



# July 2008 Board Report Meeting Minutes

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## Immediate Tasks

Prepare and send ALC RFPs to Angela Galloway by Monday, July 21<sup>st</sup> – Aileen, Heather, Shawn

Submit names of potential Board Volunteers to Trisha by Monday July 21<sup>st</sup> – All

Distribute open positions list to Board by July 25<sup>th</sup> – Executive Council

Send current position descriptions for VP Finance and Operations to Shawn and Michael by July 25<sup>th</sup> – Trish

Update VP of Operations position description by July 23 – Executive Council

Update Linda Beiriger regarding need for quick turn-around of web postings for open positions by July 21<sup>st</sup> – Heather

Volunteer for December 10 Social Event Committee by contacting Sarah Julius by August 1<sup>st</sup> – All interested parties

Volunteer to be a Monthly Program RFP Evaluator volunteer by contacting Sarah Julius by August 1<sup>st</sup> – All interested parties

Brainstorm options for alternative monthly meeting locations – send to Aileen by August 22 – All

## Meeting Minutes

**ALC RFP Process** – Angela reported that the deadline for submitting ALC RFPs has passed. The due date was June 25<sup>th</sup>. No communication or advertising from ASTD National and it was not until a regional conference call Angela attended that it was realized the due date had passed. Angela requested an extension, but due to the scheduled National RFP review team's scheduled review of all RFPs, ASTD Nebraska only received a short extension. Aileen, Heather, Shawn and Angela will draft as best they can and have them ready to submit by the Monday deadline.

**Succession Planning** – We are missing a few succession plans – Trisha's, Angela Galloway's, Angela Weis' and Sarah Julius'. There will be several open positions, once succession planning is finalized. The list of open positions will be sent out to everyone so that all can support recruiting for these positions. Key and immediate openings are VP of Operations and Finance. We will set up a search committee (probably chaired by Amy T, Heather has volunteered to participate as well). We will hold interviews for each opening. Current names identified during Board Meeting were – Michael Merrit, Ruth Negus, Terry Lee, Frank Memongran (sp?), and Alysia Clary, Angela Athy, and Lindsey Wedel.

**Job Descriptions** – Roles and responsibilities for all job descriptions will evolve into a consistent and common format for posting on the wiki and general chapter website.

Activities/responsibilities of each board function will migrate into a detailed project plan. The executive council will work with each VP to accomplish this effort.

**Board Evaluation Plan** – It has been updated to reflect feedback received during the Board Retreat

**Strategic Goals** - Close to being finalized

**Board Self-Evaluation** – The tabulated results of the Board Self-Evaluation conducted during the Board Retreat were distributed within the June 2008 Board Retreat Report. We will discuss the results and subsequent action planning during the next board meeting.

**New Policy for Marketing and Sponsorship** - A first draft of a policy to guide decisions in assessing solicitations to sponsor or promote external programs/services is complete. The executive team will conduct an initial review and submit a proposed policy to the Board of Directors by the next board meeting

**Mentoring Program** - Next session is underway and we are seeking board members who may be interested in participating in the program as members.

**CIT Feedback Survey** - The addition of prices for local sessions as well as descriptions for ASTD National provided sessions will be added to the survey and subsequently be sent out to membership.

**Scholarship** – The executive council would like to see the scholarship program designed and implemented this year. The solicitation of donations during the December social event is being examined as well as the potential to seek sponsorships for the scholarship from businesses/consultants.

**American Express** – Taking American Express may prove to be too complex from a budgeting and accounting perspective. We will ask on the member survey how members prefer to pay by credit card for programs and events to identify whether it is a option we need to provide.

**Going Green** – ASTD Nebraska will be transitioning from Member Cards. Member cards serve no purpose other than providing the member their member number. The letter members received when they sign up or renew will now have their member number listed.

**December Social** – Our annual social will be held December 10<sup>th</sup> at the Jocelyn Castle. We are putting together a planning committee.

**Monthly Program RFPs** – The RFP is finalized (thank you to Angela Galloway!) We will begin soliciting for candidates soon.

