



# April 2009 Board Meeting Minutes

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## Immediate Tasks

- E-mail Monthly Financial Report to board members – Amy
- Call National about the contract - Marilyn

## Attendance

Heather Davis	Marilyn Czerwinski
Wendy Schultz	Sarah Julius
Michael Merritt	Kate Rempfer
Andy Houser	Dollie Mott
Angela Athy	Barb Davis

## Meeting Minutes

**Introducing our New Secretary:** The President introduced our new secretary, Dollie Mott. Dollie will begin her duties in May.

**Celebrating Successes:** Board members shared professional/personal successes.

**Job Descriptions/Action Plans/Individual Action Plans/Strategic:** The President is in the process of finalizing Job Descriptions, Action Plans and Individual Action plans. The Strategic and Functional Goals listed in past monthly reports and in the April 2009 Board Report will not be included in the April 2009 Board Meeting Minutes. Those goals will be replaced at a later date.

**Operations:** The VP of Operations reported that the Director of the Website is looking into a content management system that would serve well for our website. She will investigate what other Chapters use. The goal is to find a system that is easy to manage.

The team wants to develop a Board Community Site to replace the Wiki presently being used. Some functions of the site could include sharing of documents, historical repository, chat, blog, and communications within committees.

VP of Operations gave a brief update on Finances. Funds available for operating costs will remain in a checking account. Additional designated funds will be placed in a 2-year CD. A suggestion was made to look into shorter terms. The team is waiting to get the best rate for the deposit. The VP of Operations will put together a plan for board approval. Because the Treasurer is not present today, the Monthly Budget Report will be e-mailed to board members.

**Marketing and Communications:** VP of Marketing and Communications reminded the board to always be looking for new opportunities in the market place. He gave a presentation, Developing a Marketing Campaign to Effect Social Change, to educate the board on the process of a basis marketing plan. He emphasized that a written plan is necessary to stay on track with what our organization wants to accomplish. PowerPoint notes were provided. Discussion followed regarding our organization's different levels of participants and their needs.

**Membership:** VP of Membership presented concerns and need for clarification on some tasks:

- Clarification is needed about who should be responsible for identifying a process for bulk purchases of monthly programs. It was decided that the task would be assigned to the Programming Task Force.
- New members need to be contacted in a timely manner. There is a need to formalize a plan for email and personal contact with new members.
- There are lapses in processing memberships that are not done online.
- Joint membership causes problems at times. Discussion followed that the board may need to educate the membership about how to best renew joint membership so that it will benefit our local organization.

**Programming:** VP of Programming reported that attendance at monthly programs continues to grow.. See ASTD Board/ASTD Board Administrator Updates for full Programming Report.

**Education:** A contract has still not been received from National for an upcoming program. It will be necessary to give a call today regarding that situation. See ASTD Board/ASTD Board Administrator Updates for full Education Report.

## Decisions/Discussions

- Introducing our new secretary, Dollie Mott
- Celebrating successes
- Job Descriptions/Action Plans/Individual Action Plans/Strategic Plan Update
- Operations
  - Web (Sonja and Michael)
    - Update on website requirements gathering
    - Board only community demo
  - Finance (Amy)
    - Update on Certificates of Deposit (CDs)
    - Update on incorporation
    - Monthly Budget report
- Marketing and Communications
  - Update on marketing plan
  - Think/feel/do exercise

- Membership
- Programming
- Education
- Action items update

## Action Items

Task	Owner	Due Date	Status
1 - Identify a process for bulk purchases of monthly programs	Programming Task Force	June 1	Will discuss in Programming Task Force
2 - Pursue incorporation of ASTD Nebraska	Michael Amy J.	May 15	Amy and Michael will report on Incorporation Status at the May Board Meeting
3 - Plan for times that the board would meet informally for a social time	Michael (w/help from Sarah)	July 1	The Board social TBA
4 - Demographics of Survey in May Newsletter	Sarah	May 1	Continue to provide information in Newsletter.
5 - Work with each VP to discuss marketing campaign	Andy	May 3	New
6 – Give feedback to Michael on Board Community Site	VPs	May 15	New
7 – Finalize Job Descriptions/Action Plans/Individual Action Plans/Strategic and Functional Goals	Heather	May 15	New

## ASTD Board Updates

### ***National Liaison***

Nothing to Report

### ***Secretary***

Dollie Mott, the new ASTD secretary, and I met to prepare for the transition. She will be attending the ASTD Board Meeting in April and will take on full responsibility beginning in May. I will complete the April 2009 Board Minutes and send them out to the board.

### ***Operations***

1. Amy will give an update on information we have researched for investing the chapter funds that are currently in the checking account.
2. Amy will give an update on what she has found on the INC status of the chapter.
3. Sonja/Michael will give a short demo of the Board only community that has been created online.
4. The Board social is set for Thursday, April 16th at 5:30 at Hector's off of 84th & Center.
5. The Operations committee is currently reviewing alternative hosting options for the website and will present a report to the board at a later date.

