

**ASTD Nebraska**  
Board Meeting Minutes  
July 18, 2014 7:30 a.m. – 9:00 a.m.  
Security National Bank, 101st & Pacific

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***GOAL: OPTIMIZE THE VALUE OF YOUR ASTD NEBRASKA EXPERIENCE***

**Meeting Facilitator:** Shelly Whittaker

**Invitees:** Tricia Daniels, ASTD Nebraska membership

**Please Read/Bring:** Agenda, Board Report, ATD checklist

**Attendees:** Shelly, Jill B, Amber, Mike M, Jon, Pati, Jen W, Jen L, Krishna, Kathy, Karen, Jill I, Elizabeth P

I. **Call to Order** – 1 minute

II. **Roll Call/Quorum** – 1 minutes

The Board members introduced themselves to our newest Board members.

III. **Unfinished Business** – 25 minutes

a. TI Update – Jon and Mike – 10 minutes

TI went well. There were eight participants – given the costs were minimal Jon noted we made a good profit. We should be on track for the next sessions in October. The structure will be four Tuesdays in October (there is time in September at the facility if needed). They are contacting facilitators, and the facilities are secured. They will be debriefing the Foundations sessions for take aways and present this to the Board soon– Initially what they saw is that they ran with the new idea and learned a lot from the experience. Next year the thought is to have Foundations earlier in the year, but overall it was a great success. Mike said the next step is debrief and document for the next group and be ready for the October sessions – he did advise that they intend to leverage the Board more for assistance. One of the great takeaways is that all eight people were what they expected – brand new trainers, experienced in a corporate setting but may have been put into a training role without a lot of experience in training. Jon and Mike noted they are hesitating on the name “Advanced” for the October sessions. The point is that it is not really “Advanced” but advancing knowledge – cutting edge, what is going on right now in the field that you need to know about. For next year, maybe a deep dive into the cutting edge items

affecting the field. Jon will put out an email to the Board after the meeting to submit a proposal for content for the sessions. They will work with you and encourage you to do so.

b. ATD Transition – Jen and Shelly – 15 minutes

Jen L – not much done yet for the July tasks. The Press Release was completed and social media was noted as well as the website. Tricia Daniels advised we should also track all of our time to report to National that although cost was not really an issue, the time spent for volunteer boards was X number of hours because time is money. Jen asked that as you complete a task to include your hours spent as well to track – great advice Tricia. Shelly noted that the website is a massive undertaking so own your page if you are changing things on your page, go ahead and change ASTD to ATD. You may or may not have the permissions to change it on the page. Just note it and let Ben know if you need the access or if he or Marketing can help. The group then reviewed some of the outstanding tasks and noted what still needs to be done. Tricia wanted to know if we are on point from a legal standpoint before we completely transition. Shelly believes we are as Chris is working on much of that and the Incorporation piece.

IV. **New Business** – 65 minutes

a. Change in Bylaws Discussion and Vote – Executive Team – 15 minutes  
There was a vote to change the Mission statement to incorporate Talent Development and to be more in line with change in name and direction of ATD National. This passed unanimously.

b. Ethan Edwards Program Discussion and Vote – Jen W – 15 minutes  
Jen advised we are adding a Program and Workshop for the 2014 year in August. Ethan Edwards will be in Lincoln for an E-learning and Instructional Design certificate program. He would be available on the 27<sup>th</sup> for a program and workshop and it would entail the concepts of creating interaction within an e-learning model to teach, connect, engage and be part of the training. The Workshop would include examples and show participants how they were created.

The cost would be \$1640 (2 nights hotel, rental car for 2 days, meals for 2 days, and Scott Conference Center is \$680). If we have 20 people, show up we would only be \$400 out of pocket. Because the cost of the e-learning certificate is so expensive, this would be a less expensive way to get the learning from someone.

The feeling is this could make up for the previous e-learning program this year that was disappointing.

Questions were asked about pushing his own company's software and the answer was that he does not go into the technical pieces but shows more about what you can do for engagement. Jen W. will check that he is not presenting the same examples that were shown a few years ago in a previous program. Jen noted he is part of the National Speakers program and knows he cannot pitch or sell from the podium.

Jen has been working with Lincoln's Programming on joint programming when possible to work together and not against one another.

Tricia advised that when we market this Program and Workshop be sure to note that it is tool agnostic. Note that since it is condensed and not step-by-step through each tool it would be helpful for those not doing elearning but would be great to know what capabilities are out there and how to help in the writing of content for others. Knowing what elearning tools are capable of would be helpful for those that write the content to assist those that design it. This will help us reach out to the broader audience to gain more attendance. In addition, Ethan is a known name in the industry.

The Board vote on this second program in August was unanimously approved.

August 27<sup>th</sup> – MARKETING RIGHT NOW!!!!!!!

c. Succession Planning – Jill B – 15 minutes

There are four openings on the Board for next year. We want people to fill out a Board application to get to know them, discuss the time requirements and job duties and then conduct interviews. Once it is ready, we need a vote on the new board members. Shelly noted plans to change the strategy asking for the Open Positions rather than just asking if you are interested in joining the Board.

The EC have discussed past board members before and reached out already. If you know anyone who is interested in a position or would be a good fit, please pass that along or have him or her fill out an application. It was noted that the direct ask is usually what gets someone into a position. Jon added that when people are on the fence

and it is not a good time right now, set a reminder on your calendar and ask again, when it seems better or time has passed. Feel free to let Jill, Shelly or the current position holder know if you have questions.

d. Annual Leader's Conference (ALC) – Shelly and Jill B – 15 minutes  
Kudos to the three proposals submitted and accepted for ALC this year! Jill asked that you let her know if you are interested in attending ALC this year as she is scheduling it for us. Shelly advised this is a Friday and Saturday conference – usually we show up on Thursday and fly out on Sunday. She noted that if you have family obligations we can set it up to go out sooner or leave earlier. Breakfast and lunch is covered at the conference, ATD Nebraska will cover one dinner, flights and hotel. Get back to Jill by next Friday at the latest.

#### V. **Next Meeting**

a. Friday, August 15, 2014

Security National Bank

b. Breakfast provided by Membership team

Please continue giving names to Jen W for next year's programming. Jon wondered if we should hold a Brainstorming Committee to get ideas on topics and to coordinate. Jen will send an email with all the names and topics thus far. There was one person asking for a volunteer opportunity, she ended up sending Jen an RFP, and that was great. As we get closer to the deadline, she would like to have some feedback from others on the line up.

Jill I reached out to someone interested in being a mentor for a new trainer. Mike and Jon noted there were a couple of TI participants that may be a good fit. If you want to be a mentor, reach out to Jill.

Tricia – always willing to help with Board and industry knowledge. Just reach out. She is still involved and loves to stay there and help when needed.

#### VI. **Adjournment**