

# Minutes



ASTD Nebraska Board Meeting		
11.2.2012	8:30am-4:30pm	Beyond Golf, LaVista, NE
Meeting called by	Christine Hitchcock, President Elect 2013	
Type of meeting	Winter Board Retreat 2012	
Facilitator	Christine Hitchcock	
Note taker	Pati Carr	
Attendees	Christine Hitchcock, April Kassen, Kay Scott, Krishna Clay, Jennifer Labrie, Melissa Turner, Jon Titus, Erick Dragsten, Ralph Wojcinski, Lyndsey Wedel, Jennifer Wichern, Shelly Whittaker, Beth Sanborn, Wendy Leedy, Pati Carr, Jill Banaszak, Michelle Kosmacek, Stefanie Shanahan	
ASTD National Information and Updates		
Wendy Leedy, ASTD National Chapter Relations Manager		
<b>Discussion</b>		
<p>Wendy Leedy joined the Retreat and introduced her role as the ASTD National's Chapter Relations Manager. She is responsible for over 60 Chapters West of the Mississippi. She comes to the role having been a representative for two National Organizations in helping them run successful chapters. She is available to all Board members and encourages calling or email her to ask questions, confirm information, brainstorm ideas, etc. She welcomes the opportunity to participate in meetings or brainstorming sessions via phone whenever the need presents itself.</p> <p>Wendy advised there will be a few changes coming towards the end of the year with the Chapter Resources page on ASTD National's website. The changes are in order to be more user friendly and provide easier access to resources and information. The roll out of the new look is expected mid to end of November. Wendy reminded the group of many of the resources in addition to herself including: monthly webcasts, monthly newsletters and a chapter locator link that can be accessed through the web. If you would like to be put in touch with other Chapters, she can assist with that connection.</p> <p>Chris Hitchcock noted that she and Krishna Clay have participated in the NAC Membership Committee and will be participating again in 2013. Their intent this year is to bring back to the Chapter ideas and information they learn from their participation, as well as sharing with other Chapters our successes. If you are interested in joining a National Committee, let Chris know.</p>		
Michael Merritt, NAC		
<b>Discussion</b>		
<p>Michael Merritt introduced himself as a National Advisor for Chapters. Although Michael is a Past President of ASTD Nebraska, and a NAC he is not the current NAC for Nebraska. The upcoming NAC for ASTD Nebraska will be Kimberly Seeger as of January 1, 2013.</p> <p>The role of the NAC is a voluntary position for Past Chapter Presidents. Typically the NAC will serve as a virtual coach and sounding board for approximately ten Chapters in the country.</p> <p>Some of the tasks the NAC can assist with are:</p> <ul style="list-style-type: none"> <li>• Coaching through difficult conversations with Board members</li> <li>• Providing resources</li> <li>• Development of Presidents</li> <li>• Risk Assessment</li> <li>• Achieving CORE</li> </ul> <p>Much of the coaching centers on what the Chapter is doing, how they are operating and how they can sustain their success.</p>		

