

ATD Nebraska Board Meeting

Meeting Minutes

April 17, 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, Karen Wegner, Lesa Deeker, Michelle Anthony, Elizabeth Prochazka, Jill Idelman, Kim Whiteside, Tricia Danielsen

Absent: Amber Hutchinson, Sandi Knowski, Kathy Swensen

Next Meeting: May 15, 2015 – Peony Park Hy-Vee
May Board Reports due to Kristi by May 4, 2015

Unfinished Business

TI Update – Ralph W.

- Ralph reported the following on TI status -
 - Updated Avil's TI proposal document with current dates, etc.
 - Sent TI dates to Jen L.P. for website updates -
 - Save the date
 - Request for RFPs – should be up in a week with May 15 RFP return deadline
 - Completing CRF to be used for advertising / recruiting presenters
 - Initial interest from 2 members on presenting
 - Will use May 15 for RFP receipt deadline
 - Shout out for volunteers to work during TI to ensure programs run smoothly
 - Shout out for Director of Education referrals
 - Planning on using the ATD polling feature to get ideas from membership on TI topics
 - Request for Kim W. to use social media to direct people to the ATD website and the polling question
- Jen W. reported that her employer can give ATD a great deal on marketing postcards –
 - Approximately half the cost of what was spent last year (\$400 + \$50 postage)
 - 8 ½ x 5 inch laminated cards
 - 24-48 hour turnaround time
 - Extra time required for drop shipping (additional cards for table tops, etc.)
- Tricia D. offered that word of mouth and personal contacts seemed to be the best marketing technique employed to get people to attend.
 - Jill B. requested that the toolkit Avil included in her TI proposal be made available to members to use when talking with employers / colleagues for personal marketing

Board Care Update – Ericka J.

- Ericka J. reported that Board Care funds were cut from the budget in Dec. 2014 to help reduce expenses and wanted to determine if board was still supportive of decision
- Suggestions included –
 - Purchase inexpensive blank cards that can be used for any occasion (Jen L.P.)
 - Send e-cards (Shelly W.)
 - Send a communication blast to entire board when a life event happens and let individual board members send a card / message, if wanted (Tricia D.)
 - Difficulty in sending email blast to board and needing to remove the name of the impacted person was discussed
 - Send a monthly email blast to board listing birthdays that fell in that month (no need to remove the individuals celebrating birthdays) – would cut down on emails
 - Don't continue the Board Care functions – no benefit to chapter, many people don't appreciate a card / sentiment from someone / group that is required to send
 - Some opposing views expressed (Jen L.P., Lesa D.)
 - Board Care functions show appreciation for people who donate time to run chapter, build cohesiveness, deepen relationships – which can translate into getting / retaining volunteers (Jen W.)
- Recommendations –
 - Purchase generic cards and stamps (Karen W. will do this & Krishna C. will reimburse) to be used for –
 - Deaths
 - Marriages
 - Births
 - Monthly birthday email blasts will be sent to board members

Summer Social Update – Elizabeth P.

- Elizabeth reported that the summer social is scheduled for July 9 – Storm Chasers' 7:05 game
 - \$5 for members and guests
 - \$10 Storm Chasers Bucks
 - Will get table set up outside the ticket booth for ATD members

Student SIG Update – Elizabeth P. & Ericka J.

- Elizabeth and Ericka reported that they did not find other chapters who were having luck with Student SIGs
 - Denver Chapter did not respond to requests
 - Spoke with Eric from Kentucky
 - Believed that it would work best if a local college offered a degree program in the field
 - (Jon T. suggested revisiting the Student SIG idea when UNO got their certificate program up and running)
 - Most frequent SIGs in other chapters include Career Development and Consultant SIGs
 - Six of 20 local students signed up / showed interest in ATD
 - They seemed more interested in Internships and Career Development
- Student SIG suggestions included –
 - Possibly creating a Career Development SIG that would interest students and could take advantage of current ATD resources –
 - Resume review
 - Mock interviews
 - Mentoring program
 - Strengths finder tool offered by International ATD
 - Create a survey to discover interests in order to better support membership interests
 - Discussion focused on the role of the board in developing / sustaining SIGS
 - SIGS need to be self-sustaining – the board cannot push them to be successful
 - Board should provide resources / advice to membership to start and sustain the SIGs they are interested in
 - Information is available on web – but not frequently accessed
- Recommendations-
 - Create a subcategory of the Mentor Program to appeal to students
 - Elizabeth will connect the six students who expressed an interest with Jill I.
 - Create a survey focused on interests to discover members' interests, level of interest, and willingness to participate / lead a SIG
 - Elizabeth & Ericka will write a draft and work with Ben to get it on the web and collect / analyze data

New Business

Director of Marketing – Jen L.P.

Jen announced that Teresa Gan Wolfe has accepted the Director of Marketing position

Director of Education – Jill B.

- Position still open
 - Tricia D. recommended checking the activity level of members at companies not currently represented on the board and reach out to those active members regarding the opportunity

Reminders– Jill B.

- Board Social tonight
- Save the Date has been sent for the summer board retreat in July
 - It will take the place of the normal monthly board meeting

Past President Guest – Tricia D.

- Tricia's Words of Wisdom
 - Kudos to the board for maintaining strong performance for ATD NE across all areas
 - Succession planning is key to keeping chapters moving forward along with focusing on running the organization like a business

Congratulations –

Kim Whiteside has a new job with Metropolitan Community College!

Ben Tiefenthaler just got engaged!