

Minutes



ASTD Nebraska Board Meeting		
1.18.2013	7:30am – 9:00am	Security National Bank
Meeting called by	Christine Hitchcock, President	
Type of meeting	Monthly Board Meeting	
Facilitator	Christine Hitchcock	
Note taker	Pati Carr	
Attendees	April Kassan, Beth Sanborn, Christine Hitchcock, David Byers, Jen Wichern, Jennifer Labrie, Jill Banaszak, Jill Idelman, Kay Scott, Libby Guthrey, Lindsey Wedel, Melissa Turner, Michelle Kosmacek, Pati Carr, Ralph Wojcinski, Shelly Whittaker, Stefanie Shannahan	
Finance		
Lindsey Wedel		
Discussion		
<p>Old Business – Review of the books went well. Once the balance sheet is final Lindsey will forward to the group. Keep in mind this was for 2011 as the review is behind. An action item from the review was the recommendation to switch from Quicken to Quick Books. The group noted that many use Quicken and that Glenda does as well. Lindsey felt the recommendation came from the Finance person not understanding that the Chapter is under a group exemption under ASTD National so any requirement to use Quick Books under the 501C3 corporation is not applicable to us.</p> <p>New Business – Cash in savings is \$75,000. We can invest it any way in which we like. The First National contact recommended another CD. This does not generate a lot of growth as in nine months we earned \$59 in interest. Lindsey wanted to discuss putting more into the CD or putting it there longer.</p> <p>Vote:</p> <ul style="list-style-type: none"> • Put \$35,000 into savings CD - Approved • 2013 Budget – Approved with following changes: <ul style="list-style-type: none"> ✓ Move back to Constant Contact for email marketing ✓ Raise to Glenda (\$1.50 first proposal to \$2.25) 		
Action Items	Person Responsible	Deadline
N/A		
Marketing and Communications		
Melissa Turner, Jennifer Labrie, Beth Sanborn, Jill Idelman		
Discussion		
<p>Old business – n/a</p> <p>New Business – The Marketing group transitioned to use Wild Apricot (which we use for the website) for the marketing email blasts as it includes this functionality at no extra cost. There have been issues as it is not as intuitive and user friendly. The transition is difficult to change and the Marketing group felt we should change back to Constant Contact given other chapters use it and it is a program we know. This will be a change to the budget which was incorporated into the vote for the 2013 budget and was approved.</p> <p>The articles writing assignments were sent in a spreadsheet so please be aware of when you are assigned an article. You are encouraged to write about member benefits, about a blog or resource you use that would be helpful to others, interest, etc. The articles are due by the week of the 20th and upcoming article writers are as follows:</p> <ul style="list-style-type: none"> • Melissa T. • Jon T. – was suggested to take the place of Krishna • April K. • Jill B. • Stefanie S. 		

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It was also noted that the competencies have changed and the look is different. Therefore, additional posters and materials will be needed to reflect the change.

Vote:

- Move back to Constant Contact for email marketing - **APPROVED**

Action Items	Person Responsible	Deadline
Obtain the costs for supplies for the competency changes then bring to Board meeting for vote next month	Melissa	Feb 15th
Articles for those assigned this month due to Jill	Melissa, Jon, Jill B., Stefanie, April	Jan 20 th

Education

Jill Banaszak, Michelle Kosmacek, David Byers

Discussion

Old Business – Jill introduced David Byers, the Director of Mentoring. Michelle noted she is looking at the marketing strategy about facilitating for Trainer’s Institute from groups who have attended. She feels reaching out to them or their employers with the stance that facilitating for TI could be a stretch assignment or a way to represent their organization.

New Business - Jill noted there is no interest in the next CPLP study group. The Atlanta study group is reaching out to us to let all who are interested know that they are opening an online study group for a fee of \$90. They would like to advertise through our Chapter.

Vote:

- Allow Atlanta group to advertise their online study group for CPLP through ASTD Nebraska – **APPROVED.**

Action Items	Person Responsible	Deadline
N/A		

Membership

Christine Hitchcock for Krishna Clay, Ralph Wojcinski, Libby Guthrey

Discussion

Old Business – N/A

New Business - Ralph noted he is pursuing those National members who have a Nebraska address to gain their interest in a local chapter membership. He noted that he just had to sync up his National membership with his local membership and it took ten minutes and it was done. It was not hard at all.

