



# July 2009 Board Meeting Minutes

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## Immediate Tasks

- Register for August 12 luncheon
- Register for the Presentation Zen Book Club SIG
- Email Michael by August 31 if interested in volunteering for the Big Event team that is forming
- Sarah – find out ASTD Lincoln’s numbers for Kirkpatrick
- Review the action items for the rest of the year. Submit changes to Dollie, including owner, due date, and status by July 24

## Attendance

Heather Davis	Angela Athy
Wendy Schultz	April Kassen
Michael Merritt	Sarah Julius
Amy Jorgensen	Marilyn Czerwinski
Kate Rempfer	

## Meeting Minutes

**National Liaison** - Nothing to Report

### Operations

- Tendenci – Board passed unanimous vote to approve cost.
  - Cost - \$2,195 to set up template
  - Operations will borrow \$1,700 from Programming’s fall monies
  - Agreed to spend \$495/month the first two months for technical support - \$195/mo. Thereafter
- A 30-day period is required to set up the website
- A task force is being established by Michael to field questions pertaining to the new website
  - Amy will assist with Tendenci software
  - Jessie will assist with Tendenci software
  - Sonja will be director of the website
  - Laura is the website project manager
- A Big Event 2010
  - Disney has not presented in Omaha since 2006
  - Presentation focuses on four sessions: leadership; management; service; loyalty
  - Ramp-up meetings will begin in October
  - Contact Michael by August 31 if interest in helping with Big Event

## Marketing and Communications

- Nothing to Report

## Membership

- Currently writing a newsletter article: “Top 10 reasons to be a national member”
- Search for Director of Membership
  - Interviews to be held July 23
  - Responsible for keeping track of CORE
  - Promote local membership to national membership
- Mentoring
  - Four active pairs have been arranged
- Member involvement
  - Follow-up with Barb who is calling new members

## Education

- TI:
  - Location – Children’s Hospital
  - Instructors are still needed
  - RFP process – send entries to April
- CPLP
  - July study group in session
  - Study group meets on-line
  - Interested persons should contact Valerie Noll

## Programming

- August 12 Program
  - Speaker – Carol Horner
  - Making Learning Real – focuses on Role Play v. Real Play
  - Register ASAP
- Finalize RFP form for 2010 programs
  - Request from membership survey
  - July 31 – Survey available through Survey Monkey
- Two sponsors for Kirkpatrick
  - Patricia Harrold Career and Life Mentoring C.A.L.M. - \$1,500
  - Bellevue University - \$1,500
- SIGs
  - ELearning SIG – no one interested to present at this time
  - Sarah is putting together a list of possible topics for members to choose from
  - Book SIG – August 20 meeting at Borders – 72<sup>nd</sup> & Dodge

## President’s Notes

- Scholarship Fund - \$700
  - Monies to be applied to National Program
  - Want to establish a donation/contribution fund
- Middle School partnership
  - Possible partnership with Morton Middle School
    - Job shadow days with middle school students

- Training for educators
  - More information to follow
  - Recognition from ASTD National Excellence Awards possible
  - Board would like Heather to return with more detail
- ALC Budget
  - 4 airfares and conference registrations paid
  - President elect, president and 2 presenters will be attending for sure
  - Other attendees will be determined after we look more closely at the budget

## Decisions/Discussions

- Celebrations
- Area updates
  - Operations
    - Request for budget reallocation for Tendenci funds
    - Michael big event team forming
  - Marketing and Communications
  - Education
  - Programming
  - Membership
- Good news:
  - Valerie Noll and Amy Jorgensen's ALC presentations accepted!
  - Great teamwork on Kirkpatrick event
  - Updated membership pricing
- Community partnership update – Morton Middle School Internships
- Budget education
- ALC Budget
  - 4 airfares
  - 4 conference registrations
  - Hotel:
    - President-Elect 1 room for 4 nights
    - 1 room for 3 nights

## Action Items

Task	Owner	Due Date	Status
<b>Membership</b>			
Recruit Director of Membership			
Increase member engagement			
Recognize members for professional achievements in the Connections e-mail			
Increase national/local memberships			
Contact non-members attending monthly programs			
<b>Operations</b>			
Complete incorporation			
Complete website conversion to Tendenci			
Create job posting form			
Set limit on debit card			
Show \$ value of ASTD as a resource to membership (budget info/how dues support chapter)			
<b>Education</b>			
Provide information about educational programs in all publications			
Increase CPLP marketing materials at monthly programs			
Visit 4 community organizations to promote TI and CPLP			
Visit 4 companies to promote TI			
<b>Programming</b>			
December social plan			
RFP process for 2010 programs			
Promote programs			

