



# November 2008 Board Meeting Minutes

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## Immediate Tasks

- Trish to contact new member wishing to have an ambassador
- Evaluate and solicit potential candidates for VP of Marketing and Communication
- Set up Kate Rempfer with her Board Member Login access – Michael Merrit
- Send an email to chapter membership regarding the change of location and change to the 2<sup>nd</sup> Wednesday of the month for monthly programs – Sarah Julius
- Contact the Resume and Interview Team to solicit volunteers to hold an afternoon workshop on resume writing and interview preparation to follow the Career Planning Monthly Program – Lee Ann Brownfield
- Monthly Program Date Change - All communication pieces (web, newsletter, brochures) need to be examined to change the monthly program date to the 2<sup>nd</sup> Wednesday of the Month
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## Attendance

Heather Davis  
Michael Merrit  
Amy Jorgensen  
LeeAnne Brownfield  
Sarah Julius  
Trish Harrold, CPLP  
Barb Davis  
Diane Eriksen  
Angela Galloway  
Jaime Kelly  
Aileen Siglar  
Terry Lee  
Kate Rempfer

### Absent

Wendy Schultz

## Meeting Minutes

**Administrative Services** - we've severed our relationship with NAM. Diane Eriksen will now be our chapter administrator

**National Liaison** - Please continue to consider what information you would like included in the National ASTD report prepared by Kate Rempfer. Feedback is welcome!

**National ASTD Service Tracking** – We've implanted a new process for tracking positive and negative services experiences with National ASTD. As you interact with any National ASTD service or staff member, please provide Kate Rempfer an update as to what service you were seeking, when you contacted National, when you received a response and did it meet your needs. We will be tracking this

information in order to provide National feedback as to how they are meeting our chapter needs. Additional information on this process will be provided by Heather Davis.

**Student Chapter** - Kate Rempfer is now facilitating at Creighton on training and development. She would like to coordinate the development of a Student Special Interest Group so that UNO and Creighton students interested in workplace learning and development can learn about ASTD. It was recommended at the meeting that Kate contact the Lincoln chapter of ASTD to find out what they are doing with student involvement.

**Budgets** - All first drafts of the each functional area's budgets have been turned in and evaluated except for Education and Programming. Board members should examine the feedback provided by the Treasurer (recommended changes are in red). Goal is for all budgets to be finalized by the end of the year so that 2009 can begin with a compiled and approved board budget. Heather Davis commended Amy Jorgensen's and Diane Ericksen's communication and project management approaches as a best practice. Second draft of budgets are due December 5<sup>th</sup>.

**Expense Vouchers** – All board members were reminded to submit their expense vouchers as soon after an expense as possible to ensure our financial statements are current. Please ensure you review these reports to ensure they are accurate to enable us to close out our financial records for 2008.

**Programming** - The first 7 monthly programs have been identified and scheduled for 2009! Chapter Monthly luncheons will be scheduled the 2<sup>nd</sup> Wednesday of the month due to scheduling conflicts at our new location the Scott Conference Center. The first program will be Career Planning, followed by Improving Human Performance, Coaching, Designing Learning and Developing Learning. We are looking to hold a family social event in the summer – looking at Henry Doorly Zoo at this time.

**Holiday Social** - Currently we have 36 guests registered for the social. We have room for a couple of chapter functional area booths. We are thinking it would be great to feature Programming, Education and Membership – looking for volunteers to man the booths. A suggestion was offered to give Board Members pins that say “Ask me about...(functional area or CPLP)” so that guests know who to ask questions of.

**Board Retreat** – All board members should be planning to attend our December Board Retreat at the Omaha Home for Boys on December 19<sup>th</sup>. Pre-work will be sent out to all incoming VPs which will facilitate action planning during the retreat. VPs are also asked to work with their directors to update and finalize Director Job Descriptions. We will be ending the retreat with a Board Social at Granite City from 3 to 5 p.m. Appetizers will be provided, please bring \$ for beverages.

**Operations** – Sonya, Doug and Michael have met to transition responsibilities for the web and wiki. Michael is looking at creating a user manual to help everyone better be able to accomplish web tasks. He is also looking at web survey access and promoting our CHiP process to membership. We are also chaining our shopping cart so that it is housed internal to our website. The member survey is being tested and will be sent out soon.

**Career Resources** – Additional promotion of Career Resources business lines will be undertaken to ensure all members are aware of the valuable services provided by the Resume and Interview Teams.

