



ASTD Nebraska
 Board Retreat Minutes
 December 12, 2003
 First National Bank, 144th & Dodge

Executive Board of Directors:

X	Tricia Danielsen	X	Lisa Hayes
X	Deb Dice	X	Carol Horner
	Jennifer Engelhardt	X	Linda McManigal
X	Angela Galloway	X	Denai Vaughn
X	Patricia Harrold	X	Sue Wymore

Board Members:

X	Barbara Aldrich	X	Kris Goslee
X	Linda Beiriger		Kristi Moehring
X	Kate Bratetic		Judy Morss
	Julie Burrell Lillig		Monica Rose
	Angela Carter	X	Kristi Rutledge
	Tom Colling	X	Diane Skrobo

Others:

Mark Peterson

Due Date	Action Item	Person Responsible
1/19/04	Identify which category you fall into	Individuals not listed below
ASAP	Send CORE Requirements to all board members	Lisa Hayes
ASAP	Electronic copy of yellow pages	Sue Wymore
1/12/04	Add volunteer section to board report	Sue Wymore
ASAP	Send additional documents that all board members should have	Everyone
ASAP	Locate Fish Project Management Document	Carol Horner
ASAP	Rework Operational Chart	Linda Beriger & Carol Horner
ASAP	Project – branding for ASTD Nebraska	Marketing team
ASAP	Board descriptions to everyone	Everyone
ASAP	Meeting location suggestions to Carol Horner	Everyone
1 st Mon of mth	Send annual plan to board members	Sue
1 st Wed of mth	Send updates to annual plan back to Sue	Board members
2 nd Mon of mth	Send board reports to everyone	Board members
2 nd Mon of mth	Send revised annual plan to board members	Sue
3 rd Mon of mth	ASTD NE Board Meeting	Everyone

10:30 – 11:00 a.m. Welcome and Icebreaker Carol Horner, Mark Petersen
 Mark opened with an ice breaker, a paper listing various behaviors. The goal was to move around the room and find someone who could sign by a behavior. Outcome: Our styles, behaviors and assets are what we bring individually to the group.

11:00 – 12:00 p.m. Team Building: Leveraging Strengths Mark Peterson
 When people hire others, they tend to hire someone like themselves. Hiring criteria must be based on other solid criteria to avoid this tendency. Basically, there are four styles and in order for the group to be effective, these styles must be present.

More powerful than environment	
View world as unfavorable	<p>Dominance Focus: Take the world on Seen as: Result oriented, Impatient</p> <p>Needs: be direct and to the point Fear: Being taken advantage of Assets: Quick decisions, results, honest, driven, opinions.</p> <p>Board Members: Lisa Hayes, Linda McManigal, Deb Dice, Sue Wymore</p>
	<p>Influence Focus: Shape the world Seen as: Optimistic, Enthusiastic, Appear to be unorganized Needs: to provide recognition & interaction Fear: loss of social approval Assets: energy, glass overflowing, goodwill atmosphere, relationship builder</p> <p>Board Members: Carol Horner, Patricia Harrold, Denai Vaughn, Kate Bratetic, Linda Beiriger, Tricia Danielsen</p>
	View world as favorable
View world as unfavorable	<p>Contentiousness Focus: Keep things the same in the world Seen as: Accurate, Perfectionist Needs: complete explanations Fear: Criticism of work effort Assets: Thoroughness, detailed, quality checks, lessons learned person</p> <p>Board Members: Barbara Aldrich, Diane Skrobo</p>
	<p>Steadiness Focus: Stabilize the world Seen as: Loyal, Possessive Needs: Provide a roadmap of plans Fear: Loss of security Assets: Calm, watchful of others, calm voice, stabilizing effect, scan individual feelings</p> <p>Board Members: Kris Goslee, Angela Galloway, Kristi Rutledge</p>
Less powerful than environment	

Results: There is no best style. All must be present for an organization to succeed. Learn to take advantage of the strengths.

CORE review 12:30 – 1:00 p.m. Lisa Hayes
 Since ASTD started the CORE requirements in 1999, effective in 2000, ASTD Nebraska has been in compliance. There are 3 new requirements this year as noted in the CORE handout. This handout is being sent electronically by Lisa. The first new item, annual update does not seem to be an issue. The second new item is joint membership, currently only 10% of or NE

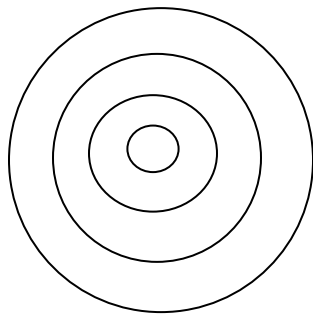
members must be National members as well. This will increase to 25% for 2005. Currently our joint membership stands at 17%. Last year we were at 19%. We will need to work to increase the numbers. The last new item is risk management, and we already have insurance so this will not be a factor.

Board Resources 1:00 – 1:30 p.m. Tricia Danielsen

Once again, the necessary board reporting items have been burned to CD for ease of carrying. These are read/writable CD's if you wish to continue burning to them. Tricia gave a brief overview of where the docs are located. Some items are not included yet as they had not been finalized. It was suggested we keep reports similar to the Fish project in case we need to refer back to them.

Carol's Vision 1:30 – 2:30 p.m. Carol Horner

Carol tied in the 2004 Org chart with the three tiers of leadership (strategic, tactical, task) chart. Carol and Linda Beriger will work together to fine tune the process and charts so they are easily understood by our membership.



The levels from inside out are:
ASTD NE – Vision and Mission
Executive Board
Board
Directors
Committee Members
Membership
Member Organizations, Community, ASTD Nat'l

What does the ASTD Nebraska Vision mean to us?

1st choice

The “go to” people

We have the information and expertise

Best people

Strengthen our abilities

The most of everything

This list will give us the focus and drive we need to set meaningful goals.

Logo: A discussion of the logo was started, but there were many opinions and comments. It was decided to assign a project to the Marketing team. They will research options for a logo and branding. In the meantime, we will continue to use last's year's building bricks.

Board position descriptions: Reword descriptions so they are more generic. If necessary, create a position description and a task document. The VP of Marketing description was given as an example.

Board meeting schedule:

- 1st Mon of the Month Sue will send the current version of the annual plan to everyone
- 1st Wed of the Month, updates of the annual plan need to be sent to Sue.
- 2nd Monday of the month, everyone to send board report to everyone else
- 2nd Monday of the month, Sue will send the annual plan to everyone.
- 3rd Monday of the month, board meeting.

Budget: Budgeting for Dummies will be presented by Jen Engelhardt during the January board meeting.

Board Focus: Survey results were reviewed as well as ALC nuggets. These items were used as a guideline for the 2004 focus.

2004 ASTD BOARD FOCUS AREAS:

Community Outreach:

- Create opportunities for our membership to give to the community
- Be leaders in the community

CORE Requirements:

- Market National Memberships to local members
- Market local memberships to area national members

Reach out to Members:

- Individual member contact with a purpose
- Focus groups with a purpose
- Re-engage more experienced members
- Increase member awareness of benefits and mission/vision
- Open House for members and non-members
- Timely recognition that is more specific—letters of recommendation
- More opportunities for involvement
- provide diverse growth opportunities
- Referral program—bonus bucks?

Make our Brand:

- Create our 30-second commercial

Future Development Plan:

- Establish a strategic plan for (x) number of years
- Keep our vision in front of us