

May 2008 Board Meeting Agenda, Reports & Meeting Minutes

Attendance

- Wendy Schultz
- Heather Davis
- Angela Galloway
- Patricia Harrold, CPLP
- Marilyn Czerwinski
- Aileen Siglar
- Shawn Mahrenholz
- Diane Skrobo
- Doug LaMar
- Amy Jorgensen
- Lee Anne Brownfield

Absent

- Michael Mitiier

Agenda

- Celebrate / Successes - All
- Credit Cards Accepted - Wendy/Doug
- Partnership with HRAM - Angela
- Budget Reports - Diane
- Strategic / Functional Goals Update - Heather
- Action Items

Requests/Decisions

- The Board decided to pursue the addition of American Express as one of the credit cards as chapter accepts for online payment. This decision stems from the fact that the majority of corporate/business credit cards are American Express and offering members the option of paying for dues or programs with their approved credit card is a positive member-centered business practice. This exciting news will be announced via all communication channels to ensure broadest distribution.

Meeting Minutes

Wendy

- **Board Retreat** June 20th is our Board Retreat at the Omaha Home for Boys. Plan for an exciting and busy day. We'll be ending the day with a Board BBQ

Angela

- **Partnership with HRAM** Been in contact with Pam Bourne of HRAM to bring in a really wonderful speaker. This will be a joint event financially co-sponsored by ASTD and HRAM. We will both manage the registration process and profits will be distributed equally between our two organizations. Marketing efforts will be beginning soon.

Diane

- **Financial Reports** Our new financial report format is underway and well received. Our processes continue to be streamlined.
- **Financial Review and Taxes** We have an extension on our taxes. Additionally we will be undertaking a financial review this year. A discovery all should be aware of is that our chapter is not formally set up to receive donations of any kind. On occasion, presenters and members have indicated they would like to donate their services, refund a fee as a donation or simply give money to the chapter. We are not able to do that.

Heather

- **Strategic Goals** Meetings with each VP have gone very well in regards to discussing and finalizing everyone's functional goals. We will continue our collaboration on updating job descriptions and aligning functional goals with our chapter's strategic goals. Functional goals will be combined to examine them for redundancy and clarity and then published. Our Board development program will be introduced at the retreat. Our one-on-one meetings will continue as they are mutually beneficial. They are also encouraged to occur between VPs and Directors.

Trish

- Chapter By-Laws** A review of our chapter by-laws is underway. They are posted on the Board wiki and they will be compiled into a singular document to facilitate a review and scrub by the Board of Directors. Any and all edits to the by-laws must be reviewed and approved by our chapter membership. Once finalized, they will be posted on the chapter website to facilitate member access.

Action Item Status

Task	Owner	Due Date	Status
If you are attending ICE and would be willing to attend a CPLP event, contact Valerie Noll	All	ASAP	TBD
Identify the possible rates available for credit card transactions	Michael	Apr 11	Overdue
Examine placing chapter goals on membership cards	Michael	Apr 11	Overdue
Publicize new chapter goals to membership/public	Michael	Apr 18	Overdue
Send out link to succession planning worksheet	Trish	June 4	Done
Create President Tracking Page on wiki	Trish	June 4	Done
Send list of presidents to Shawn	Wendy	June 5	Done
Explore what happened to individual and national memberships - refunds (Wendy - Yes) - Expiration Dates	Shawn	June 13	Ongoing
Place chapter goals on website	Doug	June 15	Ongoing
Identify process for adding American Express as an approved credit card for online payments	Wendy & Diane	June 15	Ongoing
Work with VPs on new forms related to functional goals	Heather	June 16	Ongoing
Begin succession planning processes for your board positions	All	June 20	Ongoing
Begin thinking about what our chapter should present at ALC	All	June 20	Ongoing
Performance and Development Program	Heather	June 20	Ongoing
Identify % of national memberships within our membership and report to Board	Shawn	June 20	Ongoing
Completion of Performance Evaluation at June Retreat	All	June 20	TBD
Work with Wendy to write up position description for Nat ASTD Liaison	Amy T & Shawn	June 20	In Prog
Work with Wendy to write up position description for Chapter Reporter/Photographer	Amy T & Michael	June 20	In Prog
Review and recommend edits to chapter by-laws	Trish	June 20	ongoing
Announce via all communication channels the addition of American Express for online payments	Michael	June 30	Ongoing
Examine a press release regarding the HRAM/ASTD partnership to bring in speaker (Examine Good Deeds section of OWH)	Michael	June 30	Ongoing
Identify process for following up and tracking paid/unpaid invoices with NAM	Aileen & Diane	June 30	TBD
Begin RFP process for 2009 Speakers	Aileen & Angela	June 30	TBD
Develop Chapter Policy regarding partnerships, collaborations, and marketing	Trish	June 30	TBD
Schedule task force meeting to examine Board Development Grant	Exec Team	June 30	TBD
Pursue incorporation of ASTD Nebraska	Exec Team	June 30	TBD
Generate Member Survey	Exec Team	June 30	TBD
Explore how to create Presidential Advisory Council from Past-Presidents facilitating National Memberships and knowledge management objectives	Shawn	July 31	Ongoing
Create self-paced Wiki Training	Trish	July 31	TBD
Create recurring communication reminder on web, connections and newsletter regarding keeping your contact information current	Doug and Michael	July 31	TBD
Examine adding marketing response question to membership application for marketing analysis - see Mar minutes	Shawn	July 31	TBD
Excellence Award Submission	Trish	Aug 22	TBD

