

Minutes



ASTD Nebraska Board Meeting		
5.25.2012	7:00-8:30 AM	Children's Hospital Executive Building
Meeting called by	April Kassen, President	
Type of meeting	Monthly Board Meeting	
Facilitator	April Kassen	
Note taker	Chris Hitchcock	
Attendees	April Kassen, President; Chris Hitchcock, President-Elect; Shelly Whitaker, VP Communications; Jill Banaszak, VP Programming; Cynthia Way, VP Education; Beth Down, Dir. Mentoring; Michelle Kosmacek, Dir Education; Erick Dragsten, Dir Certification; Jennifer Labrie, Dir Member Involvement	
Finance		
April Kassen for Lindsey Wedel		
Discussion		
Lindsey e-mailed budgets to everyone on May 25.		
Action Items	Person Responsible	Deadline
Review budgets to ensure accuracy	All VPs	ASAP
Communications		
Shelly Whitaker		
Discussion		
Kudos to Libby Guthrey, Dir Marketing, on starting her Master's Program!		
Sponsorship: Dardis Communications will be a Mt. McKinley sponsor for next year with a \$500 sponsorship fee and 2 tickets to one of their programs to give away.		
Social Media: Spencer, Dir Social Media is working on setting up a Pinterest account for ASTD NE. Each board member would have the user name and password to edit content in their area of expertise. It can be used to post events and resources.		
Marketing: Libby will be sent the June e-mail blast out on May 22.		
Communications: Jill Idleman, Dir Communications is still accepting articles through May 25. The Newsletter will go out on June 1.		
Marketing: Planning for Trainer's Institute is underway. Research shows there is not a huge response as result of the post cards. Post cards will likely not be used this year. Electronic and social marketing will be explored instead.		
Marketing: "Save the Date" bookmarks were utilized at the last monthly program. There has been some positive response to this type of marketing. Someone outside the board remarked that the bookmarks were a great idea.		
General: CRFs (Communication Request Form) are completed for the Jim Smith event and the July Social.		
Marketing: The Communications team and the Programming team are working with Lori Feilmeier from ODN to partner on marketing events. There was discussion about offering member pricing to our members at ODN events and member pricing to ODN members at our events.		
Marketing: Jim Smith doesn't have our event listed on his website but has other events he is conducting. More research needed.		
Website: Melissa Turner, Dir Website is updating the website. She needs the help of the board to ensure all updates are made.		
Action Items	Person Responsible	Deadline
Pinterest account	Spencer	
Newsletter	Jill I.	June 1
Research reason for our event being absent from Jim Smith's website	Jill B.	
Submit any updates to the website to Melissa	Melissa	ASAP

