



March 2009 Board Meeting Minutes

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Immediate Tasks

- Add to ASTD Board Contact List: Lisa-Marie Gardner, ASTD National Chapter Coach and Patricia Harrold, CPLP, National Advisor for Chapters (NAC)—Heather Davis
- Send board information on the date, time, and location of the board social – Michael Merritt
- Make contacts to add social networking communication – Andy Houser

Attendance

| | |
|-------------------|--------------------|
| Heather Davis | Marilyn Czerwinski |
| Wendy Schultz | Valerie Noll, CPLP |
| Angela Galloway | Sarah Julius |
| Michael Merritt | Emily Hardy |
| Amy Jorgensen | Barb Davis |
| Andy Houser | |
| Angela Athy | |
| Jamie Kelly, CPLP | |

Meeting Minutes

Celebrations: Board members shared professional/personal successes.

Chapter of the Month/Scholarship: The President presented the letter announcing that our chapter won the Chapter of the Month award from ASTD National. This is a distinct honor for us. Our award package, among other items, included a check for \$500 and a set of CPLP books that members can check out. The \$500 will be put into a scholarship fund for professional development.

Welcome VP and Directors: The President welcomed our new VP of Marketing and Communication, Andrew Houser. The President also announced that the new Director of Marketing is Catherine Rawlings and the new Director of Education is April Kassen.

Secretary: The Secretary will pursue a different volunteer position in the organization. She will continue to support us as Secretary while we transition someone else to her position. If you have recommendations for a new Secretary, please tell the President, Heather Davis.

Action Plans: Heather Davis has reviewed all the action plans and has scheduled monthly meetings to review them with VPs.

Board Social: Michael Merritt will send an e-mail to board members when a final date, time, and location are determined for the board social. He would welcome any suggestions for the location of the social.

Report on ASTD Great Plains Area Chapters Conference Call, February 2009: Board members were given a copy of the ASTD Great Plains Area Chapters Conference Call, February, 2009. Special note was made of Page 3, Chapter Team Discount, and Page 5, The Chapter Excellence Award.

Operations: ASTD Nebraska is now on Facebook. We need a way to facilitate active communication between members using this communication tool. Several suggestions were offered. Board members can check Facebook weekly and ask a question or make a statement to encourage communication between members. Also, the board could bring attention to being on Facebook as a point of information at our monthly program meetings.

The Treasurer presented two financial reports: ASTD Nebraska Profit & Loss (February 2009) and ASTD Profit & Loss Detail (February 2009). The Treasurer reported to the board that format changes will occur in the financial reports. For example, items will be labeled “voided” when corrections are made. The purpose of this change is to keep all transactions transparent as modifications are made to reports.

Marketing and Communication: Our new VP of Marketing and Communication, Andrew Houser, gave an overview of his team’s plan. The team will meet next week to establish fundamentals and begin to move forward to create new opportunities for our organization. He is becoming acquainted with other VPs.

Membership: New Member rates/group membership and programming subscriptions: Student and senior membership rates are in place. The board will table the idea of allowing organizations to purchase group memberships. Bulk purchases of monthly programs will be further discussed by the Membership Task Force.

Membership Involvement: (See ASTD Board Updates) There is an opportunity for Membership Involvement to work with Marketing & Communication in regard to online networking.

Education: (See ASTD Board Updates) The Board Secretary will correct the board report to reflect the correct spelling of Valerie Noll, CPLP, in the Education Update. A corrected copy will be sent to the board.

Programming: VP of Programming provided board members with a copy of the ASTD Membership Survey Results and gave an overview of the report. The Board Secretary will send the report as an attachment when Board Minutes are sent.

