

Agenda

Board Meeting

3/15/13

7:30 AM to 9:00 AM

Security National Bank
101st and Pacific, Omaha

Type of meeting:	Board Meeting
Facilitator:	Chris Hitchcock, President
Note taker:	Pati Carr
Timekeeper:	Shelly Whittaker
Past President	Carol Horner
Breakfast Team	Membership Team

Please read: Board Report

Agenda topics

Old Business

Must request to be on the agenda-otherwise we will assume all Old Business is included in the board report

- Kay-SIG and GIG Discussion and Vote

New Business

Each VP and one Exec Council Member

- Ralph-volunteer information for Bobby
- Jill-updated policy for the Scholarship vote
- Kay for Stefanie-Joe Hare cannot do a workshop in September
- Melissa
- Lindsey
- Shelly
- April
- Chris

Wrap-up

Chris Hitchcock and Pati Carr

Advice from Past President

Carol Horner

Resource persons: Carol Horner

BOARD MEETING REPORT

March Board Report 2013
 VP of Education – Jill Banaszak



Celebration & kudos

- None at this time.

FYI

- Currently over our quarterly scholarship allotment by \$225, but hopefully the year will even out or we receive an influx of funds for the scholarship to offset this overage.

Decisions

- None at this time.

Items up for Vote

- Scholarship Policy Clarifications

Strategic Goals: To serve our members with diversified education options.

		Goal	Q1	Q2	Q3	Q4
VP of Education	Jill Banaszak	Community: Have a comprehensive Employee Learning Week engaging all Education team members offered to community and membership				
		Membership: Create on-boarding for succession for next VP of Education				
		Increase scholarship awareness and usage	1 recipient in Jan	1 recipient in Feb		
Director of Education	Michelle Kosmacek	Create structure around planning and conducting the Trainer's Institute to help with planning and transitioning to future board members	Soliciting committee help			
		Revise TI curriculum to provide more value to the attendees and ASTD's membership				
		Diversify facilitators and participants in TI (better vet facilitators prior to session)	Marketing pamphlet			
		Identify links between TI and the CPLP to increase interest in the CPLP				

Board Report, continued

Director of CPLP	Erick Dragsten	Partner with Director of Education to revise TI curriculum to create greater value for TI and CPLP				
		Promote CPLP with membership and community				
		Hold CPLP study groups to engage membership in CPLP certification and assist in successful completion of study groups	March/May study group – 1-3 people interested			
		Incorporate Master Trainer option				
Director of Mentoring	David Byers	Offer members opportunities for personal and professional growth as mentors or mentees				
		Offer members a quality mentoring experience	Creating survey			
		Offer members support in mentoring process for both mentors and mentees	Checking in w/ partners			
		Offer members appropriate direction regarding the mentoring process	Offering feedback to mentors			

Current Action Items

Due Date	Action Item	Status	Who's Responsible
2-28-13	Submit CRF for Lincoln Certificate Programs	In Progress, just given program titles and dates	Michelle
3-1-13	Solicit interested members for March/May CPLP study groups	Have 1 confirmed interest and 2 possible	Erick
2-28-13	Research Master Trainer option for members	In progress	Erick
3-1-13	Developing survey to gather data on the current mentoring experience and interest	In development	David

BOARD MEETING REPORT

2013
VP Finance



Celebration & kudos

FYI

- Budget Reports through February will be distributed by 3/14.

Decisions

- National is offering Chapters a chance join a group liability insurance policy with \$1,000,000 in coverage for \$462 per year. We currently pay \$497 per year and have \$2,000,000 in coverage. Based on our cost and coverage, we will not join the group policy.

Items up for Vote

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Strategic Goals:

Goal	Q1	Q2	Q3	Q4
Maintain 12-18 Months of Reserve Funds	Provide budget reports to Board, vote on budget overages of \$100 of more, invest/spend funds wisely	Provide budget reports to Board, vote on budget overages of \$100 of more, invest/spend funds wisely	Provide budget reports to Board, vote on budget overages of \$100 of more, invest/spend funds wisely	Provide budget reports to Board, vote on budget overages of \$100 of more, invest/spend funds wisely
Reinvest funds into membership				
Develop a sound budget, in place by January of each year	Vote to implement 2013 budget			

Board Report, continued

Current Action Items

Due Date	Action Item	Status	Who's Responsible
Ongoing	Provide monthly budget report to all Board members	Completed through 1/2013	Lindsey
1/11/2013	2012 Numbers to April for CORE submission	Complete	Lindsey
1/21/2013	2013 Budget Complete & Posted on Website for Membership	Complete	Lindsey/Melissa
3/31/2013	Implement external review recommendations	Of the 4 actionable recommendations, 2 have already been completed.	Lindsey
3/31/2013	Determine status of CD funds	Open 9 month CD with \$35,000 – ok'd at Jan mtg	Lindsey
3/31/2013	Open Scholarship Fund Account		Lindsey
4/15/2013	File 2012 Taxes	All required documents have been passed to JoAnn Henke, CPA	Lindsey

BOARD MEETING REPORT

2013
VP of Marketing and Communications



Celebration & kudos

- Thanks to Jen Labrie and Beth Sanborn for pitching in last month and assisting me with various tasks as I transition to my new job. Can't tell you how much I appreciate it!

