

March 2008 Board Meeting, Agenda, Reports & Meeting Minutes

Agenda

- New Board Report Format/Process
- Board Structure Change (Update Board Report Format)
- Finance Update / Budget Reports
- Chapter Critical Risk Functions
- Strategic Goals Update
- 2007 Strategic Goals
- Grant Money
- Functional Updates

Attendance

- Wendy Schultz
- Heather Davis
- Angela Galloway
- Michael Mitiier
- Marilyn Czerwinski
- Doug LaMar
- Amy Jorgensen
- Shawn Mahrenholz
- Diane Skrobo

Absent

- Aileen Siglar

Action Item Status

Task	Owner	Due Date	Status
Send functional goals to Wendy	All	Apr 1	Ongoing
Monitor Website updates for Events to remain on web	Doug	April	Ongoing
Schedule basic Wiki Training via webconference	Trish	Apr 18	Ongoing
Pursue Online Chapter Bill Paying	Diane	Apr 18	Ongoing
Determine method for posting Board Meeting Minutes to the Main Website	Trish & Doug	Apr 11	Ongoing
ID budget changes req due to Board Structure Change	Diane	Apr 18	Ongoing

btw Mrktg & Comm			
Print new business cards for VP of Operations	Michael	Apr 2	Ongoing
Update Board Report Shell to reflect new Board Structure	Trish	Apr 2	Done
Update Board Report PPT slide to reflect new Board Structure	Trish	Apr 2	Done
Update Board Contact Page on Wiki	Trish	Apr 2	Done
Update Board email addresses according to new Board Titles	Doug	Apr 4	Ongoing
Get receipts for Jan-Mar luncheons from Westside and give to Diane	Aileen	Apr 4	Ongoing
Send a receipt to all participants of March's luncheon and afternoon workshop	Aileen	Apr 11	Ongoing
Identify the possible rates available for credit card transactions	Michael	Apr 11	Ongoing
Produce list of members to be invoiced for Jan, Feb & March Programs for NAM	Aileen	Apr 11	Ongoing
Update Strategic Goals Page on Wiki	Trish	Mar 31	Done
Create Strategic & Functional Goals Tracking Method for Board Meetings	Trish	Mar 31	Done
Examine placing chapter goals on membership cards	Michael	Apr 11	Ongoing
Place chapter goals on website	Doug	Apr 18	Ongoing
Publicize new chapter goals to membership/public	Michael	Apr 18	Ongoing
Send Tools to project plan functional goals to board Word Version or Excel Version	Trish	Mar 24	Done
Work with Wendy to write up position description for Nat ASTD Liaison	Amy T & Shawn	Apr 30	In Prog
Work with Wendy to write up position description for Chapter Reporter	Amy T & Michael	Apr 30	In Prog
Work with Wendy to write up position description for Chapter Photographer	Amy T & Michael	Apr 30	In Prog
Draft write up for Connections and Monthly newsletter to solicit articles from Members	Trish	Apr 4	In Prog
Send out Opt In Reminder Email	Doug	Mar 31	Done
Establish plan for developing and implementing paper-based newsletter	Michael	Apr 15	In Prog
Market National Membership Discount to current and lapsed members	Michael	Apr 30	In Prog
Write up an article promoting the value of National Membership	Shawn	Apr 30	In Prog
Begin implementation of Book Discussion Group	Jaime	Apr 30	In Prog
Prepare proposal for Board approval on CIT program	Heather/Marilyn	Apr 30	In Prog

Examine adding marketing response question to website for marketing analysis - see minutes	Doug	May 1	-
Examine adding marketing response question to membership application for marketing analysis - see minutes	Shawn	May 1	-
Ongoing - provide opt in reminder for mailing list to website, monthly program announcements, connections, & newsletter	Michael and Doug	Dec 08	In Prog
Establish task force to submit for Board Development Grant	Exec Team	June 1	-

ASTD Nebraska Functional Goals

example

Supports	Functional Goal	Functional Area	Due Date	Status
M	Goal listed here	Prof Dev	3rd Qtr	On target
P	Goal listed here	Membership	June 1	On target
C	Goal listed here	Marketing	February 29	Overdue

Requests/Decisions

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Meeting Minutes

Board Discussion

Wendy:

- **Board Report Format:** The new board report format has been established and implemented. Board meeting agenda will be developed over time as email requests are received by Wendy. Please also send any requests or decisions you would like considered by the board via email to Wendy. The Action Items section will be the main focus of each board meeting. Its structure and detail will serve to keep us all aware and accountable to each other for accomplishing our work on time. The Board Updates section is where you should put all the detail regarding your functional areas' work efforts - provide as much detail as possible to ensure we all understand how things are going in your functional area.
 - Reminder - The Friday before the Board Meeting is the due date for all board reports. Trish will send a reminder 2 weeks prior and the Friday before. Wednesday prior to the Board meeting, a reminder to review and print the board report to bring to the meeting will be sent out. Diane will email the

Finance Reports the week of the board meeting for your review. Ensure you review your budget report and be prepared to answer questions during the board meeting. It will be helpful if you print and bring your own copies of the financial report if you have any budget questions you'd like to discuss.

