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*Date | time 4/19/2013 7:30 AM | Meeting called to order by Chris Hitchcock, President*

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## In Attendance

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Chris Hitchcock, Jen Wichern, Jill Banaszak, Jennifer Labrie, Jon Titus, Kay Scott, Melissa Turner, Ralph Wojcinski, Shelly Whittaker, April Kassen, Erick Dragsten, Stefanie Shannahan, Pati Carr, Brett Barrington

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## Education

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### Old Business

N/A

### New Business

- **CPLP Study Group Update**

There is currently a very small study group going on right now for CPLP – Jon. There is a lot of interest for the upcoming group though.

- **Trainer's Institute Update**

Facilitator positions are full! There will be a TI facilitator get-together to make sure all have the same information and expectations. Push for volunteers will be coming soon.

- **Scholarship Fund**

Jill noted they are looking for a future conversation/brainstorming about raising funds for the scholarship fund. There have been minimal donations to it so fundraising efforts will be needed. We did not give out a scholarship last year. It was noted that people forget about it for donation and for applying for it and then when we get the word out everyone wants to apply again.

Chris noted we have 18 months of operating expenses reserved for a rainy day. We can vote to use funds into the scholarship if we need to but we prefer not to. Shelly noted we had flyers to get donations so we should pull that out to use again. We have had presenters who have given all their funds to the scholarship and that is an option on the Presenter Agreement Form. April asked if we could add a button to donate \$5 to the scholarship when paying for a program or membership. Mentioning it could be helpful for getting the info out as well. Melissa will look into this option. April cautioned that asking for money at programs such as a bucket or jar for money can blur the line between non-profit and for profit so we have to be careful.

### Action Item:

- Melissa to look into button adding a button on the website to allow program attendees to add money to the scholarship at the same time they are signing up for a program.

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## Finance

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- **No report at this time**

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## Marketing & Communication

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### Old Business

N/A

### New Business

- **Trainer's Institute**  
Melissa advised that marketing has put together a strategy for a monthly marketing campaign for TI- one month we are asking for volunteers, there will be articles each month leading up to it, etc.
- **HRCI Credit**  
Shelly noted that HRCI credit for a couple of the programs is still pending right now but we can market with the notation that it is pending. Shelly will send the link with information about this submission to Marketing. Chris advised that Melissa should research who is the President of SHRM and HRM (SHRM is the national and HRM is the Chapter). They will be very interested to know that the credits are available as they are always looking for opportunities to get their continuing credit. It was noted that we do get members from this group because Training and Development is part of their areas of expertise.
- **Articles for this Month's Newsletter**  
Jill sent an email reminder to those needing to write for the month. Please submit these by 4/25.

### Action Item:

- Shelly will send a link to Melissa and Jennifer about the submission for HRCI credit for some of our monthly programs.
- If you received an email reminder from Jill for Newsletter articles please be sure to submit yours right away.

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## Membership

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### Old Business

N/A

### New Business

- **Student Memberships – Goal is more than 15%**  
Current student memberships are at 17.7% which means Membership is currently surpassing their goal. Great job!
- **Vets and Business Forum**  
Dyna Tech owner, Mark Spadaro is the Head of the Vets and Business Forum in Omaha. Mark invited Ralph to go to a monthly session at UNO. Ralph attended and advised the group consists of several

business owners who are vets who hire vets and he made a few contacts. Two students who presented there were interested in our program and they attended our recent program and became members. Ralph would like to pursue this area. Libby will be attending the next meeting. The protocol is that you get a minute to introduce yourself and bring your pitch. She will talk about how ASTD can help their employees. We would like some marketing materials as well to put out on the welcome table so Ralph will work with Marketing to get these. In the next few months we can present for about five minutes so maybe Marketing can help with that to present our Chapter as well.

- **UNO Connection – Karen Dwyer**

Jon advised that Karen Dwyer is interested in meeting with him to discuss ASTD Nebraska. She has a lot of ideas so that opens a door for that community. Brett noted Karen is her teacher and Karen introduced her to ASTD Nebraska. Jon noted that the Membership area has a lot of volunteers and he believes we could create a volunteer coordinator position would be a general member who works with the job descriptions of the volunteers that we have, helps to onboard and orient them to their positions, and tracks and recognizes their work. Jon will be discussing all of this with the board to develop the volunteer position.

