussion followed concerning budget considerations to implement the program. VP of Education will continue discussion and keep the board posted.

Programming partnership opportunity with ASTD Lincoln - ASTD Nebraska and ASTD Lincoln are in discussion about partnering for September’s program. We are looking at bringing Jim and Donald Kirkpatrick to Omaha to speak about the levels of evaluation and how to apply them at work. The program would be held at the Scott Conference Center on Sep. 9th. Discussion followed about budget needs and marketing the program. VP of Programming will continue discussion with ASTD Lincoln and keep the board posted.

Finance 2009 Budget Report and Monthly Budget Report - The treasurer presented the following reports: ASTD Nebraska Profit & Loss (January 2009), Profit and Loss Budget vs. Actual (January 2009),

and ASTD Nebraska Profit & Loss Detail (January 2009). The board reviewed the reports and discussed points of clarification.

Action items update - Action Items were reviewed and modified.

New Director of Marketing - This position has just been filled by Catherine Rawlings.

Comments - The President commended the board for the excellent updates submitted for the board report. The secretary thanked the board for responding quickly and meeting the deadline due date for reporting updates.

Decisions/Discussions

- Introducing Lisa-Marie Gardner, ASTD National Chapter Coach
- Celebrate Successes
- Job Descriptions/Action Plans/Individual Action Plans/Strategic Plan Update
- Membership Task Force update
 - Annual renewals
 - Membership Classic Plus cost increase
- Programming Task Force update
- Education ASTD National program update
- Programming partnership opportunity with ASTD Lincoln
- Finance 2009 Budget Report and Monthly Budget Report
- Action items update

Action Items

Task	Owner	Due Date	Status
1 - Examine establishing an annual membership renewal program	VP Membership	April 2009	Cancelled
2 - Create Final Board Budgets	Amy J.	Mar 15	In progress
3 - Identify a process for allowing organizations to purchase group memberships and bulk purchases of monthly programs	Task Forces: Membership Program	March 27	New
4 - Pursue incorporation of ASTD Nebraska	Michael Amy J.	Mar 27	Amy is checking into the incorporation status and we should have an update shortly.

5 - Put in place a new online method of registration	Sarah	April 15	In progress
6 - Plan for times that the board would meet informally for a social time	Michael (w/help from Sarah)	April 15	Michael and Sarah would like any suggestions the board may have as to what fun social activities they would like to partake in to get to know the other board members.
7 - Compile results of membership survey and report the survey in the newsletter. Demographics in March Newsletter.	Sarah	Mar 31	In progress
8 – Action Plans and Job Descriptions finalized	Heather	Mar 6	In progress

Strategic and Functional Goals

Note: These goals will be revised with the new action plans.

Strategic/Functional Goal	Task	Responsibility	Due	Status
Operations: Support the Chapter's foundational business processes				
Provide timely reporting	Report on chapter finances at monthly board meetings.	Diane Skrobo	Ongoing - posted to WIKI two days before board mtg.	Still an evolving process, will be transitioned to Amy J.
Refine money-handling procedures	Evaluate & improve payment collection/tracking for monthly & special programs.	Diane Skrobo	Monthly for board meetings; additionally as needed	This has improved significantly through the creation of a tracking sheet. Amy J will be taking this on during her term.
	Evaluate & improve payment collection/tracking for both local and national memberships.	Diane Skrobo	Quarterly	This process is still being improved. We will be seeking further assistance from National to ensure this process is successful and easy.
Coordinate key financial aspects of chapter not directly related to members	Maintain annual tax & insurance records.	Diane Skrobo	January of each year	We are conducting quite a bit of analysis and reporting to ensure continuity in our records. This will be better going forward now that everything has been updated
Membership: Support and advance member's career development.				
Keep members informed about latest trends in WLP.	Quarterly Newsletter the newsletter will be no less the 4 pages and include current trends in workforce learning as well as chapter events	Director of Member Communication	To be sent out the first week of every quarter.	This has happened successfully for all quarters but the first.
	Bi Monthly E-Connections 1 page that focuses on current trends in workforce learning as well as chapter events	Director of Member Communication	Sent to membership the 1st and 3rd Tuesday of every month	Running smoothly. Editing process has now been formalized and is ongoing.