Develop press releases and articles to be published in area business journals/papers supporting or promoting learning			
Research options to provide “in kind” training			
<b>Marketing</b>			
Improve messaging, delivery & design			Ongoing
SIGs promotion – June, August, October, December			100% for June, August
ROI Skill Building Certificate - National Workshop			25% Complete
Kirkpatrick ROI Programs			95% Complete
Fall Measurement Performance Series			25% Complete, launching postcard early August
Increase awareness of Trainer’s Institute and CPLP to the membership			TI 25% Complete

## ASTD Board Updates

### ASTD Administrator

Nothing to Report

### National Liaison

2009 Key Dates Calendar: Upcoming events	
Date	Events
July, 15 2009	Proposal deadline for presenting at ALC
July 31, 2009	Application deadline for chapter-related committees
September 7, 2009	Chapter Excellence Awards (CEA) deadline
September 15, 2009	Group Tax Exemption Survey Deadline  (for chapters that do not submit their CORE reports)
October 29, 2009	ALC Preconference
October 29-31, 2009	ALC Conference

**2009 Webcast Series Calendar:** Webcasts are set up to occur at 1pm EST on the third Tuesday of each month.

Date	Webcast	Facilitator	Audience
Tuesday, July 21 at 1 p.m. ET, 12 p.m. CT, 11 a.m. MT, and 10 a.m. PT	<a href="#">Bridging the Skills Gap</a>	Jennifer Homer, ASTD Vice President, Communications and Member Relations	Chapter leaders and members
Tuesday, July 28, at 3 p.m. ET (2 p.m. CT, 1 p.m. MT, Noon PT	<a href="#">Getting It All Done: Re-Energize Your Board, Prevent Burn Out, and Still Meet Your Goals</a>	Kella Price, CPLP, National Advisor for Chapters	Chapter leaders

Tuesday, July 30, 1 p.m. ET	<a href="#">Disney's Approach to People Management</a>	Disney Institute	Chapter leaders and members
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- **CORE Overview** (Thursday, September 10, 2 p.m. ET (1 p.m. CT, Noon MT, 11 a.m. PT)

The Chapter Operating Requirements (CORE) process assists chapter leaders in delivering consistent benefits to members and helps chapters attain the greatest level of success possible. This session will enable leaders who are new to the process and those who have an understanding of CORE to review the basics and gain insights into meeting the requirements. ASTD chapter coaches and National Advisors for Chapters will review the 2010 submission process for the January 31, 2010, deadline.

- **Now available-** Quick links for ASTD chapter web sites -provides a list of key national ASTD links chapters can use on their websites (designed for VP Communications, VP Technology, or chapter leader who makes web updates).

- CPLP™ Certification <[www.astd.org/CPLP](http://www.astd.org/CPLP)>
- ASTD Competency Model <[www.astd.org/competencymodel](http://www.astd.org/competencymodel)>
- Conferences <[www.astd.org/conferences](http://www.astd.org/conferences)>
- Educational Programs <[www.astd.org/education](http://www.astd.org/education)>
- ASTD Job Bank <[jobs.astd.org](http://jobs.astd.org)>
- Publications <[www.astd.org/publications](http://www.astd.org/publications)>
- ASTD Research [www.astd.org/research](http://www.astd.org/research)
- ASTD Store <[www.astd.org/store](http://www.astd.org/store)>
- T+D Magazine <[www.astd.org/TD](http://www.astd.org/TD)>
- Membership <[www.astd.org/membership](http://www.astd.org/membership)>

- Check out the ASTD Knowledge Center

ASTD announces this exceptional new member benefit! You now have immediate access to full-text articles from *T+D*, *Learning Circuits*, and thousands of leading periodicals, journals, newspapers, and regional business news through quick and easy searches of this dynamic database.

<http://www.astd.org/content/research/doYourOwn/>

- Stay connected

Go to "Chapter Leadership" Home page at

<http://www.astd.org/membership/ChapterLeadership/>

Click on the group name for directions on how to join the [Yahoo](#), [LinkedIn](#) or [Facebook](#) chapter leaders groups! Follow Gina Urgena, director of chapter services, on [Twitter](#) for chapter services updates! Access the [ASTD Chapter Leader Blog](#) to find out about ASTD resources and news from the National Advisors for Chapters and chapter services staff.



