



# September 2008 Board Meeting Minutes

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## Immediate Tasks

### Attendance

#### Attended

Wendy Schultz  
Heather Davis  
Angela Galloway  
Patricia Harrold, CPLP  
Amy Jorgensen  
Sarah Julius  
Michael Mitiier  
Diane Skrobo  
Marilyn Czerwinski  
Aileen Siglar  
Jaime Kelly

#### Absent

Shawn Mahrenholz  
Doug LaMar

### Meeting Minutes

Succession Planning - has gone very well. We have all key VP positions filled for 2009. We have a couple Director positions to fill and recruiting will continue for those positions. As of now, the President-Elect position will remain vacant

Member Survey – we haven't received questions from every VP area. If you want to submit questions to the executive team, please do so by the end of today. The survey will be finalized for distribution to our members by the end of October

Chapter By-laws – are currently undergoing a revision to update our processes and procedures. We will be sending it out for input and then to membership for approval.

ALC Scheduling of Pilot Presentations – we will be scheduling a time for each presenting group to present their ALC session to the board in preparation for ALC. We want to help and support you as well as to ensure that each board member attending ALC can speak intelligently about your session if questioned by other ASTD Board Members. Ensure you do request a confirmation of receipt to the point of contact for sending in your ALC materials. We've had many occasions where session materials were not added to the thumb drive. We suggest you bring copies of your materials with you as well.

Sarah and Aileen ALC session – was presented to the board as a high level overview for feedback. Send Aileen and Sarah your ideas

Board Development Grant – Michael discussed the fact that grant details were not going to be available until after the 1<sup>st</sup> of October due to government budgeting norms. He will continue to track this opportunity and report back to the board.

Database update – a technical upgrade to our database needs to occur to allow data from tracking marketing results to be captured and trended. We also discussed the need to clean up the member database and archive records to facilitate data analysis. We will be creating a task force in 2009 to design a new database model

CHIP – our chapter received \$512 from the CHIP program. We discussed the idea that CHIP money can be put towards developing our scholarship fund.

National Liaison – Kate is doing monthly research on what is happening at National ASTD as well as services they provide. She's created a monthly report that will be published on the wiki and a link to it will be sent out to all board members.

Scott Wilson – our chapter coach has transitioned to the international side of ASTD and in the meantime we have a temporary chapter coach.

Chapter Monthly Program – the board voted to secure the Scott Conference Center as our new location for monthly programs. We will be raising the price of monthly programs by \$5 due to the increased cost

## **Decisions/Discussions**

Succession Planning

ALC Update- Attendees/Presentations

Member Survey

Chapter By-Laws – for 2009, we are evaluating our Chapter By-Laws for currency and relevance

## Action Items

Task	Owner	Due Date	Status
Review and prepare an update of all activities towards achieving functional goals for inclusion in the October Board Report	All	Oct 15	New
Write an article highlighting ASTD National's CHIP program for inclusion in next newsletter	Kate	Dec 1	New
Identify a process for allowing organizations to purchase group memberships and bulk purchases of monthly programs	Exec Council	Dec 31	New
Initiate Development of Member Survey	Exec Team	Oct 31	Scheduling meetings
Schedule task force meeting to examine Board Development Grant	Michael	Dec 31	Have not heard about the grant as of yet, the Fed does not notify us until after Oct 1
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
Identify % of national memberships within our membership and report to Board	Shawn	Aug 15	Awaiting response from NAM regarding chapter membership percentage for national ratio. <b>Currently sorting through the both National and Local Data – hope to have it for the meeting on Friday</b>
Identify process for following up and tracking paid/unpaid invoices with NAM	Aileen & Amy	Sept 1	No progress to day – requires discussion and extension
Pursue incorporation of ASTD Nebraska	Trish	Sept 30	Researching current state of chapter as 501 3 (c) /incorporation
Create self-paced Wiki Training- wiki, website, national and admin functions	Trish	Nov 30	On Target
Pursue Online Chapter Bill Paying	Amy	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 Valerie Noll	11/28/08	
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

### ***Executive Administrator***

We submitted our chapter for the ASTD Chapter Excellence Award for Strategic Partnering. The awards will be announced and given out at ALC. Here's are submission:

<http://board.astdnebraska.org/index.php?n=ASTD.SharingOurSuccess>

Chapter Incorporation – we are still researching the status of our chapter's incorporation. As a 501 3(c) organization, current research indicates our chapter may have already been incorporated by a previous board. If we are not incorporated, our designation as a non-profit may stem from our affiliation with National ASTD. Once our status is determined and if we are not incorporated, we'll be using ASTD Lincoln's process to analyze the benefits and subsequent requirements incorporation may mean for our chapter's operations.

