

ASTD Nebraska Board Meeting

Meeting Minutes

August 16, 2013

Present: Shelly Whittaker, Chris Hitchcock, Ericka Juno, Pati Carr, Beth Sanborn, Kim Whiteside, Jen Labrie, Jill Idelman, Ralph Wojcinski, Jon Titus, Jill Banaszak, Erick Dragsten, Stefanie Shanahan, Jen Wichern

Next meeting: September 20, 7:30 at Security National Bank (101st & Pacific)

Discussion

Chris – no old business, thank you membership team for breakfast today

Votes -

1. Programming – vote on RFP from Rod Bingham program on differences between captivate and articulate. Rod will cover his own expenses to get here and hotel but is asking for 50% of profit. This could be more than we would normally spend on a program. The workshop would include a couple of our own members who are experts in Captivate and Articulate/Storyline – they would take the same concept and develop it in each tool, then show the differences to the participants. This would allow the participants to make more informed decisions about the two platforms. The program would be showing some examples of the differences, more telling, less showing, about features and benefits. The follow on workshop would be more showing the features and benefits. We can ask him if we can give him scenarios we want to see. We will also consider marketing this to KC, DesMoines, Lincoln, etc.

Vote passed - we will offer Rod Bingham 50% of profits from workshop and he pays his own travel/hotel – this will be a lunch and afternoon workshop

2. Time to renew the contract with the Scott Conference Center – surveys have all been positive about the location, so long as price per person has not gone up too much, if there is a significant increase, this will be brought back to the board, no vote.
3. Past president's lifetime membership benefit – last past president's meeting had some heated debate about changes to the lifetime membership benefit. Some were outraged that anybody would be upset about having to be engaged in order for them to get free membership, however several still feel like they were offered something and now the rules are being changed, those that want to be involved are.
Three options up for vote - All past presidents before 2014 – grandfathered; No grandfathering in and everybody has to participate in order to get free membership; or No change. There was a motion to leave things as they are unless National makes a change and starts counting past president's as part of the core numbers.

Right now 11 past presidents are getting free membership.

Vote passed for all past presidents to be grandfathered and not have to participate in 6 events per year (6 votes); 2nd option for no grandfathering and everybody has to participate in 6 events got 2 votes; No change got no votes. Option 1 passes with change to wording to clarify 6 events per year, not 6 yearly activities.

Call from Brandon Grabowski – Manager of Chapter Services at ASTD

- Manages the team that supports the chapters, creating a cohort of large chapters so they can help each other, he works with us to make sure we understand our roles, coaching board members, helps them find resources on the ASTD website, develops initiatives that supports chapters, meeting operating requirements (i.e., core), help people understand and articulate the value of their membership, connect on individual basis to help with

- projects they are working on, helping new people with orientation to what their role is on the board and how to be successful.
- There is a lot of learning we can share with each other and smaller chapters.
 - Chris told Brandon we want a chapter excellence award next year and asked for his help/guidance to get there.
 - Brandon will be creating podcasts for each member role, if you are interested in being a part of the podcast, let Brandon know.
 - Q – How should we be counting our membership? For example, we have 368 total members – 289 are active – 81 lapsed or duplicates – sometimes lapsed early in the year and sometimes active – is large group based on total or active membership?
 - A – Based on whatever was provided by membership to ASTD; joint membership calculation does not penalize you for ‘past presidents’ who get free local memberships. It is OK to remove ‘inactive’ from list; it is OK to remove duplicate people; up to us in how we include people on the list; if you think they are coming back, include them; for cleanest calculation, Ralph just reports the active 289, for membership and core; Ralph/Brandon will connect to work this out.
 - Q – Are you available for just tips/ideas/suggestions?
 - A – Absolutely
 - Chris will provide Brandon’s email to everybody

New business –

- VP Membership, Ralph Wojcinski
 - Team meeting tomorrow, talking about membership drive and how to remove the duplicate names in our membership list in Wild Apricot
 - Ralph will talk to Glenda about the duplicate names issue
- VP Education, Jill Banaszak
 - TI is going well, all presenters have been contacted about the deadline for materials
 - We have someone interested in director of education next year (Denise Hatcher), she will be invited to observe some of TI
 - CPLP study groups, right now we have a study group that started with 6 and now has 1 – in the future they will do an introduction session and then require people actually enroll for the CPLP before joining the study group; recommendation that the introduction session include national numbers for success and local numbers for success; local CPLPs will be helping with future study groups; apparently we are not supposed to be ‘sharing’ the CPLP books, the new learning system is digital and will require a login, it will not be easy to share; we had budgeted to purchase 3 learning systems, but not sure if that will happen if the learning systems are digital; might need to consider scholarships instead of loaning the books; Chris will continue to do research on the changes; CPLP list on website – do not need to be a member to be on the list
- VP Marketing & Communications, Pati Carr
 - Business as usual
 - Please submit articles, articles are due by the 21st of each month
 - September program is on evaluations, would programming committee like to do an article on the program, not just repeating website/press release (Jill currently submits the article, but programming will do it in the future)
 - Marketing materials used at program events will be updated and old paper copies will be recycled
 - Social media – board members need to please participate online – respond to posts – if you don’t know how to, call Kim; 2 free admissions to monthly events up for grabs to whichever board members post the most/best in August and September, Kim will be the judge; Kim will add a slide before the programs

encouraging social media involvement; we will also look into setting up QR codes so people can scan the codes at the tables; and we could add some bookmarks on the table for members to take with them

- President Elect, Shelly Whittaker
 - Congrats to Erick – he has a candidate for his position
 - Shelly has one more candidate for another position (Krishna)
 - Every team has openings, please encourage people to get in applications
 - Shelly is getting the nominating committee together, process will be similar to last year
 - We have 7 people going to ALC
 - Strategic planning committee has met and done next level tool assessment of where the chapter is, it will be used on the November retreat for planning for next year; Glenda is sending the business acumen survey within next 2 weeks, please fill it out! If you truly don't know the answers to the questions, make a note of it, because it will help the leadership know to share more information (i.e., about finances of the chapter)

- President, Chris Hitchcock
 - Last event was successful, thank you programming team

- General discussion
 - 70th Anniversary for National is this month; not doing anything locally to celebrate; let's post it on linked in and other networking sites
 - Our 55th Anniversary is next year, some marketing ideas included: have a program for the same price as it was 55 years ago or a discount code of \$5.50 off a program