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Goal Setting	
Christine Hitchcock	
<b>Discussion</b>	
<p>The Board Members worked together to identify an overall goal for each specific area of the Chapter as well as individual goals that are in line with achieving the overall goal. The following pages represent each area of the Chapter and their overall goals.</p>	
<b>EXECUTIVE MEMBERS</b>	
Members present: April Kassen, Past-President; Shelly Whittaker , President-Elect; Chris Hitchcock, President; Pati Carr, Board Secretary	
<u>Overall Goal</u> Build and sustain a strong succession plan for the Chapter's future	
<u>Individual Goals</u>	
<ul style="list-style-type: none"><li>• Meet each month to discuss progress on committees for each team. (All)</li><li>• Meet with a Director a month to get to know them, discuss questions, concerns, and provide information. (President-Elect - Shelly)</li><li>• Meet with each VP monthly to maintain and keep current of team activities and projects. (President - Christine)</li><li>• Meet with Board Members to develop/coach them in preparation for key events. (Past-President - April)</li><li>• Review job descriptions and provide all future Board members and Committee Members with clear role expectations. (All)</li></ul>	
<b>FINANCE</b>	
<u>Overall Goal</u> Maintain 12-18 months of reserve funds.	
<u>Individual Goals</u>	
<ul style="list-style-type: none"><li>• Spend money!</li><li>• Brainstorm ways to spend and reinvest into membership:<ul style="list-style-type: none"><li>Programming ideas</li><li>Networking ideas</li><li>National Speakers</li><li>55th Anniversary in 2014</li><li>Raffle National Memberships</li></ul></li><li>• Develop a sound budget - in place by January 1, 2013</li></ul>	
<b>EDUCATION</b>	
<u>Overall Goal</u> To serve our members with diversified education options.	
<u>CPLP Objective</u>	
<ul style="list-style-type: none"><li>• Master Trainer</li><li>• Promotion to members/community</li><li>• TI?</li></ul>	
<u>Education Objective</u>	
<ul style="list-style-type: none"><li>• Diversify facilitators and participants in TI</li></ul>	
<u>Mentoring Objective</u>	
<ul style="list-style-type: none"><li>• Incorporate online forum or tools in mentoring program</li></ul>	
<u>VP Objective</u>	
<ul style="list-style-type: none"><li>• Scholarship usage</li></ul>	

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## Membership

### Overall Goal

Strengthen the sustainability of our membership.

### Objectives

- Student and corporate memberships to make up more than 15% of total memberships.
- Annual membership drive that increases membership by 10%.
- Exceed the 50% joint membership requirement for 2014 in 2013.

## Marketing & Communication

The overarching goal of Marketing and Communication team is to communicate who we are, what we do, services available, upcoming events, resources, and networking opportunities in a focused, consistent manner.

### Overall Goal

Focus on a different benefit each month. Make it easy for them to use that benefit:

- Job Resources
- Networking
- Programs and Events
- Leadership Development opportunities
- Volunteer opportunities
- Professional Development

### Marketing Objectives

At programs:

- Develop table toppers, each month it would change depending on the topic
- Staff the marketing table with board members from appropriate team
- Direct anyone who is interested in volunteering to the marketing table

### Website Objectives

- Create Links on the home page to direct members to helpful resources
- Add Pictures of the people to contact for more information
- Create a form for volunteering - (Get rid of events- Form go to the Director of Membership)

## Volunteer Management

Trish Harrold

### **Discussion**

Trish spoke with the group regarding organizing volunteer management and setting up committees. Ultimately what we learned is that we should have a plan and know what we are asking of individuals before asking for them. This helps us be prepared for the excitement of the volunteers and not defuse that excitement by not having a plan.

### Key Points from the Discussion:

- Clearly define the tasks for volunteer roles before asking for volunteers.
- Complete a task analysis to break down the tasks in as small of increments as possible to be ready for 5 volunteers or 25.
- Define the "talent" you are looking for in a volunteer for the task: Critical Knowledge and Preferred Knowledge
- Target your marketing for volunteers based on the needs you have for the task
- Place volunteers into a hierarchy such as: Beginner, Expert, Passion, Commitment, etc.