### ***Operations***

Nothing to Report

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

Nothing to Report

### ***Membership***

Member Involvement: Chapter Reporter position available

Career Resources: Lee Anne received one job posting, but no resumes or interview requests.

New Members: Nothing new to report.

- Amy is beginning to work with Diane to transition to treasurer Oct 1.

#### Mentoring:

1. Angela is working on all the forms/deadlines for the ALC presentation.
2. She is sending out another "checking in/info" e-mail to all mentors and mentees on the topic of reverse mentoring.
3. Angela is also going to attempt to do phone calls to all mentors and mentees to check in personally in the next couple of weeks.

4. She is planning an "after work" social get together for mentors and mentees in mid-October.  
 DETAILS TO BE PASSED BY THE BOARD: I would like to host it at a mid-town location and, if the budget allows, purchase a couple of trays of appetizers and have everyone responsible for their own drinks. So, I think this would be about \$50.00-60.00 in terms of cost. I thought about contacting Michael to see about getting a few "favors" to give away as well. The feedback on doing this came from those who attended the kick off workshop--they enjoyed getting together and wanted to do it again later in the year. This would also be an opportunity to share with the group the ALC presentation (at a high level) and maybe obtain some anecdotal feedback from them that can be worked into it.
  
5. The current list of mentors and mentees is as follows:
  - Lynette Campbell (Mentor) and Kari Byrd (Mentee)
  - Amy Trenolone (Mentor) and Tamara Dowling (Mentee)
  - Angela Galloway (Mentor) and Jason Edwards (Mentee)
  - Robin Wilson (Mentor) and Bart Cox (Mentee)
  - Gretchen Finke-Patras (Mentor) and Kelly Downs (Mentee)
  - Julie Durmaskin (Mentor) and Lindsey Wedel (Mentee)
  - Cameron Lind (Mentor) and Jill Banaszak (Mentee)
  - Vanessa Erwin (Mentor) and Amy Walkonen (Mentee)

## ***Education***

### Curriculum review progress report

Recent survey results: 44 Responses (11%)

### **Local Program**

**YES – 33 (75%)**

67%	Certificate in Instructional Design
58%	Measuring & Evaluation
45%	Training & Delivery

**NO – 11 (25%)**

Why not?

- Cost (x4)
- Expand offerings
- Already had Instr Design and Cert in Training
- Cost; Course Length
- Cost; Have had thru other source prior to ASTD membership.



- None of these programs apply to my current work and development needs.
- Too basic – already expert in these areas
- Uninterested

**National Program**

**YES – 29 (66%)**

66%	E-Learning Instructional Design
52%	Measuring and Evaluating Learning
28%	Designing Learning
48%	Managing the Learning Function
34%	Human Performance Improvement
28%	Designing Learning

**NO – 15 (34%)**

Why not?

- Cost (x11)
- Cost; Company budget won't allow for training anymore.
- Cost; Course Length
- I attended a national course in Sept. 2007 (Talent Mgmt) and I do not feel it was worth the money.
- Uninterested – already got CPLP and working on Masters

**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.
- Currently, 25 people are registered; max space has been increased to 30 participants.
- Price: \$700/members; \$850/non-members
- Current registration totals to date: **\$16,100**
- A meeting will be scheduled for the end of September/beginning of October with all instructors to provide introductions and review key points that will be covered in each session.

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.

## **Programming**

October meeting is Friday October 3<sup>rd</sup> from 7:30 – 8:45 at the DC Centre. This is a partnership meeting with ODN. There is also a workshop scheduled from 9-12.

Plans are going forward for the Holiday Social at the Joslyn Castle on December 10.

Book club is September 23 from 3:30 -5:00 at the Bookworm

Sarah and Aileen are presenting at ALC on October 31<sup>st</sup> on our RFP process

The deadline for the 2009 RFPs has passed. We are meeting at Border's on September 24 at 5:00 to review them and make our choices

## **Closed Action Items**

Task	Owner	Due Date	Status
Excellence Award Submission	Trish	Aug 22	Done
Submit your ideas for alternative monthly program locations to Aileen	All	Oct 31	Done
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	Done
Brainstorm member 3-5 survey questions from each functional area and send to Trish	All	Aug 1	Done
Feature Wendy's recognition as a Peak Performer in the next Newsletter	Michael	Sept 3	Done
Identify Past-Presidents not acting in Advisory Board Capacity via * to not count in local membership list	Michael	Aug 1	Done