- **Board Structure Change:** With the advancements made in technological complexity and the expansion of the scope of our marketing and communication efforts, a change in board member responsibilities is required to ensure the right division of labor and increased efficiencies and synergy. Therefore, the publications responsibilities originally found under the VP of Communications will migrate to Michael and he will be the VP of Marketing and Communications. Doug will continue to manage the technology and chapter support processes as VP of Operations. The newsletter editor will move under Michael and Doug will retain the Director of Wiki and Director of the Web.
- **Critical Risk Factors:** We've asked Lisa Hayes, previous ASTD NE President and National NAC to help us identify our risk mitigation plans and processes for those business lines most visible to our members as well as those most critical to our chapter's success. We have yet to work out the final arrangements as to what and how, but we will update you all as soon as we have those elements worked out to begin scheduling time to accomplish the work.
- **Open Board Positions:** We have some board positions open and we all need to support our Director of Member Involvement to get those filled. We are looking for a Director of Career Resources, a National ASTD Liaison, a Chapter Reporter and a Chapter Photographer. Michael and Shawn will work with Amy T to create position descriptions with Wendy offering guidance to position's overarching responsibilities.
- **Grant:** The time has lapsed to pursue the Grant for Board Development. The next application period ends in October. The grant's purpose is to build board capacity for non-profits. We think it would be a good thing to pursue to increase our ability to positively impact the community. We will table this until our June Retreat.

Diane:

- **Credit Card Processing Fees:** We were not certain of the amount it would cost us to process credit card transactions. Those expenses were not forecasted in the original budget. In future budgets, that expense will be budgeted for. Also, we aren't 100% certain if we are charged fees when we process a refund and so we will investigate that and report back to the board. We will also investigate if there are cheaper plans currently available through our bank - this would not require us to change our bank or affiliation with our current online merchant provider, it would simply be a change in our plan.

- **Invoices and Vouchers:**Reminder - Please provide an individual voucher for each bill that needs to be paid or that you need to have processed to reimburse you. We need an individual voucher for our accounting purposes.

Heather:

- **Strategic Goals Update:** The team tasked with developing the strategic goals for the chapter have done so. The goals are simple, succinct, flexible and strategic yet provide good direction and clarity to what we need to accomplish as a chapter and a board. Board members should find it easy to align/subordinate each of your functional goals with/under one of the strategic goals. Please visit the [Strategic Goals Page](#) to view our new strategic goals.

Marilyn:

- **Trainers Institute at infoUSA:** Congratulations and thanks goes out to Tamara Dowling for the excellent job in putting together the modified Trainers Institute program for infoUSA so quickly. It would be a good idea going forward to examine how we will create a back up system for alternate instructors. Having a few back up instructors will ensure we don't face scheduling difficulties for our standard and ad-hoc TI offerings as well as ensure we have a way to handle short notice cancellations due to emergencies.

Doug:

- **Connections:** Process is up and running and looks like it is operating okay. We made changes to the website to facilitate Regina uploading pictures to the website so that the appropriate link from the Connections email will render the picture. We are going to double check the total number of individuals who have opted in through Awebber - reminder: to comply with the SPAM Act, our members have to actually opt in through an email to join our emailing list. We purchased a copy of Publisher for our chapter to ensure we have a means to back up Regina. Reminder - please use the Ticket System for web requests - that's the only way to guarantee the work will get done. Please do not email your requests directly.

Michael:

- **Marketing Efforts:** Next press release for April's meeting is ready to be sent out. Information for May and June's program is ready and will be posted on the website. We'd like to examine adding the capability to track how our marketing efforts impact attendance and membership. We would like to add a question like "How did you hear

about ASTD Nebraska?" on our member registration page and the paper-based membership application and "How did you hear about this event?" on the program/event registration page so we can determine where we are getting the most response for our marketing efforts.