Libby has been in talks with a gentleman named Clay with Omahajobs.com. He is looking to partner with the Chapter to advertise on our site their monthly job fairs and in turn they can advertise on the employer side of their site with a banner for ASTD Nebraska. His thought was to position it as a way to develop their people. There is no fee for this partnership. Libby will ask if we can include this on the job seeker’s side as well as even if they are looking for a job this might appeal to individuals looking to network for a job. She will let us know what they say? It was noted we would not want to do an email blast to members about it but just post it on the site.

Christine reminded the group that they should ask their employer if they will cover the National membership costs. If they will not and you need assistance, please fill out the application and give to Christine by the end of January. If you do have the Chapter pay for your membership, you will be asked to sign an agreement that you will pay the costs back to the Chapter should you leave your post early.

Past Presidents were offered the local membership if they take advantage of the National membership. They are being provided a grace period of 6 months to decide as there was some confusion with the mailing that went to them. Christine will be taking this to the Past President Advisory meeting this month to discuss.

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Action Items	Person Responsible	Deadline
If applicable, turn in National membership application to Christine if you need the Chapter to pay the dues.	All	01/31/13
Programming		
Stefanie Shanahan, Jen Wichern, Kay Scott		
Discussion		
<p>Old Business – Stefanie congratulated Jen on her first programming announcements in January. In addition, there were 52 attending the Social tonight and about half attended less than two programs this year. This is a great time to introduce yourself and engage.</p>		
<p>New Business – Stefanie discussed the program registration and wanted to clarify the following:</p> <ul style="list-style-type: none"> • Early Bird Registration is \$20 and ends the Thursday before the program. • Fees from the Friday before will be \$25 up to the day before the program. • Fees the day of the program are \$35 for both members and non-members. <p>Stefanie confirmed the Scott venue only charges per plate for programs. Their fee is \$17 per plate and that number is arrived at to include the cost of the room and food. Programming will provide a head count to the venue on the Friday before the program; however, there is no fee to the Chapter if that number is different than the head count as they use this as a guide to the size of the event.</p> <p>There was discussion as to whether the cancellation policy should remain at 72 hours before the program, which falls on a Sunday. The initial reasoning behind the timeframe was for administrative reasons. It was noted that it has been rare that someone was upset about the cancellation policy. Although Christine pointed out that the Executive Counsel spends a lot of time in discussion about exceptions to still charging someone who cancels after the 72 hours. The group voted on changing from 72 hour notice to 48 hours before and how to best word the cancellation policy. The final decision was to change to “close of business (5pm) two days before the program date.</p> <p>Jen discussed announcements at the monthly program and was trying to understanding the proper procedure when they run short and there is still time before the program. She asked about whether we should start early or wait until the actual start time. The group noted to wait until the start time and just encourage additional networking during that time. It was noted that for HRO credits that we provide in these programs they expect the networking and lunch to be as advertised and the program to start when it says it will start. Christine also reminded the group that each group must be presented at the programs which typically means the VPs. If the VP cannot attend they need to assign a Director from their group to go in their place.</p>		
<p>Kay brought a handout which is attached at the end of the notes. The handout represents her recommendations about start-up and maintaining SIGs and GIGs for the Chapter. Everyone is asked to review the information and be prepared to discuss this at the next Board meeting.</p>		
<p><u>Vote:</u></p> <ul style="list-style-type: none"> • Keep the registration set up the way it is with early registration ending the Thursday before the program. – APPROVED. • Change the early registration to end on the Friday before the program. – REJECTED. • Keep the \$25 fee for registration up to the day before the program. – APPROVED. • Keep the \$35 fee for registration for on the day of the program. – APPROVED. • Maintain the current cancellation policy of 72 hours before the program – REJECTED. • Change the cancelation policy to 48 hours before the program – REJECTED. • Change the cancelation policy and use the following language: to “close of business (5pm) two days before the program – APPROVED. • Start the program early if the announcements run short – REJECTED. • Start the program at advertised time no matter if announcements run short – APPROVED. 		
Action Items	Person Responsible	Deadline
Review the handout attached to the minutes regarding recommendations for SIGs/GIGs	All	02/15/13

