

April 2008 Board Meeting, Agenda, Reports & Meeting Minutes

Attendance

- Wendy
- Angela
- Heather
- Aileen
- Marilyn
- Doug
- Diane
- Tamara

Agenda

- Celebrate Chapter/Board Successes - Wendy/Angela
- Partnership with HRAM - Angela
- Finance Update/Budget Reports - Diane
- Strategic/Functional Goals Update - Heather
- Board Presence - Wendy
- Performance/Development Program - Heather/Wendy
- Requests/Decisions
- Chapter Excellence Awards
- Franklin Covey Program - Marilyn
- CIT Proposal/Focus Group Update - Tamara
- Action Items

Requests/Decisions

- Have hard copy apps available at the monthly meetings for new members to sign up and just pay the \$50.00 annual fee and waive the \$30 meeting fee (just for that month).
 - Decision - No - Join the chapter and receive the meeting at member price - sign up for local and national and get the meeting free.

Action Item Status

Task	Owner	Due Date	Status
Solicit Board Member Participation at next HRAM Board meeting 5/16	Trish	April 25	Done

Explore what happened to individual and national memberships - refunds (Wendy - Yes) - Expiration Dates	Shawn	May 2	Ongoing
Work with VPs on new forms related to functional goals	Heather	May 16	Ongoing
Performance and Development Program	Heather	June 1	Ongoing
Completion of Performance Evaluation	All	June 5	-
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	Ext Req
Pursue Online Chapter Bill Paying	Diane	Apr 18	Ongoing
Determine method for posting Board Meeting Minutes to the Main Website	Trish & Doug	Apr 11	Done
ID budget changes req due to Board Structure Change btw Mrktg & Comm	Diane	Apr 18	Ongoing
Print new business cards for VP of Operations	Michael	Apr 2	Ongoing
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	Done
Send a receipt to all participants of March's luncheon and afternoon workshop	Aileen	Apr 11	Ext Req
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	Ext Req
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
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 11	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
Excellence Award Submission	Trish	August 22	---
Examine adding marketing response question to website for marketing analysis - see Mar minutes	Doug	May 1	-
Examine adding marketing response question to membership application for marketing analysis - see Mar 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	-
Pursue incorporation of ASTD Nebraska	Exec Team	June 1	-
Review and recommend edits to chapter by-laws	Trish	June 1	-

Meeting Minutes

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

Board Updates

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

Operations

- Moved HOT Ticket System to our main website hosting platform
- Provided ability to upload images to the ASTDNebraska.org website for use in the eConnections
- Provided capability to upload Board Minutes to the ASTDNebraska.org website (members only viewing)

Marketing and Communications

- Working on the ASTD Qrtly Newsletter that we hope to have out at the end of the Month, Regina has a draft of the shell that she will be presenting this week.
- We are going through all lapsed members and emailing them the special rate for joining National and the local chapter. We have gotten everyone caught up through April of this year, and will be working on May, in addition to all those who lapsed in 2007. Letters will then go out to people who did not respond to the email.
- The MBJ ads have been submitted and press release were sent out for April and Mays members meeting.
- The Connection will start to focus on all aspects of chapter and will also include a section for other professional development opportunities (ASTD Linclon, HRAM, ODN). If anyone has a article they would like to submit, please send the to Regina, make them timely so we can use them in any issue. We will be soliciting general membership for articles as well.
- Currently Aweber has 255 people signed up to recieve the newsletter, any ideas on increasing these?
- Have talked with HRAM and would like to set up a meeting in May to do some joint marketing that would inculde the efforts of NAM,ASTD, ASTD Lin, ODN.
- Currently looking for a director of sales - if you know someone who is interested.

Membership

- We are in the process of obtaining approval of having hard apps available at the monthly meetings so non-members can sign up and pay the annual \$50.00 fee. In addition to this, we'd like to waive the \$30.00 monthly charge if a non-member signs up at the meeting and pays the full \$50.00 at that time.
- Amy Trenolone will be working with Amy Jorgenson to develop a proposal for a process in which they can contact monthly meeting attendees who are not members to talk about the benefits of becoming members.
- I'm contacting Scott Wilson regarding the generation of a list of national members who are not local members in the metro area.
- We've not had any resume reviews all year.
- We've had no requests for mock interviews so far this year
- We have 7 mentees signed up and Angela is contacting those whose names were submitted for potential mentors. She hopes to have the kick off event in May.
- Angela Athy will be working with Amy Jorgensen regarding a proposal for jointly marketing the Ambassador and Mentor program as to generate interest in both from participants and members. Proposal is due April 30.
- Amy Trenolone will submit a Member Involvement article to Connections on the 4th Tuesday of May.

- Angela Athy will submit a Mentoring article to Connections on the 2nd Tuesday of June.
- Shawn is contacting ODN to research the set up for an annual all-member renewal date for local memberships.
- Amy Trenolone is working on the Involvement Opportunity descriptions for the following positions: National Liaison (attn: Wendy Schultz), Chapter Photographer/Reporter (attn: Michael Mitilier), and a Sales position (attn: Michael Mitilier).