Pursue Online Chapter Bill Paying	Diane	Sept 30	Ongoing
Examine adding marketing response question to website for marketing analysis - see Mar minutes	Doug	Dec 31	TDB
Send functional goals to Wendy	All	Apr 1	Done
Monitor Website updates for Events to remain on web	Doug	April	Done
ID budget changes req due to Board Structure Change btw Mrktg & Comm	Diane	Apr 18	Done
Print new business cards for VP of Operations	Michael	Apr 2	Done
Update Board email addresses according to new Board Titles	Doug	Apr 4	Done
Send a receipt to all participants of March's luncheon and afternoon workshop	Aileen	Apr 11	Done
Produce list of members to be invoiced for Jan, Feb & March Programs for NAM	Aileen	Apr 11	Done
Establish plan for developing and implementing paper-based newsletter	Michael	Apr 15	Done
Market National Membership Discount to current and lapsed members	Michael	Apr 30	Done
Write up an article promoting the value of National Membership	Shawn	June 30	Done
Begin implementation of Book Discussion Group	Jaime	Apr 30	Done
Prepare proposal for Board approval on CIT program	Heather/Marilyn	Apr 30	Done
Ongoing - provide opt in reminder for mailing list to website, monthly program announcements, connections, & newsletter	Michael and Doug	Dec 08	Done

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

- Identified and hired contract programmer for website functionality fixes and enhancements
 - Currently working on a replacement for the shopping cart and eCommerce checkout systems

Marketing and Communications

- Nothing reported

Membership

- Lee Anne Brownfield from UP has taken the Director of Career Resources position
- The National Liaison position was filled by Kate Rempfer after she showed interest at the May program.
- We are still seeking a Director of Sales
- Amy Jorgensen and Amy Trenolone are implementing the new contact process around reaching out to those non-members who attend our monthly meetings to encourage joining.
- We have 8 mentees and 8 mentors.
- Angela will be completing the mentor/mentee matching this week.
- Angela is hosting the Mentor/Mentee kick-off workshop on Monday, June 9th at NAM; there will be some pre-work for mentors and mentees. Much of the workshop time will be them meeting with each other. A light supper (Spirit World or other boxed lunch) served.

Education CPLP - Valerie Noll, Director

- Work Product Coaching:
 - In light of what I consider a low success rate on the work product, I am looking at radically changing the study group approach/philosophy. The first step is to build a self-assessment for the work product.