Increase participation in meetings, workshops and training	Press Releases about chapter events and happenings.	Director of Marketing	Sent out the 3rd week of the month	Successfully accomplished
	Create ads to be run in local newspapers and trade magazines no less than 4 per year	Director of Marketing		Ongoing
Offer advanced Professional Development opportunities to membership	Plan advanced ASTD National and local educational programs (CIT) for 2009 - Done	Tamara Dowling	12/31/09	Next step is the RFP process and coordinating with national
Increase awareness of Trainer's Institute and CPLP to the membership	Market CPLP and Trainer's Institute on alternating months at monthly programs with announcements	Valerie Noll Tamara Dowling	Every month starting with May monthly program	Fully implemented and ongoing. 1200 mailers sent throughout the community resulting in 28 attendees at TI – largest group ever
	Provide CPLP and Trainer's Institute marketing materials at all monthly programs	Valerie Noll Tamara Dowling VP Marketing	6/4/08	Fully implemented and ongoing- NAM has received several calls about when the next TI will be held. We need to create a poster and present additional informational sessions to reinforce this opportunity. Need to also communicate this throughout the community – try to present at HRAM meeting
Increase membership through job posting service	Strongly encourage any company that hires a candidate resulting from the use of our free job posting service obtain a one year ASTD Nebraska membership for the new employee through personal contact from the Director of Career Resources	Shawn Mahrenholz Lee Anne Brownfield	Ongoing Increase membership by 30 members.	Leanne is doing a great job at job postings. She's reaching out to organizations and plugging membership
Profession: Demonstrate the value of the Workforce Learning and Performance profession.				
Outreach to companies and organization who are not actively involved in ASTD.	Create marketing brochure about benefits of WLP and distribute to area companies	VP Marketing and VP of Education	First Distribution June of 2009	Updated due date to migrate this goal to 2009

Increase membership through showing value of monthly programs	Make hard-copy membership applications available at all monthly meetings. Individuals that choose to attend the meeting and sign up for membership will pay \$50 for the membership and attend the meeting for free.	VP Marketing Aileen Sigler	Monthly starting May	Ongoing. Membership applications are available at registration desk
	Contacting people who attend the meetings but who are not members.	Amy Jorgensen Amy Trenolone	Monthly starting April	Going well. Non members being contacted by Director of New Members
Community: Provide service to our community to encourage growth in ourselves and others.				
Market Professional Development opportunities to the community	Market Trainer's Institute to community and membership	Tamara Dowling VP Marketing	6/1/08-10/3/08	Done largest class ever 28!
	Promote Trainer's Institute and CPLP to four organizations in the community	Marilyn Czerwinski Tamara Dowling Valerie Noll	11/28/08	Perhaps next month as the last couple we were just out of control with TI
Provide a scholarship for members	Raise money for scholarships to be given to nonprofit agency employee(s) to attend TI or other ASTD Events a minimum of 1500 per year	Chapter Leaders	December of each year	No plan developed yet. We are investigating where we can get the money to support this.
Increase member usage of the Membership business lines through cross-referrals.	Obtain 20 Ambassadors including new board members and non-board members	Amy Jorgensen	3/31/08	Establishing a plan to transition this program to Jaime. Ambassador and mentor program may merge
	Manage 30 Ambassador Relationships	Amy Jorgensen	12/1/08	
	Manage 8 mentors/mentees relationships This is double the relationships in 2007.	Angela Athy	12/31/08	
	Review 17 resumes.	Director of Career Resources	12/31/08	Need to market this service more. Not one request received thus far.
	Host 6 mock interviews; one every other month.	Director of Career Resources	Ongoing, 12/31/08	Need to market this service more. Very few requests received thus far.
	Post 5 jobs per month for a total of 60 annual postings.	Director of Career Resources	Ongoing, 12/31/08	Market trends in economy resulting in fewer positions posted, but still doing very well.

ASTD Board/ASTD Administrator Updates

ASTD Administrator

ASTD Administrator lapsed 42 non-renewing members on 2/16/09. We probably need to consider if we want to have a follow-up process for lapsed members.

National Liaison

The monthly National Liaison Report has been sent to all board members.

Secretary

I send board reminders, reports, minutes to board@astdnebraska.org so that the entire board will receive them as well as our ASTD administrator. It has been brought to my attention that the distribution list may need to be reviewed. If you have not received the two board reminders for February, please let me know.

I need to request support from board members that are sending board reports/updates etc. Please send them to me in the form of an MS word document and send them as an attachment with your e-mail. I will send a reminder with next month's requests. I am still very much on a learning curve so feedback will be much appreciated.

Operations

Credit Cards can now be processed at the Program meetings. Big Kudos to Amy J. for making that happen!