## Operations

Nothing to report

## Marketing and Communications

<p style="text-align: center;"><b>ASTD Marketing Board Report</b> <i>July 2009</i></p>					
<p><i>The Marketing Team is applying a greater sophistication and proven strategy to the ASTD Nebraska marketing by developing a 2010 Marketing Plan to include media mix, message and target strategy for each of the ASTD Nebraska events. Our objectives are to improve messaging and media strategy to drive increased membership and participation for 2009 spring boarding into more effective marketing efforts for 2010. To accomplish these objectives the marketing team must grow as a team and evaluate what is a manageable action plan while instituting effective advertising strategies. The team has made progress in communication s and requires improved leadership to work more efficiently and to better transfer marketing knowledge.</i></p>					
<b>Objective</b>	<b>Promote</b>	<b>Employment</b>	<b>Timing</b>	<b>Scope</b>	<b>Progress</b>
Improve messaging, delivery & design	<b>Monthly Programs</b>	VP Marketing Directors of Marketing/ Newsletter	Monthly	Market to members	Ongoing improvements in messaging & delivery
Target members	<b>SIG's – June, August, October, December</b>	VP Marketing Directors of Marketing/ Newsletter  VP Programming	As scheduled	Market to members	100% for June, August
Target members	<b>ROI Skill Building Certificate - National Workshop</b>	VP Marketing Directors of Marketing/ Newsletter  Director of Membership	Monthly starting in August	Market as a part of the Fall Measurement Performance Series (FMPS)	In Progress  25% Complete
Target members	<b>Kirkpatrick ROI Programs</b>	VP Marketing Directors of Marketing/ Newsletter  VP	Monthly starting in May	Market independently and as a part of the FMPS	95% Complete

		Programming/ Operations			
Target local- regional ASTD members and local businesses	<b>Fall Measurement Performance Series</b> Campaign (Kirkpatrick, October Program, ROI National Workshop)	VP Marketing Directors of Marketing/ Newsletter  VP Programming  Director of Membership	Monthly starting in June		25% Complete,  Launching postcard early August
Increase awareness of Trainer’s Institute and CPLP to the membership	<b>CPLP and Trainer’s Institute</b> on alternating months at monthly programs with announcements	VP Marketing  Directors of Marketing/ Newsletter  Valerie Noll  April Kelly	Every month starting with May monthly program	Fully implemented and ongoing. 1200 mailers sent throughout the community resulting in 28 attendees at TI – largest group ever	Print Development In Progress  TI 25% Complete

**Membership**

Nothing to report

**Education**

TI:

- Finalized location: Children’s Hospital (90<sup>th</sup> & Western Ave)
- Seeking RFP’s
- Registration open

CPLP:

Our ALC proposal "Go Ashore" has been chosen!  
 Joe went to a local company and gave our presentation at the request of one of our members. This was on Tuesday, and he said it went great.  
 We still plan to launch our virtual study group on the 27th of July.

## Programming

- Remember to register by August 10<sup>th</sup> for the August 12<sup>th</sup> monthly program, *Making Learning Real: How to Design Live Scenarios that Facilitate Effective Learning*, being presented by Carol Horner. For more information and to register, please go to our [website](#).
- The June Summer Social was a success – a good time was had by all! Emily did a great job organizing this fun and interactive event.
- Terry and Sarah are finalizing the RFP form to be posted online for 2010 program submissions by July 31<sup>st</sup>.
- Completed the marketing pieces and sponsorship packages for the Kirkpatrick event.
  - Mailed out brochure to ASTD Nebraska and ASTD-Lincoln membership.
  - Emailed ASTD Nebraska and ASTD-Lincoln membership about Kirkpatrick event and to encourage them to take advantage of the early bird pricing and sponsorship opportunities.
  - We received our first Gold sponsor (\$1500) – C.A.L.M. owned and operated by Trisha Harrold.
  - Please continue to promote the event and direct all interested sponsors to Sarah Julius, [vpprogramming@astdnebraska.org](mailto:vpprogramming@astdnebraska.org)
- Emily is working on creating more Special Interest Groups (SIGs) for the 2<sup>nd</sup> & 3<sup>rd</sup> quarter. If you would like to assist in this process, please contact Emily Hardy, [EHardy@oriental.com](mailto:EHardy@oriental.com)
  - E-Learning SIG – in the process of setting up the first meeting. Looking for facilitators and topics of interest. Sent message out in *Connections* and to the Yahoo group, have not had a high response rate.
  - Book Club SIG – Register for our next meeting being held on Thursday, August 20, 2009, 4:30 p.m. - 5:00 p.m. at Borders Bookstore, 72nd and Dodge St. (Upstairs on the Second Floor, NW corner). Jill Banaszak will be the facilitator for this Book Club meeting.
    - Our book of choice for this quarter is *Presentation Zen* by Garr Reynolds. This book shows how to effectively communicate with clarity, integrity, beauty and intelligence and to avoid the ineffective methods used today.
    - ASTD members can receive a 20% discount from Borders with ID showing you are an ASTD member. If you do not have a member ID card, please contact us at [contactus@astdnebraska.org](mailto:contactus@astdnebraska.org).
    - We are in the process of planning our next Book Club meeting to be held in 4<sup>th</sup> quarter.