

## **ATD Nebraska Board Meeting**

### Meeting Minutes

March 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, Ben Tiefenthaler, Sandi Knowski, Karen Wegner, Kathy Swensen, Lesa Deeker, Michelle Anthony, Elizabeth Prochazka, Avil Jackson, Heather Davis

Absent: Amber Hutchinson, Jill Idelman, Kim Whiteside

Next Meeting: April 17, 2015 – Peony Park Hy-Vee  
April Board Reports due to Kristi by April 7, 2015

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## **Unfinished Business**

### **TI Update – Avil J.**

Avil asked for feedback on TI proposal forwarded to board prior to the meeting and shared some highlights of and changes to the initial proposal

- There will be an emphasis on group registrations, including a favorable group price structure
- Materials will include a Convince Your Boss toolkit (idea borrowed from national ATD)
- Asking presenters to punch up the educational aspect of TI to further differentiate it from monthly programs
  - Educational emphasis built in to RFP
- TI will also have a networking component
- Some of the suggested TI components will be dependent on the number of registrations we receive
- The cost for presenters to attend additional sessions has been reduced from \$875 to \$800
  
- Discussion regarding theme / title of TI
  - Emerging Trends appeals to both new and tenured trainers
  - Back to Basics focuses on new trainers
  - Suggestion to give more consideration to the target market
    - Heather provided a historical perspective – TI has historically been geared to newer trainers and some businesses plan on sending their new trainers to TI
  
- Discussion regarding marketing and use of postcard

- Jen W. shared her marketing expertise – the response rate is much greater when multiple marketing techniques are interspersed
  - Offered to check with her employer regarding any deals to print postcards
- Heather suggested to tap Glenda for help with mailing lists
  - Can get ATD Lincoln's mailing list
  - National ATD may be able to provide a regional mailing list
- Suggestion to send opportunity of other regional chapters to advertise on their websites
- Krishna reported that postcards previously cost \$400 + \$50 postage
- Krishna requested a separate meeting to review marketing budget for TI
  
- April 13 is the deadline for RFP submissions – can extend deadline, if necessary
  - Avil is also reaching out to other local organizations to advertise for presenters
  - Potential presenters are asked to create presentations based on one of the ATD competencies
    - Jen W. offered the program speaker RFP document and speaker agreement to Avil to use for consistency / as template
    - Jon offered an interactive tool that displays competency information that could be used to help potential presenters identify their topic
  - Heather D. recommended including copyright information in RFP as some presenters are proprietary regarding their materials and ATD owns the materials once they become part of TI
    - Suggestion to require presenters to provide tools (at their expense) as part of materials
      - Great for marketing
    - Suggestion to offer attendees materials on flash drives at end of program
  - Recommendation to have a strong vetting process to ensure a quality program
    - Require an audition or video
  
- Avil's plan is to review the presentation submissions and then slot them into the program
- Avil and Ralph will reach out to Chris H. to begin finding volunteers to help with TI
- Avil is looking for sales support from the leadership team to begin word of mouth advertising
  - Lesa suggested adding TI dates to signature blocks

### **ATD Checklist – Jen L.P.**

Jen L.P. has now checked off all of the ATD branding requirements as complete

- Jen W. reported that all the new ATD brand materials are ready
  - Jon T. helped save \$200 on the tablecloths
- Krishna reported that because ATD is a trade name change only that she can -
  - Leave the checking account ASTD
  - File taxes under ASTD
- Krishna is checking with insurance company
- New member kits are in progress

## **New Business**

### **Board Succession – Jon T.**

Jon announced that Krishna Clay has been offered and has accepted the presidency for 2017

### **Learning Leaders Update – Shelly W.**

- Lynette Campbell, Farm Credit Bureau, hosted a 90 minute meeting
  - 5 attendees + Shelly and Chris
  - Focused on membership criteria
    - Forming committee to create process for membership
      - Title not a discriminating factor
      - Members should hire, set goals, develop strategy, have direct reports, be responsible for budget
  - Discussion around modeling after a similar HR group
    - 90 minute meetings
    - 1 year planned schedule
    - Partner with complementary organizations (I.E. Legal)
      - Learning Leaders is considering partnering with ODN and a University
  - Setting up a Linked-In Group to share ideas
- Members should send any possible member names to Chris H. for consideration
  - Past Presidents could be a good resource to recruit Learning Leader members

### **Goal Update– Jill B.**

Teams broke into work groups to review their team goals

### **Past President Guest – Heather D.**