### ***Marketing and Communications***

Nothing to Report

### ***Membership***

#### Career Services: Lee Anne

- 2 jobs posted since last meeting.
- No interview requests.
- Made a comment for a career article for World-Herald. Will let everyone know when published.

### Mentoring: Amy

Working on matching mentors and mentees. Waiting to hear back from some of them with their matching forms. Hoping to have it wrapped up soon. Next step would be kick off.

### Member Involvement: Jamie

No updates at this time

### Membership Task Force: Angela

- Pulling group back together on April 20th
- Need to follow up on pricing item: update web, publish to members, etc.
- Need to follow up on new member processing and follow up

## ***Education***

### VP Education Report:

Our chapter is hosting the ROI Skill Building workshop on November 3 and 4, 2009 (Tuesday and Wednesday). The dates are set with the Scott Conference Center and refreshments include morning muffins with coffee, tea, and soda and afternoon cookies and soda. A buffet lunch includes a chef's choice of two hot entrée items, two salads, one starch, one veggie, dessert, Ice Tea, Coffee. Cost is \$37 per person.

Accommodations provided by the recently constructed Courtyard Marriott, Omaha Arksarben Village that is two blocks from the conference center. The hotel room rates are \$109 per single/double. Both contracts received and reviewed by chapter president, Heather Davis.

We should receive the national ASTD contract prior to the April Board meeting.

### Report from the Director Education:

The education committee met on 04/03/09 and completed the following items:

1. The group present determined that afternoon, mid-town, monthly meetings worked well. In addition, having a meeting before one of the ASTD monthly meetings would work too.
2. ASTD Nebraska will work with local chapters in coordinating ASTD National to host a myriad of topics. We will sponsor two programs each calendar year, starting with one in 2009.
3. Trainer's Institute is October 12-16, 2009 at the Omaha Home for Boys. Items discussed included length of program, current agenda, facilitators and developing a survey for previous TI attendees.
4. Stephanie Bartholomew is the education committee liaison to the marketing committee.

#### Report from the Director CPLP Certification:

Valerie K. Noll, Joe Hare and Marilyn Czerwinski met to discuss transition of the directorship of CPLP Certification. Joe will assist Valerie for the remainder of the year. Their goal is to create the smoothest possible transition and continue to maintain this program as the best practice it has been thus far.

Valerie and Joe will be facilitating a study group beginning in August to prepare candidates for the Fall Exams. They will look for help in this from the Education Committee and from other chapter CPLPs. The study group is a weekly event that requires too much time and energy for one person to facilitate the entire thing. They will be looking for people to assist by taking charge of one week each. There will be a total of 15 weeks. Participants will be preparing for the testing window that begins November 14<sup>th</sup>. Their work products will be due March 4<sup>th</sup>, 2010.

Joe agreed to outline a presentation by 04/24/09 to take to other local organizations such as HRAM. He will also make contact with HRAM to see when we could speak at one of their meetings.

Valerie will work with Andy Houser on marketing. Her goal is to increase local awareness of what the CPLP is, and how CPLPs can benefit their employers. Two things they decided would help us with the above goals: designing an ad for local business publications, and developing a brochure to hand out when we present at other organizations.

#### ***Programming***

April's program, "Moving Beyond PowerPoint-on-the-Web: Creating Successful, Interactive eLearning," presented by Denise Link, with Phasient Learning Technologies, had approximately 60 attendees. The afternoon workshop, "Defining eLearning Success," presented by Denise Link had 9 attendees.

- Phasient Learning Technologies was our sponsor for the April program.
- Remember to register by Monday, May 25<sup>th</sup> for the next monthly meeting on May 27<sup>th</sup>. This is a panel discussion with experts in OD & T&D who will explore the similarities and differences between both fields. There is a fine but important line separating these two disciplines and, as professionals in adult learning and development, we know the line is often blurred. For more information and to register, please go to our [website](#).
- Sarah and Emily will meet with Andrew Houser, VP of Marketing and Communications, and Cat Rawlings, Director of Marketing and Communications the week of April 20<sup>th</sup> to discuss invites for the June Social.
- Emily is working on creating more Special Interest Groups (SIGs) for the 2<sup>nd</sup> quarter. If you would like to assist in this process, please contact Emily Hardy, [EHardy@oriental.com](mailto:EHardy@oriental.com)
- Terry Lee and Sarah Julius are working on monthly programs for October and November to be finalized by June.

## Closed Action Items

<b>Task</b>	<b>Owner</b>	<b>Due Date</b>	<b>Status</b>
Put in place a new online method of registration	Sarah	May 1	Completed