

## **ASTD Nebraska Board Meeting**

### Meeting Minutes

*April 18, 2014*

*Present:* Shelly Whittaker, Ericka Juno, Jill Banaszak, Mike McIllece, Jon Titus, Krishna Clay, Jen Labrie, Michelle Anthony, Pati Carr, Ralph Wojcinski, Lesa Deeker, Jill Idelman, Jen Wichern, Ben Tiefenthaler, Heather Davis

*Absent:* Kathy Swensen, Kim Whiteside, Chris Hitchcock, Pari Smart, Alex Latty-Bata, Kay Scott, Karen Wegner

*Next meeting:* May 16, 7:30 at Security National Bank (101<sup>st</sup> & Pacific)  
March board report due by May 9<sup>th</sup>.

---

### **Discussion**

- Trainer's Institute – Jon and Mike
  - Location will likely be the Nebraska Medical Center – 90<sup>th</sup> & Dodge
  - Facilitators in the works – several connections and interest, but nothing locked down yet; hoping to have interviews set up for next week; cannot lock dates or do marketing until facilitators are set up
  - Still looking for decision makers names and numbers to call about sending people to TI
  - June - Foundations TI – marketing will be save the date cards, calls, and word of mouth; October - Advanced TI – marketing and format will be like last year
  - Goal is for ASTD Nebraska to own the Foundations content
- Budget Reports – Krishna
  - January budget reports were sent out this week
  - Please submit receipts when you have expenses so the money can be properly allocated
  - If you have put in an invoice to be reimbursed, Krishna has not been getting notifications – please follow up with Krishna
  - If you spend money out of pocket and need to submit an invoice for reimbursement, it is on the board only page under finance – note: the website doesn't have a place to submit the receipt, either bring it to the board meeting for Krishna or scan it and email it to her
  - If you have questions about the budget, call or email Krishna
- ALC – be thinking about if you want to attend
  - Do you would want to speak about something – let's share our great work
  - Chapter budgets to send five board members
  - Some companies are willing to fund the trip so please ask yours if they will
- Lapsed Memberships – Ralph
  - 148 lapsed memberships and this number is growing – some as far back as Jan 2013
  - We have taken steps to notify sooner about membership lapsing, but this hasn't helped
  - What do we do with lapsed members? Should we continue to contact them? Should there be a difference in status between lapsed and somebody who says do not contact me?

- How long do we concierge people (lapsed lasts for 2 months, then they go to archived)?
    - If not archived, they are on concierge list
    - Removing an archived person is a manual process for the concierge list
  - Ralph will ask Glenda about how her processes work
  - What does each status level mean? What is the process for each status level?
  - Should we be looking at this from the top down – i.e., define archived, lapsed, expired, etc and then look at how we treat each status
  - Look at LinkedIn and reach out to other chapters and see what they do
  - Ask Rick Koerner and Andy Cook about Wild Apricot and how the website works for different status (Shelly will get their contact information for Ralph)
  - This will be unfinished business for next month's agenda
- 2013 Scorecard – All
    - Look at the 2013 Scorecard
    - Scorecard is on TeamworkPM site; VPs or their designee should update it each month
    - This is not just busywork – there is a purpose for the metrics
    - Activity - look at 2013 numbers – are you seeing any trends or concerns; are there other metrics you would like to track; are there metrics we are tracking but don't need
    - Activity discussion
      - Marketing & Communications – numbers are pretty steady
        - 2014 started tracking for pinterest and twitter
        - looking at website analytics to see what else they should track (i.e., job posting pages) – reach out to Lincoln on this if necessary;
        - can track # of members that have never logged in to the astdnebraska website; Ralph will make sure the new flash drives have something directing new members to the website; also going to look to advertising the website more
        - need to do a better job of recognizing the renewal memberships (i.e., email with reminder of member benefits; mirror national)
        - Corporate membership – when renewals happen all emails go to the main person, not each person; also, what happens if main person leaves? Who will get those emails?
      - Membership
        - All numbers are quantifiable
        - We are not tracking lapsed memberships – but should we? Turnover rate sort of tracks this. For each month, of those that need to renew, how many are renewing.
      - Education
        - Looking to add a few items in 2014 and clarify some of the numbers
      - Executive Team
        - Improve end of year member survey – maybe offer a prize for completion
      - Finance
        - Not tracking % of income from programming
        - Not tracking % of expense from each team (we are tracking revenue for each team)
      - Programming
        - Not tracking GIG attendance by month
        - Socials track board members and nonboard members, but spouses and children are counted also

- Topic seems more important than time of day for attendance
  - If adding to the scorecard, do it ASAP
- Summer Retreat June 13<sup>th</sup>; No meeting June 20th
- **Next meeting May 16; breakfast provided by Programming Team**

Heather – thanks for allowing me to attend – it is great to see how organized you all are and the progress being made...