A Facebook & LinkedIn page are both currently being worked on for ASTD Nebraska.

A social network option is being reviewed by Sonja for the Board of Directors.

Marketing and Communications

(VP position open)

Director of Communications submitted the following report:

ASTD Nebraska Biweekly Broadcasts and Quarterly Online Newsletter Schedule

- Directors should submit articles, announcements and ads to their VP who will then submit them to the communications director by the appropriate deadline
- Articles received from the membership at large will be referred to the President or a VP for review and approval before publication

- Articles, announcements and ads can be submitted early—identify which issue the submission is to appear in and follow up with a reminder prior to the deadline for that issue
- If a deadline or publication date falls on a weekend or a national holiday, the deadline or publication date will be effective on the next business day

Biweekly Connections eNewsletter – Target publish dates are every two weeks on Tuesdays; submission due dates are the Fridays prior to the publish date. The remaining 2009 dates are:

February 18	August 4 & 18
March 3, 17 & 31	September 1, 15 & 29
April 14 & 28	October 13 & 27
May 12 & 26	November 10 & 24
June 9 & 23	December 8 & 22*
July 7 & 21	

Quarterly Newsletter – Target submission deadline is the first Friday of the month prior to the month of the issue; the remaining target publication dates are provided below:

Issue	Submission Deadline	Publication Date
April 2009	March 6	March 24
July 2009	June 5	June 23
October 2009	September 4	September 22
January 2010*	December 4	December 22

**Transition to new director*

Membership

Nothing to report.

Education

The newly formed education committee met prior to 2-11-09 monthly luncheon meeting with seven attendees and will meet again in March.

There is great interest in assisting with TI and national educational programs as well as interest in the director of education position.

Programming

- February's program, "Creative Ways to Improve Performance with a Geographically Diverse Workforce", presented by Laura Handrick went well. There were 42 attendees.
- We are now accepting credit cards at the check-in table at the monthly programs. February was the first month this was in place, the process went very smoothly. We have received a lot of positive feedback!
- Remember to register by Monday, March 9th for the next monthly meeting on March 11th. Jamie Kelly will be presenting on "Let's Move from Labels to Living". We will also have an afternoon workshop on coaching and mentoring, "Making an Impact." Please note you will need to register separately for these events. For more information and to register, please go to our [website](#).
- Kudos to Terry Lee, Director of Programming, and Emily Hardy, Director of Special Events. They are transitioning well and doing a great job in their new positions.
- We are looking for individuals who are interested in participating on a panel for the May program. We will be partnering with the Omaha OD Network for the May program. We will have a panel to discuss the similarities and differences in training and organizational development and how they link together. For more information, please contact Terry Lee, DirectorProgramming@ASTDNebraska.org
- Emily Hardy is looking for individuals who are creative, detail oriented, well organized and enjoy event planning to assist with the planning of a fun June Social to recognize and show appreciation to our chapter members. For more information, please contact Emily Hardy, DirectorSpecialEvents@ASTDNebraska.org
- The Programming team is looking at partnering with ASTD Lincoln for the September program. We are proposing to bring in Jim and Donald Kirkpatrick to Omaha to speak about the levels of evaluation and how to apply them at work. The program would be held at the Scott Conference Center on Sept. 9th. Donald Kirkpatrick, the originator of the 5 levels of evaluation would speak for an hour from 12-1 p.m. and then his son, Jim Kirkpatrick would do a more in-depth "roll up your sleeves" afternoon workshop from 1:30 -4:30 p.m. This would be a great opportunity for the Midwest communities! More information will be given at the February 20th board meeting.
- The Programming taskforce team will meet Feb. 20th from 11:30 a.m. – 12:30 p.m. via a conference call. This team was put together to align processes between programming and all other areas.
- We are supporting the goal of "increase participation in meetings, workshops and other events" by using at least three media platforms to promote upcoming programs and activities.
 - We published the February and March program information on our website, in the ASTD Connections email, and ASTD quarterly newsletter. We are also partnering with other non-profit organizations.

- We have agreed to partner together with the Omaha OD Network and ASTD Lincoln to do some cross-marketing. We are going to include their monthly programs in our Connections email and website, and they have agreed to post our info in their monthly newsletter and website.
- We submitted a press release for the March program and workshop to several newspapers.
- Thank you to Angela Weis for writing the press releases.

Closed Action Items

Task	Owner	Due Date	Status
VPs are also asked to work with their directors to update and finalize Director Job Descriptions	All	Jan 16	Completed