

April Meeting attendees included April Kassen, Chris Hitchcock, Terry Lee, Lance Baker, Lindsey Wedel, Shelly Whittaker, Cynthia Way via Skype, Jill Banaszak, Krishna Clay, Jill Idelman, Melissa Turner

Shelly Whittaker – Marketing and Communications

May announcements have gone out.

Newsletter call for articles Monday please due by Monday,

Meeting with Libby regarding trainers institute has been postponed a couple of times should be next week

Confirmed date for Jim Snow program as Thursday evening July 26.

Need to determine marketing for that event and start working marketing

Appetizers will be served at the Scott conference center.

90 minute program with book signing afterward

Pre-ordering books will be possible

General discussion of Ashford University sponsorship

Ashford University is doing June program,

They are looking at certificate program as a good time to host a dinner,

Considering hosting lunch at trainers institute

Appetizers at Scott conference center are costing as much as a diner (around \$16 per person).

Melissa Turner

is still looking for someone to volunteer as back up person for website. Heather Faulkner was mentioned as a possible candidate.

Jill Idelman

Wendy Leedy from National will do an interview with Jill today regarding Power of Two for newsletter.

Save the date article for trainers institute is already coming.

Articles are due on Monday for newsletter.

Terry Lee will do an article as past president as a loose Q&A.

April will possibly have an article also.

Jill Banaszak

End of March was first book club, small cozy group, 4 attended including the speaker, but 8 registered.

Consider bringing April Kelly for another book club later.

Also consider partnering her with Jim Smith for a webinar as a future event.

All programs are completely solidified, June filled by Ashford University topic will be how to get standing room only turnout for your training

Paying \$8 for summer social pay \$8 is a way to ensure people come after they have made a reservation.

There will be access to an air conditioned area.

Discussed several ideas regarding facilitating interactions between attendees at summer social such as name tags, foam fingers for all, t-shirts for board members.

Jim Smith program is based upon a Success oriented book. No cost to us besides his travel expenses.

Cynthia

Beth has doubled mentoring relationships

RFP has gone out trainers' institute

Scholarship is still there try to talk this up.

E-learning instructional design certificate

9 areas expertise for CPLP don't directly relate to 5 days. This will be worked on.

Stefanie mentioned the CPLP 9 Areas of Expertise (AOE) Board is out of date/worn. April/Terry mentioned that national is working on updating the diagram, will become a circle, versus a triangle, and they are incorporating another AOE. We will hold off on printing a new one until it is updated. Suggested making flyers to handout and place next to board.

Lindsey - Finance

Cash balancing is additional information in financials to readily see what is available in accounts
They are working on completing taxes.

Looking at getting an external audit done as required every other year.

Regarding invoicing, we can just send them to her, she will ask questions.

Copy of receipt and income expense voucher from website required for reimbursement.

Chapter Incentive Program was also discussed. We get a bonus anytime someone orders from National.

Jill will research exact information for newsletter article our chapter code is 6064.

Lindsey is working with the vendor of our old website to resolve an outstanding balance we owed. It should now be resolved

Krishna Clay – Membership

Reached core 38%

Jon needs additional resume reviewers. Current list of individuals are not always available.

There is a simple template to follow for reviews.

Email was discussed as a means of getting more volunteers.

April brought up that as board members we probably became involved because someone asked us as opposed to getting an email.

Making connections and finding people's interests via concierge is in part to identify areas where a person would like to get involved.

Terry Lee had nothing to report.

Chris Hitchcock - President Elect

Need simple majority of members to vote yes to accept bylaws.

This was started in February. 36% have voted so far.

Do a media blitz to get people to vote.

We will have paper ballots at next program.

Emails from ASTD are somewhat high volume already, consider using more selectively.

Post announcement, at programs.

Consider compare get list of respondents to survey and compare to program attendees.

Volunteer give away seat for 6-27 on coaching. Encourage 6-13 draw need not be present to win. We don't have many qualified entrants yet, hope for more.