Education

- ASTD Nebraska Board Report

Director of Education - Tamara Dowling April 2008

Curriculum review progress report • A second focus group meeting was held on March 28, and eight people attended the session. • Participants had been asked to review the training plan and identify pros and cons to 3 options. The 3 options were:

OPTION 1 - Continue with the current format of the program o With this option, we would continue with the currently design of the program, which consists of 6 classes, each being held in 2-day workshops. o We would update the curriculum and look into possibly adding 1 or 2 more classes to meet the needs of the members. o Prices currently are \$275 - \$300 for each class but would have to be increased.

OPTION 2 - Discontinue current format and only bring in ASTD National Certificate courses. o With this option, we would discontinue the current format of Certificate in Training and begin bringing in ASTD National certificate courses. o ASTD National only allows Chapters to bring in two topics per year, and the prices range from \$695 to \$1745/session, depending on the topic. o ASTD Lincoln is currently bringing in two topics per year, and we could potentially work with them to alternate topics and times per year. (ex. Lincoln brings in a topic in March, Omaha brings in a topic in June, Lincoln brings in a topic in October, etc.) o Planning for this must begin at least 6 months in advance to schedule a topic. o There is a minimum of 12 participants required to hold a session.

OPTION 3 – Combination of both Option 1 and Option 2 o With this option, we could combine having both Certificate in Training classes held throughout the year along with bringing in 1-2 ASTD National certificate courses. This would require the following: 1. Selecting which topics of the current program would continue to be held 2. Selecting which ASTD National certificate courses we would like to bring in • Discussion was held and a hand

vote was conducted to determine which option the focus group wanted to pursue. Option 3 was chosen, with a unanimous vote of 8-0. A full report will be made to the Board at the April Board meeting.

Classes conducted • Trainer's Institute at infoUSA was held on March 24-26 at the infoUSA Education and Training Center, located at 5701 S. 85th Circle in Ralston. o The response was overwhelmingly positive. The instructors were fantastic, and the participants felt that this program was very beneficial to them. o Evaluation results were submitted to the instructors for their review o Instructor invoices and expense statements were submitted to Marilyn for her review and signature. These have been sent to Diane Skrobo for processing. o John Spomer, infoUSA VP of Training, is interested in having a 2nd Trainer's Institute, to be held maybe in July or August. He will be contacting me with potential dates. o I received two testimonials that I can use for future marketing purposes. o I am still waiting to hear when the 12 participants' membership information will be sent to them.

Successes • With the infoUSA Trainer's Institute price of \$9,000 less instructor fees and supplies I purchased, ASTD Nebraska made \$4,972.99.

Other points of interest • For future education programs, I would like to request the following pieces to ensure a successful and professional experience: o For Trainer's Institute (whether annual or infoUSA): The Membership committee to ♣ Professionally printed ASTD Nebraska brochures ♣ give a presentation on membership benefits (either in person or videotaped and A goody bag for Trainer's Institute participants to thank them ♣ put on website) for attending. This could include: • ASTD Nebraska notepad • ASTD National brochure • ASTD Nebraska pen • CPLP brochures • Anything else to market our Quick response on getting the membership information to the ♣ chapter participants who received the 1-year free membership o For the other education ASTD ♣ Professionally printed ASTD Nebraska brochures ♣ programs we offer: CPLP brochures ♣ ASTD National brochures ♣ Nebraska pens to hand out

Programming

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Meeting Minutes

Sharing our Success RFP Will focus on Running Chapter like a Business
Core Compliance We are at 100% - YAY!!!

Excellence Award Due September 8th - highlight Leadership Conference, InfoUSA TI Class, Mentoring and Ambassador Programs

August 12 HRAM Partnership for August Program Requires ASTD Board participation to help prepare for join meeting

Finance Reports Everything okay - National Group Memberships are not invoiced yet

Strategic Functional Goals They are overdue as of April 1st - please prepare and send them in ASAP. New forms are being developed - Heather will work with each VP individually.

Board Presence ASTD events should be attended by our Board - this is very important. Please attend and if you can't please let the executive committee know. At all Board Meetings, VPs must attend or send a director in your stead.

Performance Development Program Heather will working to updated board job descriptions, determine professional development goals and how we can help. Additionally examine how to meet job responsibilities. We are implementing a board performance evaluation and Heather will be revamping it. This is something that all VPs will be doing for the Retreat June 10th.

Franklin Covey Marilyn attended the Covey presentation that is being delivered at Carlson Hospitality as a Leadership Series. We received a free attendance to check it out. Marilyn will be meeting with Jeff Carney, Regional Director, to discuss partnering opportunities.

CIT Tamara has an assistant now - Amy Walkonen. Will be putting together a communication plan once the new one is ready. TI will be Oct 13 - 17 at the Omaha Home for Boys - we'll be adding an E-learning component (Open-source Blackboard system?). Possibly holding a second session with infoUSA

Retreat Scheduled for June 10 - everyone should be getting ready for succession planning
[Attendance](#)

Previous Action Items Closed

Task	Owner	Due Date	Status
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 Strategic Goals Page on Wiki	Trish	Mar 31	Done
Create Strategic & Functional Goals Tracking Method for Board Meetings	Trish	Mar 31	Done
Send Tools to project plan functional goals to board Word Version or Excel Version	Trish	Mar 24	Done
Send out Opt In Reminder Email	Doug	Mar 31	Done