**Action Item:**

- Ralph to get with Marketing for some materials to take to the next Vets and Business Forum meeting.
- Jon to meet with Karen Dwyer from UNO to work on ideas for student memberships.
- Jon to develop and fill the volunteer coordinator position.

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**Programming**

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**Old Business**

N/A

**New Business**

- **Workshop for 2013**

The September presenter is only doing the presentation and not the workshop. Programming is talking with the October presenter to see if they can do a workshop. If they cannot we may bring in a workshop separate of these. April noted that October is a bad time to do a workshop due to Trainer's Institute. She noted that past comments noted that people were unable to attend the monthly program because of TI. With the new format it may be even more difficult because people will have to take more time off work for the different sessions and on top of it a program or workshop.

- **Summer Social**

Kay is working on the Summer Social. It will be at Sempeck's Bowling on July 28<sup>th</sup> from 11am to 1pm. She needs to speak with Shelly and Melissa to market the event. It will include a pizza buffet, go carts, bowling, etc. She noted we can have a dedicated room or have a buffet behind the lanes. Drinks are tea and water but you can buy soda or alcohol. It was noted that it is nice to have a separate room for privacy, if you have children, etc.

- **GIG/SIGs Update**

Kay updated the group that she has a GIG started in Sioux City – the group is getting together to brainstorm for ideas. There is a lot of excitement in Sioux City area for this. She is looking for ideas for a SIG for Omaha – she has heard over and over that those who are further along in their career are not getting anything out of our programs. This may be a group to focus on. Lisa Hayes may be good resource for getting a SIG for these folks.

**Action Item:**

- Jen will continue working on finding a potential workshop opportunity.
- Kay will continue to work on a SIG in Omaha, possibly a focus on those further along in their careers
- Kay will get with Marketing for the Summer Social and continue to put the final touches on organizing the event.

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**Past President**

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**Old Business**

N/A

**New Business**

- **Upcoming Past President Advisory Council Meeting**

April advised the quarterly Past President Advisory Council meeting will be held the end of this month. She will be discussing with them the Historical document that was generated about 10 years ago to update what has happened with the Chapter since that time.

April asked the group the brainstorm events over the past 10 years as well. This is what was discussed:

- Became a Large Chapter 2013
- Big Regional event 2011
- Kirkpatrick 2010
- Scholarship Fund Established 2010
- Restructured Trainer’s Institute 2011
- How many times we have been Chapter of the Month (# of times thus far)
- # of ALC presenters last year

If you think of anything else email April. She will be asking Past Presidents to hash out the last 10 years to update this.

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**President Elect**

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**Old Business**

- **HRCI Credit**

Shelly noted the application for HRCI credit is pending. She will keep checking status and will advise the board once approved.

- **Board Social – Fun Time**

Thanks to all who could go to the Board Social – we had a good time.

- **ALC Proposals**

Shelly sent the ALC link to the proposal page. Be thinking of what you do in your area as a chapter, even if you think it is not a big thing, and consider it for presenting at ALC. If you want to submit, check in with the Executive Council to review ideas, proposals, etc. Proposals are due by June 3<sup>rd</sup>.

If you are interested in going to ALC let Shelly know. We have budgeted for five people but we can pay more if needed. The dates are October 24 through 26. Shelly will speak with Jen Labrie about pricing for the hotel as we may be able to get a good discount.

**Action Item:**

- Shelly to continue to monitor progress of the HRCI credit acceptance.
- If interested in submitting a proposal to ALC, please check in with the Executive Council to review ideas, proposals, etc.
- If interested in attending ALC, let Shelly know.

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**President**

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**Old/New Business**

- **ASTD Large Chapter Category**

We received notification that we are now in the Large Chapter category. This means 300 or more members. There are only 14 Chapters that fall into that category so quite an elite group. This will bring individual attention, a bigger voice with National and a higher responsibility with this as well.

- **New Chapter Relations Manager**

We have a new Chapter Relations Manager, Brandon Grubesky. He will be invited to a Board Meeting or the Retreat to speak with us on how he can assist us.

- **Proposal to Revise Free Membership Requirements for Past Presidents**

Chris discussed concerns with Brandon about an earlier vote on providing Past Presidents a membership for free for life only if they became National members. This decision was made because it negatively affected our Joint Membership CORE numbers. He told Chris that we do not have to report these memberships in CORE. Based on this, the Executive Council wants to offer a free membership to Past Presidents when they are involved in the Chapter. She has a proposal for vote today Past Presidents to retain their free membership based on their participation in our Chapter. They can volunteer, come to programs, come to events, come to Board meetings, and to be eligible for the free membership they would be required to be involved in six events throughout the year. For example, they attend all four Past President Advisory Council meetings and become involved in two other ways with the Chapter (attend a program, volunteer on a committee, etc.).