## Decisions/Discussions

Celebrate Successes  
 Chapter Updates  
 Finance – Monthly Budget Reports  
 December Retreat  
 Functional Updates  
 National Liaison Reporting Needs  
 Review Task List

## Action Items

| Task   | Owner                   | Due Date     | Status  |
|--|-------------------------|--------------|---|
| <b>Chapter Board of Directors and By-Laws Vote</b> - an email needs to be sent out as soon as possible to ask our membership to vote in our 2009 Board of Directors and to approve the new chapter by-laws | Heather                 | ASAP         | New   |
| VPs are also asked to work with their directors to update and finalize Director Job Descriptions   | All                     | Dec 19       |   |
| Examine establishing an annual membership renewal program  | VP Membership           | April 2009   | New   |
| Transition National Membership process to Membership Team  | Diane and VP Membership | January 2009 | New   |
| Create Final Board Budgets   | All                     | Dec 5        | In progress   |
| Identify a process for allowing organizations to purchase group memberships and bulk purchases of monthly programs   | Exec Council            | Dec 31       | New   |
| Identify process for following up and tracking paid/unpaid invoices with NAM   | Aileen & Amy            | Dec 31       | <p><b>Creating a system and process to create one source invoicing and tracking</b></p> <p><b>Amy and Aileen planning to meet</b></p> |
| Pursue incorporation of ASTD Nebraska  | Barb                    | Jan 31       | Extended  |
| Create self-paced Wiki Training- wiki, website, national and admin functions   | Trish                   | Nov 30       | On Target   |
| Pursue Online Chapter Bill Paying  | Amy                     | March 2009   |   |

## 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.       | <b>Still an evolving process, will be transitioned to Amy J.</b>   |
| Refine money-handling procedures  | Evaluate & improve payment collection/tracking for monthly & special programs.   | Diane Skrobo                     | Monthly for board meetings; additionally as needed        | <b>This has improved significantly through the creation of a tracking sheet. Amy J will be taking this on during her term.</b>   |
|   | Evaluate & improve payment collection/tracking for both local and national memberships.  | Diane Skrobo                     | Quarterly   | <b>This process is still being improved. We will be seeking further assistance from National to ensure this process is successful and easy.</b>                            |
| Coordinate key financial aspects of chapter not directly related to members | Maintain annual tax & insurance records.   | Diane Skrobo                     | January of each year                                      | <b>We are conducting quite a bit of analysis and reporting to ensure continuity in our records. This will be better going forward now that everything has been updated</b> |
| <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.           | <b>This has happened successfully for all quarters but the first.</b>  |
|   | 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 | <b>Running smoothly. Editing process has now been formalized and is ongoing.</b>   |
| 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                        | <b>Successfully accomplished</b>   |
|   | Create ads to be run in local newspapers and trade magazines no less than 4 per year   | Director of Marketing            |   | <b>Ongoing</b>   |

|  |   |  |   |   |
|--|---|--|---|---|
| Offer advanced Professional Development opportunities to membership                            | Plan advanced ASTD National and local educational programs (CIT) for 2009 - <b>Done</b>   | Tamara Dowling                                 | <b>12/31/09</b>                               | <b>Next step is the RFP process and coordinating with national</b>  |
| 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<br>Tamara Dowling                 | Every month starting with May monthly program | <b>Fully implemented and ongoing. 1200 mailers sent throughout the community resulting in 28 attendees at TI – largest group ever</b>   |
|  | Provide CPLP and Trainer's Institute marketing materials at all monthly programs  | Valerie Noll<br>Tamara Dowling<br>VP Marketing | 6/4/08  | <b>Fully implemented and ongoing- NAM has received several calls about when the next TI will be held. We need to create a poster and present additional informational sessions to reinforce this opportunity. Need to also communicate this throughout the community – try to present at HRAM meeting</b> |
| 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<br>Lee Anne Brownfield        | Ongoing<br>Increase membership by 30 members. | <b>Leanne is doing a great job at job postings. She's reaching out to organizations and plugging membership</b>   |
| <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<br>VP of Education            | First Distribution<br>June of 2009            | <b>Updated due date to migrate this goal to 2009</b>  |

|   |  |  |                        |   |
|---|--|--|------------------------|---|
| 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<br>Aileen Sigler                        | Monthly starting May   | <b>Ongoing. Membership applications are available at registration desk</b>                              |
|   | Contacting people who attend the meetings but who are not members.   | Amy Jorgensen<br>Amy Trenolone                       | Monthly starting April | <b>Going well. Non members being contacted by Director of New Members</b>                               |
| <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<br>VP Marketing                       | 6/1/08-10/3/08         | <b>Done largest class ever 28!</b>  |
|   | Promote Trainer's Institute and CPLP to four organizations in the community  | Marilyn Czerwinski<br>Tamara Dowling<br>Valerie Noll | 11/28/08               | <b>Perhaps next month as the last couple we were just out of control with TI</b>                        |
| 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  | <b>No plan developed yet. We are investigating where we can get the money to support this.</b>          |
| 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                | <b>Establishing a plan to transition this program to Jaime. Ambassador and mentor program may merge</b> |
|   | 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               | <b>Need to market this service more. Not one request received thus far.</b>                             |
|   | Host 6 mock interviews; one every other month.   | Director of Career Resources                         | Ongoing, 12/31/08      | <b>Need to market this service more. Very few requests received thus far.</b>                           |
|   | Post 5 jobs per month for a total of 60 annual postings.   | Director of Career Resources                         | Ongoing, 12/31/08      | <b>Market trends in economy resulting in fewer positions posted, but still doing very well.</b>         |

## Board Updates

### ***Executive Administrator***

Proclamation requests for recognizing Employee Learning week have been sent to the Governor and Mayors of Omaha, Ralston, Papillion, Bellevue and La Vista. As of this report, the Mayors of Omaha and La Vista will officially recognize Employee Learning Week. We are also inviting members to recognize Employee Learning Week in their places of business. If they do, they will receive recognition by us and ASTD National.