**Joint HRAM Meeting** - Angela will be getting back in contact with HRAM representatives to establish next steps regarding ASTD volunteer/board responsibilities.

**Westside Contract/Monthly Program Location** - The Westside Contract will end at the end of 2008. We will need to identify and finalize a new location for monthly programs in time to transition and inform our membership.

## Action Items

Task	Owner	Due Date	Status
Identify the possible rates available for credit card transactions	Michael	July 18	Have the form from FNBO- will bring it with me but am not sure of our current rates
Place chapter goals on website by opening ticket to add strategic goals to About Us Page	Trish	July 21	Done
Work with Wendy to write up position description for Chapter Reporter/Photographer	Amy T & Michael	July 31	Ongoing
Post open positions for Board openings on website	Shawn	July 25	
Add marketing response question to membership application for marketing analysis submit wording via ticket to Linda B for addition to online member form	Michael/Shawn	July 31	Working with Michael to develop appropriate wording for statement/question
Add same marketing response question to website for marketing analysis - submit wording via ticket to Linda B for addition to online member form	Michael/Shawn	July 31	TBD
Post open positions for Board openings in Connections email and newsletter	Michael	July/Aug	
Brainstorm member 3-5 survey questions from each functional area and send to Trish	All	Aug 1	
Initiate Development of Member Survey	Exec Team	July 31	Scheduling meetings
Schedule task force meeting to examine Board Development Grant	Exec Team	July 31	Scheduling meetings
Announce ASTD Nebraska Going Green and transition away from Member Cards via Connections, Newsletter and by handing out small announcement during HRAM meeting	Michael	Aug	
Publicize new chapter goals to membership/public	Michael	Aug	We can put these in the connections and newsletter , will need to send a copy to Regina
Get up to date national membership list	Shawn	Aug 1	

Identify Past-Presidents not acting in Advisory Board Capacity via * to not count in local membership list	Michael	Aug 1	
Identify % of national memberships within our membership and report to Board	Shawn	Aug 15	In contact with NAM for assistance
Excellence Award Submission	Trish	Aug 22	Researching
Research interview questions for potential Board Volunteers – for panel interview and selection	Trish	Sept 1	
Identify process for following up and tracking paid/unpaid invoices with NAM	Aileen & Diane	Sept 1	TBD
Pursue incorporation of ASTD Nebraska	Trish	Sept 30	Trish initiating contact with ASTD Lincoln to establish basics and create plan
Create self-paced Wiki Training- wiki, website, national and admin functions	Trish	Nov 30	On Target
Pursue Online Chapter Bill Paying	Diane	Sept 30	On Target

## Strategic and Functional Goals

Strategic/Functional Goal	Task	Responsibility	Due	Status
<b>Operations: Support the Chapter's foundational business processes</b>				
Provide timely reporting	Report on chapter finances at monthly board meetings.	Diane Skrobo	Ongoing - posted to WIKI two days before board mtg.	
Refine money-handling procedures	Evaluate & improve payment collection/tracking for monthly & special programs.	Diane Skrobo	Monthly for board meetings; additionally as needed	
	Evaluate & improve payment collection/tracking for both local and national memberships.	Diane Skrobo	Quarterly	
Coordinate key financial aspects of chapter not directly related to members	Maintain annual tax & insurance records.	Diane Skrobo	January of each year	
<b>Membership: Support and advance member's career development.</b>				
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.	
	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	

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	
	Create ads to be run in local newspapers and trade magazines no less than 4 per year	Director of Marketing		
Offer advanced Professional Development opportunities to membership	Plan advanced ASTD National and local educational programs (CIT) for 2009	Tamara Dowling	7/31/08	
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	
	Provide CPLP and Trainer's Institute marketing materials at all monthly programs	Valerie Noll Tamara Dowling VP Marketing	6/4/08	
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.	
<b>Profession: Demonstrate the value of the Workforce Learning and Performance profession.</b>				
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 Sept of 2008	
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	
	Contacting people who attend the meetings but who are not members.	Amy Jorgensen Amy Trenolone	Monthly starting April	
<b>Community: Provide service to our community to encourage growth in ourselves and others.</b>				
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	
	Promote Trainer's Institute and CPLP to four organizations in the community	Marilyn Czerwinski Tamara Dowling	11/28/08	