Someone asked if they are included in the Board Social invites and Chris noted they are not at this time.

The advantages of Past President involvement is that we have a resource to go to for committees or ideas for events, etc. Stefanie felt six is a high number for involvement. She felt maybe one a quarter would be more reasonable. Shelly noted that there are four past president advisory meetings through the year so that may be why we want two additional ways. The group felt that six is good then given they are attending the Past President Advisory Council meetings. April noted there is a core group of people who do attend the Past President meetings and some are hit or miss programs. Chris noted that sometimes the programs do not meet the needs of the Past Presidents who may have moved up in their positions but they want to volunteer to assist in other ways to be involved.

Chris noted six was chosen to challenge them to be involved and they felt this was doable but is challenging. Shelly noted that there are things in the background that they assist with such as nominations for the Board. They feel challenged to be involved as they may not know what to do. Shelly wants to be able to reach out to Past Presidents to get them involved for those that “disappear.” Chris noted she wanted to make sure they know we want them here.

Ralph wanted to discuss the process of having to manage the Past Presidents free memberships. Chris noted the Executive Council will take care of it now given we are changing gears mid-year. For next year we would like to have a better process for this communication and approval.

Past Presidents are now renewing every December so what they do this year would count towards next year’s membership. There is concern changing it now and how to get them involved with a shorter calendar. How can we notify they – special mail group. April feels we should ask them how best to notify them. April is meeting with them at the end of this month and can communicate it there.

#### **Vote**

All were in favor of offer Past Presidents a free local membership each year they have been involved in at least six chapter activities.

- **Stefanie’s Leave Coming Up**

This was Stefanie’s last meeting for now until she has her baby and comes back. Thanks for the breakfast. Stefanie was given her prize from last month for getting a committee together. She won a free program. Chris reminded everyone that if you get three or more members on your committee, you can win a free monthly program.

- **Today’s Past President**

Chris apologized that she failed to call Trish Harrold to remind her to come today so we will not have a Past President presentation.

- **Special Guest - Brett Barrington**

Bret is a student member who is interested in volunteering. Jon invited her to the Board meeting. Welcome Brett.

- **The Big Event Update**

Chris advised that Ericka Juno who was interested in chairing the Big Event is not able to do so. Her next idea is get Past Presidents involved. Chris she has lunch with Lisa Hayes next week to try and convince her to Chair or Co-Chair. It makes sense to tap into our Past Presidents given it is our 55<sup>th</sup> anniversary as they can provide for a historical perspective and add that to the event. Tricia Danielson is a wiz at getting presenters for free. She has asked that we have a theme by the time ICE comes up as this is a great time for her to start building relationships for asking for this. Nothing needs to be nailed down but a general idea would be most helpful. If you know anyone who would be good to run this let Chris know.

- **Chapter Scorecard**

Some of the VPs sent numbers to Chris to update the scorecard but not everyone. We are going to bring this to our Board meetings from here on out. We will go over numbers at the meetings. It will help us celebrate what we are doing and track where we can improve as we go. Jon noted that he was looking for metrics for engagement but the one he found was only through 1<sup>st</sup> quarter of last year. April notes there should be a newer one out there so he should check with Glenda.

- **Teamwork PM Site**

Glenda has sent an email with a link for a cloud technology to store more documents without taking up a lot of room. Wild Apricot stores documents we use throughout the year but it is not user friendly and the more space we use increases our rates. With Glenda's solution, it is easy to upload documents and you can set up auto emails so anyone you want to know can be alerted when documents are uploaded. Take a look at the account, look at Wild Apricot and your drives – anything that would be helpful for us to have Teamwork PM upload it there.

Ralph looked at it and wondered if we can partition documents into our general areas. April confirmed you can build folders within it. Chris will look at that and see what we can do.

**Action Item:**

- Chris to meet with Lisa Hayes to discuss possibly chairing the Big Event for next year.
- VPs please update the scorecard numbers and send them to Chris to update the document.
- Take a look at the Teamwork PM site and see what you can upload and where.