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Risk Assessment	
Michael Merritt	
<b>Discussion</b>	
<p>Michael reviewed the reason for the Risk Assessment. The main purpose is to plan for potential risks to the Chapter that come from various areas. Some of what is listed within the assessment are events that have actually happened and others are those that are potential risks. For example, loss to the Chapter in the event of criminal activity; lawsuits; physical harm to Board members or membership; compromised credit card numbers, etc. The Risk Assessment helps to avoid these events and/or plan for how to address them should they happen in the future. Anything with a severity of five (5) means this event has happened in the past.</p> <p>The Risk Assessment document should be a living document and should grow with the Chapter. If a remedy exists on the Assessment but it is not listed within the responsible Board Member, the job description should be revised to include it. It is recommended that risk assessment be a standard discussion within the monthly Board Meeting agenda. As situations come up or potential situations are realized, they should be discussed and added to the Assessment at that time rather than wait until the end of the year to review.</p>	
Everything DiSC	
Carol Horner	
<b>Discussion</b>	
<p><b>Dominance</b> - get things done and ask what's next  <b>Influence</b> - wants to influence the environment and ask who questions  <b>Steadiness</b> - wants harmony and to get along and ask how questions  <b>Compliance</b> - wants to get it right and ask why questions</p> <p>Carol Horner spoke with the group about the DiSC profile and helped the group learn what are natural tendencies are and how to work with one another. Carol advised that understanding the DiSC tells us how we view the world and helps us understand how to adapt our style to the way others view the world. An analysis of the group showed there is pretty good balance amongst Board Members based on this assessment.</p> <p>The DiSC Group Map shows the following breakdown:</p> <ul style="list-style-type: none"> <li>D = 2 people</li> <li>I = 6 people</li> <li>S = 6 people</li> <li>C = 6 people</li> </ul> <p>Carol pointed out that the DiSC is not a measurement of an individual's talents or capabilities but more about their natural tendencies. It helps us understand what gives me energy and what takes my energy. For example, someone who is a high I gets energy from social interaction and creativity and although they can function well in areas that are important for a high C such as details and compliance, in this area they do not gain as much energy.</p> <p>The groups got together and discussed their likes/dislikes, their strengths, and how best to approach them.</p> <p>Below is a summary of each of the groups.</p>	
<p><b>D</b></p> <p><u>Likes</u>            Big projects            Strategy            Problem Solving            Changing - new ways</p> <p><u>Strengths</u>            Imagination - vision            Drive            Ideas            Alternatives            Positive feedback            Encouragement            Enthusiasm</p>	<p><u>Dislikes</u>            Details            Budgets            Same old routine</p> <p><u>How to approach me</u>            Big picture            Questions            Ideas            Thoughtful solutions            New approaches            Positive            Enthusiastic</p>

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<p><b>I</b></p> <p><u>Likes</u>  Goals  Big Picture  Yes People  Talking/Talking about me  Positive  Collaboration  Feedback  Awards  Parties  Games  Pretty things  Decorating cubicles  Activate--get going--move  Fun  Laugh...use humor  Colorful markers  People  Variety-flexibility  Sharing ideas  Creativity  Brainstorming</p> <p><u>Strengths</u>  Energetic  Achievement driven  Fun  Party people  Draw people in  We are confident  Use people to get action  Big picture  Innovative  Creative  Charismatic  Fashionable  All in - 100%</p>	<p><u>Dislikes</u>  Details  Numbers  No people  Negativity  Idea squishers  Corners - being alone  None smiley people  Under achievers  Black and white  Micromanaging  Unable to share ideas  Structure  Status quo  Complainers</p> <p><u>How to approach me</u>  Lots of adjectives - paint a picture  Personable  Brainstorm  Listen to me  Ask for and respect my ideas  Be willing to laugh  Telling me a joke  Avoid information overload  Help me see WIIFM  Appreciate me</p>
<p><b>S</b></p> <p><u>Likes</u>  Teams  Mentoring/Coaching  Working by self  Coordinating team projects  Finding resources  Being a resource  Treats  Resolving problems  Involvement in changes  Adaptable/Benefit</p> <p><u>Strengths</u>  Peacemaker  Idea generator  See both sides  Collaborator  Motivator  Diffuser  Listener</p>	<p><u>Dislikes</u>  Dominators  Bossy people  Conflict  Crying  Stuck by myself  Politics  Minimal structure</p> <p><u>How to approach me</u>  Development  Come with solutions if complaining  Friendly/tactful  Specific outcomes but not specific process  Gratitude  Listen to me  Honesty  No excuses - take responsibility  Proactive - not last minute</p>

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<p><b>C</b></p> <p><u>Likes</u> Planning Analytics Lists Agenda Scheduling</p> <p><u>Strengths</u> Organized Structured Self-Motivated Analytical Responsible Timely Dependable Dedicated Reliable Honest</p>	<p><u>Dislikes</u> Chaos Lack of equality High level overview Conflict/Emotion Change Rule Breakers</p> <p><u>How to approach me</u> One on One Quietly Knowledgeable Prepared Answer "why" Details Structured</p>
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