		Valerie Noll		
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	
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	
	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	
	Host 6 mock interviews; one every other month.	Director of Career Resources	Ongoing, 12/31/08	
	Post 5 jobs per month for a total of 60 annual postings.	Director of Career Resources	Ongoing, 12/31/08	

## Board Updates

### ***Operations***

Nothing to report – ops as normal

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

Upcoming marketing efforts:

- MBJ ad that will advertise Aug meeting and TI Aug 1<sup>st</sup> and will be the last ad in the MBJ for this year.
- Currently have two press releases going out about Aug Meeting and TI, this will go to local newspaper as well as to regional ASTD Chapters.
- The postcard is almost complete for TI and will go out Monday Aug 3<sup>rd</sup>, working with HRAM to see if we can get their mailing list and well as send to our members.
- Working with Aileen and Jamie on marketing the holiday party as well as getting sponsors and exhibitors.
- The next Newsletter will go out Sept 29<sup>th</sup> to all members, the last newsletter went out to over 800 people (HRAM meeting attendees and our Members)

## ***Membership***

### *Angela Athy (Mentoring):*

- 2 pairs (mentors/mentees) attended the kick off workshop on June 9, 2008
  - Cameron Lind/Jill Banaszak
  - Vanessa Erwin/Amy Walkonen
- Sent follow up emails to all mentors and mentees who were unable to attend the June kick off workshop.
- 4 additional pairs received kick off emails on July 7, 2008
  - Angela Galloway/Jason Edwards
  - Robin Wilson/Bart Cox\
  - Gretchen Finke-Patras/Kelly Downs
  - Julie Durmaskin/Lindsey Wedel
- 2 additional mentees have inquired about being matched with mentors as of late June; I have followed up with both of them and am working on matching one. The other individual has yet to send back her matching form. These are:
  - Tamara Dowling
  - Kari Byrd
- We have just two mentors as bench strength, so if I am able to match both Tamara and Kari with those two individuals (Amy Trenolone and Lynette Campbell) we will have no mentors on the bench as additional mentees inquire.
- Met with Elizabeth Panska who inquired initially about the mentoring program but is really a better match for the Ambassador Program. She came to UP and we had lunch together. I am serving, essentially, as her Ambassador, though neither of us has made it to a monthly meeting yet.
- Next goals:
  - Build mentor bench strength--anyone interested? (-:\
  - Create monthly emails to go out to mentors and mentees (this is just a follow up, reminder, helpful hints kind of email that will go out monthly--want to get one sent in July to start this off).
  - Create involvement posting form for mentors and for committee members
  - Plan for a mentor/mentee get together in September (the individuals who attended the kick off workshop thought a get together mid-way through their 6 months with everyone would be great; I agreed and would like to plan something--maybe an after work social hour at a local restaurant/bar).
  - Need to also get materials organized on WIKI.

### *Lee Anne Brownfield (Career Resources):*

- Lee Anne is looking for employers that are candidates to receive job posting letters. She is also sending out follow-up letters to employers who have jobs posted, requesting notice of filled position.



- Lee Anne has filled the Interview Team Leader with Anissa Stein a few weeks ago.
- Lee Anne reports that two resume critiques were submitted on June 18<sup>th</sup> and their close out date was July 11<sup>th</sup>.

Amy Trenolone (Member Involvement):

- Is in the process of talking to someone interested in the programming posting
- All “big” positions are filled

Amy Jorgensen (New Members/Ambassadors):

- Amy Jorgensen is also planning an Ambassador/New Member party. Originally we were aiming for August.
- Amy Jorgensen is recruiting Ambassadors from the general membership. She is placing an ad in Connections (see below)

Calling All Experienced ASTD Members!

Have you been a local or national ASTD member for at least 2 years?