- A person would fill out that self-assessment before beginning the CPLP process. The form would ask them to identify work they have done in the last 2 or so years, and compare it against the Work Product standards. They would then decide for themselves if they can meet the standards (apply their expertise) required for a successful product.
- This means they would not begin to prepare for the exam until they already had a suitable work product complete. For instance, in courseware development, a lesson taken from A to E on the ADDIE model. This will encourage them to use the standards as a guide in developing the material for the work product rather than trying to adapt a lesson already accomplished after they have passed the exam and are under time pressure. Once they have a healthy work product, they can use the learning system and other resources to prep for the exam, and be fairly assured of passing the exam if they put the study time in.
* Recertification Networking - Online Social Network
- We (Trish Uhl in Chicago, Dawn Mahoney in Madison, WI, and I) will be announcing an online social network specifically for CPLPs late next week. This will be an online home for a CPLP Community of Practice (CoP), where CPLPs can discuss everything from recertification requirements to educating their communities about the certification, and much more. I especially hope to gain help from the CPLP community in coaching candidates through the certification process.
- We've kept the Certification Institute informed at every step, working with them to develop the concept of a CPLP network and CoP that will operate independently of, yet interactive with, national.
- I've begun sending out a periodic email to my list of CPLPs, and have connected now with 100 certified people! That is about 20% of the CPLP population. Four of those 100 were not receiving communication from the Certification Institute (CI) (a 4% fail rate!), so the networking effort is definitely paying off.
- In addition, I've forwarded questions to national from the group, and can tell that there is a positive effect created by organizing the group, in that the CI is turning its attention to the issues we've brought up. When we brought them up individually, we received vague responses and very little follow up. Now they are demonstrating accountability, and specific NLT dates when they will provide answers for the more difficult questions about recertification.
- CPLP and ICE
 - They will be having a CPLP meeting at ICE. I can't see anyway I can afford to go. Is someone else on the board going? Would they be willing to attend the meeting for me?

TI and CIT - Tamara Dowling, Director

- Curriculum review progress report
 - During the April Board meeting, I presented the Certificate in Training program options to the Board, and the decision was unanimous to go with Option 3:
- OPTION 3 – Combination of both Option 1 and Option 2
 - 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
 - A focus group meeting will be held on May 22 to identify which courses to keep from the current program and which ASTD National programs we should consider bringing in.
 - All board members are invited to attend.
 - I hope to begin meeting with instructors this summer to begin revising curriculum for the identified courses. I have 2 potential members who may be willing to help me with this process: Amy Walkonen and Eric Ewing.

Trainer's Institute infoUSA

- Contact has been made with infoUSA to determine if they are interested in holding another session of Trainer's Institute.
 - John Spomer, VP of Training, has told me that he is working on identifying a group – possibly for August or sometime this fall. I will continue to work with him.
 - I have also informed him that, if he is unable to get a full group together, he can send them to the Fall Trainer's Institute in October.

Fall Trainer's Institute

- The Fall Trainer's Institute will be held October 13-17, 2008 at the Omaha Home for Boys. A tentative schedule has been created. We are looking to add an e-learning session to this year's TI.
- The following instructors have confirmed:
 - Evaluation – Cec Farnsworth
 - Adult Learning Principles – Gretchen Finke Patras
 - Difficult Participants and Situations – Lori Smith
 - Developing Presentations – Angela Galloway
 - E-Learning – Heather Davis or Heather Walsh
 - Presentation Skills – am waiting to hear back from Dave Arch

- Needs Analysis – need to determine if Heather Davis can instruct this topic again, or if I need to find a different instructor.
- All instructors will meet at least once month prior to Trainer’s Institute to meet/greet and clarify what each will cover in their sessions, so everyone can “manage up.”
- All Executive Board members are invited to attend graduation ceremony on Friday, October 17 at approximately 12:30 p.m. to 2:30 p.m.

Successes

- Amy Walkonen is my new Assistant.

Programming

- Monthly meetings for remainder of year
- Special events in July and September
- May meeting very well attended
- Registration process

Previous Action Items Closed

Task	Owner	Due Date	Status
Solicit Board Member Participation at next HRAM Board meeting 5/16	Trish	April 25	Done
Determine method for posting Board Meeting Minutes to the Main Website	Trish & Doug	Apr 11	Done
Get receipts for Jan-Mar luncheons from Westside and give to Diane	Aileen	Apr 4	Done
Draft write up for Connections and Monthly newsletter to solicit articles from Members	Trish	Apr 11	Done