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President-Elect		
Shelly Whittaker		
Discussion		
N/A		
Action Items	Person Responsible	Deadline
N/A		
Past-President		
April Kassan		
Discussion		
Old Business – CORE has been submitted! We may have the chance to win a ticket to ALC for turning it in early.		
Action Items	Person Responsible	Deadline
N/A		
President		
Christine Hitchcock		
Discussion		
Old Business – Krishna Clay has resigned her post as VP of Membership. The Executive Council must discuss a plan as this is an elected post. If you are interested in the position, please let Chris know.		
Action Items	Person Responsible	Deadline
N/A		
Guest Speaker – Michael Merritt, Past President		
Michael Merritt		
Discussion		
<p>Michael came to the meeting to offer advice to the current leadership regarding engagement of the Board members. His recommendations were:</p> <ul style="list-style-type: none"> • Eliminate the past discussion during meetings. Use the Board Report for old business. He noted to focus on new business as this is what will be moving us forward. • Take feedback well – it is meant to help you be successful in the role and ultimately the Chapter's success depends on that. • Do not be afraid to ask questions – this is how we grow and clarify expectations. • Communicate – don't just use email. If you are not getting answers or it is important pick up the phone and call one another. • Remember to run the Chapter like you are running a business. • Look at your communication style and those you are working with and adjust as needed. • Be sure you are interacting with others. • It takes EVERYONE to have a successful Chapter • Challenge yourself to meet new people at the programs. 		

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SUMMARY OF APPROVALS FROM MEETING:

- Put \$35,000 into savings CD - Approved
- 2013 Budget – Approved with following changes:
 - ✓ Move back to Constant Contact for email marketing
 - ✓ Raise to Glenda (\$1.50 first proposal to \$2.25)
- Move back to Constant Contact for email marketing – APPROVED
- Allow Atlanta group to advertise their online study group for CPLP through ASTD Nebraska – APPROVED.
- Keep the registration set up the way it is with early registration ending the Thursday before the program. – APPROVED.
- Keep the \$25 fee for registration up to the day before the program. – APPROVED.
- Keep the \$35 fee for registration for on the day of the program. – APPROVED.
- Change the cancelation policy and use the following language: to “close of business (5pm) two days before the program – APPROVED.
- Start the program at advertised time no matter if announcements run short – APPROVED.

Topic	Issues	Recommendation
Leadership	Key to initiating. Critical for success. Responsible for ongoing activities.	Willing, passionate, organized leaders <u>required</u> for initiating a SIG or GIG. Recommend they choose a co-leader. Must understand and be prepared for the responsibility. Leader must be a member of ASTD NE chapter.
Application & Formation	Formal or informal? Require board approval? Submit application?	Require leader submit an application outlining: Name of Group Mission/Purpose Member Profile Initial topics Meeting frequency Likely meeting time and place Anticipated attendance
Meetings	Frequency? Agenda? Minimum attendance? Schedule?	Minimum of once per quarter. Agenda prepared by leader who leads the meeting. Must coordinate with the ASTD NE chapter to avoid schedule conflicts with our programming.
Membership	Require chapter membership? Require a percentage? Okay if nonmember?	No membership requirement in the first year.
Fees	Support from Chapter? Free or participant fee? Fee per event? Self funding?	Each group will be self funded in the first year.
Record keeping	Meeting minutes? Membership lists? Attendee data reported to chapter?	Attendance sheets and membership lists. Submit list with name, title, company and email address.
Marketing	How to use the SIG to market the chapter events and membership?	Use above information to market the benefits of membership in ASTD NE, including programming events.
Support	How much support do we need to offer the SIG leaders and members?	Chapter support in form of coaching, meeting tools, application, leader expectations and guidelines plus announcement. Description of SIG and leader contact information on the website. Online registration for SIG events. Quarterly phone calls between SIG leaders and Director. Director attends first SIG/GIG meeting and then at least one SIG/GIG meeting per group per year or with leadership change.
How Many	One or two groups this year?	Goal: maximum of two successful SIG/GIGs. (Wendy Leedy recommended a goal of just one SIG this year).