Have you taken advantage of 2 or more membership benefits such as:

- Trainer's or Advanced Trainer's Institute
- Resume Critique
- Career Development
- Mentoring Program
- Monthly Luncheons
- Served on the Board of Directors
- CPLP preparation or certification
- Service on a committee

Then we have an awesome opportunity for you to join an exclusive team of ASTD Ambassadors. You will have the opportunity to meet new people and expand your networking circle, improve your leadership and coaching skills, and learn more about the opportunities for professional growth in ASTD. All of this and more is possible for a minimal time commitment while helping new members realize the benefits of our membership in ASTD.

To sign up please contact Amy Jorgensen, Director of New Members at [directornewmembers@astdnebraska.org](mailto:directornewmembers@astdnebraska.org) or [amy.jorgensen@offutt.af.mil](mailto:amy.jorgensen@offutt.af.mil).

Anissa Stein – Interview Team

We've created a marketing piece for the next newsletter on the interview service as well as an announcement of the transition of the team to Anissa.

**Education**

Curriculum review progress report

- Presented information at the June Board Retreat regarding Option 3, including both local and national courses through the new Education Program. Also discussed was conducting a member survey to get feedback on the new layout for the program and whether people would attend to determine viability.
  - It was approved that a survey could be conducted of the membership
  - Questions were handed out, and members were asked for their feedback
    - As of today, only one person has provided feedback.
    - Need more feedback
  - Hope to submit survey next week (week of July 14)

## Trainer's Institute

### *Fall Trainer's Institute*

- The Fall Trainer's Institute will be held October 13-17, 2008 at the Omaha Home for Boys. A schedule has been finalized, which included 3 additional courses: Introduction to Training & Development, Introduction to E-Learning, and Curriculum Design & Development.
- The following instructors have confirmed:
  - E-Learning – Heather Davis
  - Needs Analysis – Heather Davis
  - Evaluation – Cec Farnsworth
  - Adult Learning Principles – Gretchen Finke Patras
  - Difficult Participants and Situations – Lori Smith
  - Essentials for Presentations (new title) – Angela Galloway
  - Conducting Presentation (new title) – Dave Arch
- Times for classes have changed due to the new agenda layout. It is hoped that this will not inconvenience any of the instructors.
- 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.

## Latest Iteration of TI Agenda

### ***Programming***

The remaining meetings for the year:

- August- Live and Learn or Die Stupid! presented by Dave Mitchell, co-sponsored with HRAM
- September- Facilitating Organizational Change, presented by Beth Haley- ConAgra
- October- Measuring and Evaluating, presented by Carol Horner- Synchronicity
- November- Managing Organizational Change- presented by Amy Trenolone- AchieveGlobal
- December 10- Holiday Social- Joslyn Castle 4:30-7:30
  - We are looking for members for the planning committee

RFP process for next year will start soon

Sarah and I would like to submit an RFP on the RFP process for ALC

Book Clubs are scheduled for 7/22 and 9/23

## Closed Action Items

Task	Owner	Due Date	Status
Create recurring communication reminder on web, connections and newsletter regarding keeping your contact information current	Doug and Michael	July 31	Done
Explore what happened to individual and national memberships - refunds (Wendy - Yes) - Expiration Dates	Shawn	June 13	Done
Performance and Development Program	Heather	July 31	Done
Completion of Performance Evaluation at June Retreat	All	June 20	Done
Develop Chapter Policy regarding partnerships, collaborations, and marketing	Trish	June 30	Done
Begin succession planning processes for your board positions	All	July 18	Done
Begin thinking about what our chapter should present at ALC	All	June 20	Done
Work with Wendy to write up position description for Nat ASTD Liaison	Amy T & Shawn	June 20	Done
Review and recommend edits to chapter by-laws	Trish	June 20	Done
Work with VPs on new forms related to functional goals	Heather	July 18	Done
Examine a press release regarding the HRAM/ASTD partnership to bring in speaker (Examine Good Deeds section of OWH)	Michael	June 30	Done
Begin RFP process for 2009 Speakers	Aileen & Angela	July 31	Done