Board Updates

Brief summaries on all activities for your functional area to include progress reports on standard business lines and any non-standard projects. Include requests for assistance

Marketing

- Sent April ad to MBJ
- Sent general press release to media about ASTD
- Published article about sponsorships in eConnections
- Setting up meeting with Regina Angela and Marilyn

Communications

- Purchased a copy of MS Publisher - Provided to Elizabeth Ambrose as backup to Regina Dale
- Continuing Website bug-fixes etc.
- Moved Board wiki to gearhost
- Set up member wiki
- Met with Director of Wiki for orientation
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Membership

- We are actively seeking out a Director of Career Resources; our official involvement opportunity posting will be ready no later than April 1.
- I am meeting with Renier, Angela, and Diane to hash out duty delegation.
- Amy J and Angela are working on kick off events for their Ambassadors and Mentors respectively--they also will be working together to collaborate efforts to enhance their programs.
- Mentoring Program - Angela has 6 mentors and 7 mentees ready to go

Education

Curriculum review progress report

- A first set of focus group meetings for the Certificate in Training curriculum review project were held on February 11.
- Participants were asked to read the curriculum training report that was developed by Heather Davis and me and provide comments and suggestions on how they would like to see CIT developing the future.
- A second focus group meeting is now scheduled for Friday, March 28 from 11:30 – 12:30 p.m. at Methodist Health System (8511 W. Dodge Rd.) to discuss the feedback and findings. All board members are invited and encouraged to attend.

Classes conducted

- Trainer's Institute at infoUSA will be held on March 24-26 at the infoUSA Education and Training Center, located at 5701 S. 85th Circle in Ralston. This program has been shortened from the typical week-long program to 3 days, due to a request by infoUSA. 6 classes were chosen to be presented. They are as follows:
 - Monday, March 24
 - 8:00 – 11:30 Needs Analysis Heather Davis
 - 1:00 – 4:30 Adult Learning Principles Pam Sumner – Evers
 - Tuesday, March 25
 - 8:00 – 11:30 Presentation Skills Dave Arch
 - 1:00 – 4:30 Developing Presentations Angela Galloway
 - Wednesday, March 26
 - 8:00 – 11:30 Evaluation Cec Farnsworth
 - 1:00 – 4:30 Dealing with Difficult Participants & Situations Lori Smith
- infoUSA is paying ASTD Nebraska \$9,000 for this program.
 - This includes a 1-year ASTD Nebraska membership for the 12 participants who will be attending.
 - If all goes well, infoUSA would like to have a 2nd Trainer's Institute held at their facility in the summer – dates TBD.
 - Instructors were asked for their normal ½ day fee for facilitating.
 - \$1,500 was guesstimated and budgeted for each instructor to determine the cost for the program.
 - Instructors' fees actually total \$3,950.
 - Dave Arch has again asked to have his money donated back to ASTD Nebraska for all of the help he was given in the past.
 - Printing of instructors materials – free
 - Potential profit to ASTD Nebraska - \$5,050

Volunteer Activity

- Thank you to Ruth Negus and OPPD for agreeing to print the Trainer's Institute materials for the infoUSA Trainer's Institute. They are doing this for free.

CPLP - Valerie's report:

We have 3 people studying together: Tricia Danielsen, Alysia Clary, and Pam Root. Tricia has made space at her employer available for the study group. They meet on Thursdays. Tricia has been instrumental in getting the current study group together, and she has made things very easy for me.

I am providing resources and practice questions for the study group. Additionally, Tricia and Pam have the 2 Learning Systems the chapter owns. Those books continue to prove themselves as an excellent investment.\

I am working with Trish Uhl (Chicago) and Dawn Mahoney (Florida) to secure a strategy for recertification. Recertification for the original Pilot participants of the CPLP is due at the end of 1st quarter next year. Much is still unclear about the requirements. As I have already established my presence in advocating planning and support for CPLP at the chapter level, this ad hoc committee is a logical next step for me. Trish and Dawn have asked me to lead the effort. Our first objective is to work with ASTDCI to boost and formalize communications between ASTD and CPLPs.

I am aware that any work I do at the national level is outside my responsibilities as the chapter's Director of Certification. However, much of our own CPLP support system is in place now and working. This summer I hope to enlist Alysia Clary's assistance in further developing the study group support, which will allow me to concentrate more of my time on a chapter strategy for the recertification component.

Programming

- Still working on process for registration at meetings
- Afternoon sessions will now be \$75.00 for non-members
- Date for December meeting has changed to 12/10/2008

Previous Action Items Closed

Task	Owner	Due Date	Status
Begin implementation of E-learning SIG	Heather/Jaime	Apr 30	Done
Solicit meeting availability for Risk Mgt	Trish	Feb 20	Done
Email Board regarding Wiki transition to chptr website	Trish	Feb 20	Done
Update Website so Events remain on web	Doug	March 10	Done
Pursue access to Online Banking for payment processing	Diane	Feb 29	Done

Send 2nd solicitation to Board to set up NAM Tour	Michael	Feb 22	Done
Review Chapter Risk Reduction Plan	All	Feb 22	Done
Set up Marketing/Communication Process for Monthly Programs	Michael	Mar 31	Done