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Programming		
Jill Banaszak		
Discussion		
<p>Programming: For the June Professional Development and Networking Event, Ashford University is asking for changes. They would like to provide a sample of each of their workshops and have asked for extended time. Jill turned them down on both counts and has the full support of the board. The sampling sounds a lot like "selling from the podium" and the time has already been set and marketed.</p> <p>For the June Professional Development and Networking Event, each board member needs to have a prop for their announcement. You do not count as a prop. Get creative! ☺</p>		
Action Items	Person Responsible	Deadline
BRING A PROP for your announcements for the June Professional Development and Networking Event.	All Board Members	June13
Membership		
Jennifer Labrie		
Discussion		
<p>Member Involvement: Jen is working on the Concierge database to include notes from each Concierge which will follow the member when/if their Concierge changes.</p> <p>Membership: Membership has suffered a drastic drop in recent months. Another drop is anticipated in the month of May due to the Regional Event being held a year ago. Membership was included in the price of event registration. This issue needs to be explored and addressed.</p>		
Action Items	Person Responsible	Deadline
Research reason for drop in membership	Krishna/Ralph	ASAP
Renew efforts for Membership Drive	Ralph/Board	ASAP
Education		
Cynthia Way, Erick Dragsten, Beth Down, Michelle Kosmacek		
Discussion		
<p>Certification: The 11th session of the current CPLP study group was held and Michelle Anthony, from Centris will be taking the CPLP Knowledge Exam on June 8th. Plans for the next study group are in progress and the sessions are to begin in mid-July. Erick would like to submit an article that contains testimonials from Chapter members who have their CPLP. Part of the Next Level Chapter Tool through National asks for measurement of the number of CPLP certifications in the Chapter. Measurement is difficult due to privacy and lack of resources to capture the numbers. Having a checkbox on the Member Directory for the CPLP certification was suggested along with determining that info through the Concierge relationships. It was also proposed that Lincoln might be a good resource and Wendy Leedy our Chapter Relations Manager from National might also be able to help.</p> <p>Mentoring: Mentoring has no new interest. Beth would like to do a "re-launch" of the Mentoring Program. She is talking with Douglas County Treasurer, John Ewing to do an interview about mentoring. She is hoping to turn it into a blogging opportunity for Mr. Ewing and our Chapter. Other suggestions included: lunch and learn on mentoring, using Bellevue Human Capital Lab as a resource, a program similar to a big/little sister program in a sorority, researching Keith Ferrazzi material on the subject, creating a section on the website for mentoring resources, using a video clip or sound bite, a monthly professional development and networking event on mentoring. Tie Mentoring Program to CPLC Competencies also came up in discussion.</p> <p>Scholarship: No one has applied for scholarship monies in 2012. The Chapter has \$1500 a year budgeted for the scholarship. We also accept donations. Donations are tracked on the website but the visual doesn't include the amount the Chapter budgets. Members may be confused about how much is available. Suggestions included: have a contest, e-mail blast, and make it part of the marketing for CPLP and Trainers Institute (use "limited scholarships available" verbiage to create interest), reach out to expired members.</p> <p>Education: Several Trainers Institute presenters are slated for the 2012 Institute. Feedback from previous years indicates participants want very interactive sessions. Presenters will be reminded. This year's event will be marketed as something for all levels in the Training and Development field-not just entry level. National unveiled a new credential called "Master Trainer." More research is needed to see if this can be something we can have our TI graduates move into.</p>		

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Action Items	Person Responsible	Deadline
Article with CPLP Testimonials	Erick	June 23
Contact Lincoln Chapter and Wendy Leedy about measuring percentage of membership with CPLP Certification.	Erick	
Plan for Mentoring Program "re-launch"	Beth	
Plan for Scholarship marketing	Cynthia	
Research correlation between Trainers Institute and Master Trainer	Michelle	
President-Elect		
Chris Hitchcock		
Discussion		
ALC (Annual Leaders Conference) will be held in Arlington, VA in October this year. June 1 is the deadline for RFPs to present at the conference. Decisions are being made on who will go and are contingent on the number of RFPs that are accepted.		
Strategic Planning for 2013 is under way. Chris would like some feedback from everyone on their intentions for board membership next year. A formal succession planning form will be used at the summer retreat, so give it some thought.		
The winter retreat will be moved to early November to ensure momentum and ideas from ALC are better utilized. More information will follow.		
A new application process will be implemented for board members. Applications will be taken in June and December from now on. This is to create more interest and ensure a consistent process for "hiring" and electing board members.		
HRCI (Human Resources Certification Institute) application to become an approved provider is in progress as is getting the by-law revisions approved. The nominations for awards are on the horizon.		
Action Items	Person Responsible	Deadline
ALC planning	Chris	August
Strategic Planning	Chris/Board	Ongoing
Winter retreat planning	Chris	October
Board Application process	Chris	July
President		
April Kassen		
Discussion		
The summer retreat is on June 15 th and promises to be LOTS-O-FUN!!!		
Registration for the July Social is open...PLEASE REGISTER		
April challenges the board to talk with as many members as possible to network, identify potential volunteers, etc. Every Director could/should have a committee that reports to them.		
The scorecard is being finalized.		
Action Items	Person Responsible	Deadline
Summer retreat planning	April	ASAP
Finalize scorecard	April	ASAP