Decisions/Discussions

- Celebrations: Personal or professional successes
- Board updates:
 - Chapter of the Month/Scholarship
 - Welcome VP and Directors
 - Secretary
 - Action plans
 - Board social (Michael and Sarah)
 - Report-- ASTD Great Plains Area Chapters Conference Call, February 2009
- Area Updates:
 - Operations
 - Marketing and Communications

- Membership
 - New member rates/group membership and programming subscriptions
 - Member involvement
 - Mentoring
- Education
- Programming
 - Seeking members for the June Member Social
 - Membership survey report update

Action Items

| Task | Owner | Due Date | Status |
|---|--------------------------------|----------|--|
| 1 - Identify a process for bulk purchases of monthly programs | Membership Task Force | April 17 | Will discuss in Membership Task Force |
| 2 - Pursue incorporation of ASTD Nebraska | Michael Amy J. | April 17 | Amy and Michael will report on Incorporation Status at the April Board Meeting |
| 3 - Put in place a new online method of registration | Sarah | May 1 | Notify members the next three months |
| 4 - Plan for times that the board would meet informally for a social time | Michael (w/help from Sarah) | May 1 | Date and location for Board Social TBA. Michael will send board the information. |
| 5 - Compile results of membership survey and report the survey in the newsletter. Demographics in March Newsletter. | Sarah | Mar 31 | Provided report at board meeting. Will continue to provide information in Newsletters. |

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. |

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| 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 |

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| 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

Nothing to report.

National Liaison

Nothing to report.

Secretary

A successor is needed for the position of Secretary. The present Secretary will continue until that position is filled.

Operations

- Amy & Michael will report on Incorporation status at April Board Meeting. (See action item)
- Amy & Michael will investigate CD options in late March for cash currently in Savings Account.
- Sonja & Michael will present a draft idea of an online board network/collaboration site in April.
- Tentative date for ASTD Board Social is Thursday, April 23rd from 5:00PM to 7:00 PM, location TBA. (See Action Item)

Marketing and Communications

Nothing to report.

Membership

Jamie Kelly, Director of Member Involvement, is working on a plan to onboard new members. Related to this we will work out a plan for new member packets as these are currently outdated and not being mailed out to new members.

Amy Trenolone, Director of Mentoring, is waiting for some additional matching forms to be returned so that she can begin the process of matching mentors and mentees. She was short on mentors, but after making an announcement at the last monthly meeting, she was able to secure some additional candidates. She hopes to have the matching complete by the end of the month.

Angela Athy, VP of Membership, has been managing the Membership Task Force. As part of that effort we have done the following:

Finalized the Membership Pricing Proposal: It just now includes more detail about student rates and includes a senior rate. Based on what we learned at the last board meeting, it is not necessary to increase our Classic Plus membership. We are still planning on updating our printed and web materials with the proposal information and communicating to members. Angela has e-mailed Andrew about helping with the marketing piece.

Identify a process for allowing organizations to purchase group memberships and bulk purchases of monthly programs

The Membership Task force has some questions around this proposal. We will clarify with the executive team in the Board meeting and move forward.

Education

April Kassen, Organizational Development Specialist at Children's Hospital, accepted the position of Director of Education.

ASTD National is currently checking availability for ROI facilitators for November 2009.

Valerie Noll, CPLP, Director of Certification, is in the process of submitting her paperwork for renewal of her CPLP.

Programming

- February's program, "Let's Move from Labels to Living," presented by Jamie Kelly had approximately 60 attendees. The afternoon workshop, "Making an Impact," presented by Jamie Kelly had 17 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, April 6th for the next monthly meeting on April 8th. Denise Link with Phasient Learning Technologies will be presenting on eLearning. We will also have an afternoon workshop, "Defining Your eLearning Success." Please note you will need to register separately for these events. For more information and to register, please go to our [website](#).
- 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 met with Andrew Houser, VP of Marketing and Communications, and Cat Rawlings, Director of Marketing and Communications on March 13th to begin a working relationship to better promote our monthly programs and special events.

Closed 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 | Completed |
| 3 – Action Plans and Job Descriptions Finalized | Heather | Mar 6 | Completed |
| 4 – Identify a process to allow purchase of group memberships | Task Forces: Membership Program | Mar 27 | Cancelled |