Complete review for board job descriptions

ICE coming up

Next week Chris will be somewhat off the grid, then travelling next 3 weeks email intermittent access.

Card is going around for Glenda administrative assistant day.

Board social is next Friday at Clancy's bring significant others.

April Kassen - President

April created and passed out a matrix to be able to track numbers for our Chapter activities and membership. It's designed to help us track our progress and compare from year-to-year."

Kudos programming doing well above budget

Membership doing great also

7-28 or 8-11 dates for habitat volunteering, votes so far appear to be pretty flexible.

June 15 is summer retreat for board 8-4:30 on Friday, midyear review. Also look at plan for remainder of year.

Don't hesitate to ask people to help out. Everyone could have a committee of helpers.

Consider concierge call regarding bylaw vote and volunteering.

April delivered first quarter letters that board members wrote to our future selves at the retreat.

She will mail letter to people who aren't present today.

Jill Banaszak presentation on Actionable Announcements.

Is there value in announcements? Brainstormed ideas included the following.

Visibility for board

Another method of reaching people

Motivate.

Consider adding hard copy to reinforce

Send something to the evaluations

Obstacles to getting results from announcements

Categories for announcements

What is going on immediately in the chapter/interest generator?

Volunteer

Actions want people to take

Kudos/recognition

Milestones/progress updates

Opportunities to be involved mid way in projects.

How to make it memorable?

Floated idea about putting themes to announcements?

May be subtle or overt.

The following handout has been incorporated into the minutes.

Actionable Announcements

April ASTD NE Board Teach Back

Making your announcements motivating and actionable will not only help to create a more exciting VP announcement period during the program, but improve chapter engagement and volunteer rates. Announcements inform Chapter members of upcoming events or important issues. They motivate people to sign up for something, attend a meeting or special event, or voice their opinion.

You've got a lot to contend with when making your VP announcements – from people coming in late and getting settled, to being focused on their meal, whispering to seatmate, and even having your announcements remembered in comparison with the other engaging announcements being made.

Generally – balance between

- professional
- brief
- well-spoken
- fun
- interesting
- hook or WIIFM

Types of announcements:

Generate Interest - <http://vimeo.com/37625971>, inform of an upcoming event or activity that you would like their participation in or have volunteer opportunities available

Positive Feedback – giving kudos for a job well done, calling attention to efforts that otherwise would go unnoticed

Progress or Milestones – helps members feel connected to Chapter initiatives and activities and can contribute to being part of that success

Rewards and Incentives – not always the core motivator, doesn't always have to be monetary (food/beverages, discounts etc)

Elicit Feedback and Input – encourage sharing of suggestions and concerns to help members feel their voice matters

Preparing your announcement:

1. Beforehand, identify the key information that needs to be communicated during your VP announcements. (ex, "types" of announcements). This includes: the issue or event, date, time, location, cost, and place to find out more information. Limit your announcements to one or two things to focus on, as not to bore or overwhelm the audience.
2. Give a call to action after your opening greeting. What are you calling members to do? Voice their support? Attend an activity? Write a newsletter article? Make a donation? Your announcement needs to have a clear call to action. What's the expectations regarding this action?
3. Just as importantly – what's the WIIFM for members to participate or respond to your call for action? Dangle the carrot or generate the interest. Show the value. Here is what you are going to do and here is what is going to come out of that – the impact or value of their participation. This announcement is not just trying to get a "worker," but there is a benefit to you too of participating.
4. Give the details: the date, time, location and any other pertinent information. Make it brief and as clear as possible.
5. Give a way to find out more information. Members hearing your announcement might have questions. Provide an email address, phone number, person to contact or Web

address. Have committee members stand so people can recognize them and ask questions later to those people.

Camp Fire Announcements - <http://youtu.be/bHM4m5ur18c>

Slap Happy Announcements - <http://youtu.be/xXhyrNI29Qo> (also spanking, paintball shots, etc – OWW)

Jeopardy Announcements - <http://youtu.be/Kpgo1eBIQU0>

Marine Announcements - <http://youtu.be/la2lgmk8lig>