### ***Operations***

Nothing to Report

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

Nothing to Report

### ***Membership***

Member Involvement:

- Amy Trenolone is beginning the transition of Director of Member Involvement to Jamie Kelly.
- Amy is also working with a member who is very interested in becoming involved by helping him identify how to best put his time and talents to use.

Mentoring:

- Angela presented her mentoring program at ALC. The presentation was great; there was a lot of interest and discussion from group of about 25 people. They enjoyed the life timeline activity that in the workshop materials. Angela has some follow-ups to do with people from the session.
- Angela has been transitioning to VP of Membership. She has been working on the following:
  1. Jamie Kelly requested a meeting after our Nov. monthly meeting with Angela Athy, Amy Trenolone and Amy Jorgenson. Since she is taking over the combined position, she wanted to learn more about what both positions do. Amy J. was unable to attend, so Amy T., Jamie and Angela met after the Nov monthly meeting and discussed.
  2. Jamie and Angela will begin to work on combining and rewriting the Director of New Members and Director of Member Involvement positions.
  3. Angela has talked to a few of the mentoring pairs; updates are as follows:
    1. Angela Galloway gave me a brief update on how things were going with she and Jason.



2. Gretchen Finke-Patras' mentee, Kelly Downs, recently lost her job and kind of ended her mentoring relationship with Gretchen. Angela got this update from Gretchen but haven't yet tried to call or e-mail Kelly.
3. Lynette Campbell is paired with Kari Byrd and they both attended the Nov. meeting so I talked with both of them there.
4. I saw Lindsey Wedel at the Nov. meeting; she is paired with Julie Durmaskin; she and I didn't specifically talk about her mentoring relationship. Julie recently left her job because her entire group was being moved to another city.
4. Angela didn't get her October e-mail out and have yet to do a Nov. one.
5. In lieu of getting everyone together for a separate event, Angela is going to attempt to encourage all mentors and mentees to attend next month's event at Joslyn Castle.

#### Career Resources:

- The Resume Team has, or is in the process of reviewing 3 resumes
- Anissa Stein said there have been zero Interview Skills requests
- Lee Anne received and posted 10 jobs (1 is still in Wiki), and 1 has already been pulled (request still in Wiki) because they are not going to hire for that position.
- Lee Anne has noticed on the National ASTD site and other job sites that the number of postings is down. Therefore, it makes sense that the resume and interviewing requests are down. As more people get laid off, Lee Anne believes we will receive more requests for assistance. A lot of the jobs we have posted seem to be entry level or just above that, and Lee Anne believes many of our members are beyond that level.

Member Involvement: No report

### **Education**

Nothing to Report

### **Programming**

- The presentation Sarah and Aileen gave at ALC was well received. Approximately 50 people joined the discussion of our RFP process.
- November 24 is the date for the next e-learning SIG at the Nebraska Med Center from 3:30-5:00.
- Due to popular demand, another Book Club meeting is scheduled for November 25, 3:30-5:00 pm at the Bookworm. *You Don't Need a Title to be a Leader* will be discussed.
- Remember to register for the Holiday Social on December 10 at the Joslyn Castle. It's free for members, but we need to have numbers for catering.
- RFPs for 2009 have been reviewed. January through July programs are confirmed and the Programming Team is working on August through December. Most meetings will be held at the Scott Conference Center. Due to scheduling with the new facility, meetings may not always be on the first Wednesday of the month. More info to come.

## Closed Action Items

| Task   | Owner     | Due Date | Status   |
|--|-----------|----------|--|
| Create National ASTD service and response tracking mechanism to report issues to National    | Trish     | Oct 31   | <b>Done</b>  |
| National Employee Learning Week – proclamation requests sent to Mayors and Governor Heineman | Trish     | Oct 31   | <b>Done</b>  |
| Distribute Member Survey   | Exec Team | Oct 31   | <b>Done</b>  |
| Schedule task force meeting to examine Board Development Grant                               | Michael   | Dec 31   | <b>No longer going to be pursued</b>   |
| Identify % of national memberships within our membership and report to Board                 | Shawn     | Aug 15   | <b>We currently have 424 local members 94 of them are also national members = 22%. Of the national members in Omaha 87 of them are NOT local members. We need 30% for CORE</b> |