FYI

- **Articles this month:**
Jen Labrie
Jon Titus
Shelly Whittaker
Michelle Kosmacek

Decisions

-

Items up for Vote

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Strategic Goals:

		Goal	Q1	Q2	Q3	Q4
VP of Marketing & Communications		Market a different member benefit (career resources, mentoring) each month.				
		Promote ASTD National events and benefits to encourage Power of 2				

Board Report, continued

Director of Communication		Develop a committee of individuals to assist and provide depth to the type of information and articles ASTD NE communicates internally and externally.				
		Organize and construct a Succession Plan by selecting individuals to coach and mentor. Develop 1-2 willing members who have the interest in being the Director of Communications				
		Actively communicate with Programming and Events committees (board members) farther in advance to ensure we are advertising and marketing more individuals. This will assist in multiplying the numbers of attendees.				
		Solicit articles from random ASTD NE members to tell us about their learning experiences within their corporations, or even allow them to write on a topic that they find compelling to share with other adult learners.				
		Provide follow up articles from programs/events that include interviews and testimonials from attendees.				
Director of Website		Create Links on the home page to direct members to helpful resources				

Board Report, continued

		Add Pictures of the people to contact for more information				
		Create a form for volunteering - (Get rid of events- Form go to the Director of Membership)				
Director of Marketing		Develop table toppers, each month it would change depending on the topic				
		Staff the marketing table with board members from appropriate team				
		Direct anyone who is interested in volunteering to the marketing table				
Director of Social Media						
		Increase followers/members on Twitter, FB and LinkedIn by 10%				
		Expand the use of Pinterest in our Social Media reach				

Current Action Items

Due Date	Action Item	Status	Who's Responsible
3/21/13	Articles due for April newsletter	Write an article based on the monthly event, write an article about the services that your team provides to members, share your special knowledge or skills, provide advice to new workplace learning professionals, write about services provided from ASTD National, share a blog or helpful resource that you've used recently. Articles can be short and sweet. Thank you for	Jen Labrie Jon Titus Shelly Whittaker Michelle Kosmacek

BOARD MEETING REPORT



March 2013 Board Report
VP of Membership
Ralph Wojcinski

Celebration & kudos

- Welcome to Rose McKelvey, our new Director of Membership! With her acceptance of this position, the Membership Team positions are all filled.

FYI

- 294 active members as of February 28, 2013
- 115 National Members
- CORE: 39.12% (40% is the 2013 goal)

Decisions

-

Items up for Vote

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Strategic Goals:

- Student and corporate memberships to make up more than 15% of total memberships.
- Annual membership drive that increases membership by 10%.
- Exceed the 50% joint membership requirement for 2014 in 2013.

		Goal	Q1	Q2	Q3	Q4
VP of Membership	Ralph Wojcinski	Member Retention/Drive: Obtain testimonials from national members regarding the value of their membership. Partner with communications team to use as marketing tool.	TBD	TBD	TBD	TBD
		Member Retention/Drive: Focus on recruiting new members, retain members with lapsed memberships, and track CORE compliance; encourage members to take advantage of the Power of two.	TBD	TBD	TBD	TBD
		Personal/Professional-National Tools: Utilize national	TBD	TBD	TBD	TBD

Board Report, continued

		website frequently to discover what's available to member and chapter leaders. Share knowledge with members and board members.				
Director of Membership	Rose McKelvey	Member Retention/Drive: Promote discounted guest attendance and select two monthly sessions to advocate.	TBD	TBD	TBD	TBD
		Community/Volunteer Pipeline: TBD	TBD	TBD	TBD	TBD
		Personal/Professional-Member Retention/Drive: TBD	TBD	TBD	TBD	TBD
Director of Career Resources	Libby Guthrey	Member Retention/Drive: Complete benchmark study of successful chapters who achieve min 40% CORE. (Start with Chris's advice, place phone calls, report back to board)	TBD	Encourage board members to bring one non-member to a program. Offer a discounted rate for non-members and advertise.	Utilize volunteers to bring in others from their areas/company. Communicate discounted rate (if approved)	TBD
		Personal/Professional-Career Resources Utilization: Increase career resources use by min of 25% by end of year. (Speak to Melissa about Constant Contact)	TBD	Include career services reminder in concierge email and submit a slide for program PPT to run in the background. Possibly send out a separate communication.		TBD
		Personal/Professional-Member Drive/Retention/CR Utilization: Increase marketing efforts to students and transitional member's career resources available services. (Write article for newsletter, work with colleges/universities).		Leverage career resource services to advertise to college students for membership.	TBD	TBD
Director of Engagement	Jon Titus	Membership: Support and advance member's career development	TBD	TBD	TBD	TBD
		Profession: Demonstrate the value of the Workforce Learning and Performance profession	TBD	TBD	TBD	TBD
		Community: Provide service to our community to				

BOARD MEETING REPORT

2013

Past President: April Kassen



Celebration & Kudos

- Congrats on having a full Board!!!!

FYI

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Decisions

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Strategic Goals:

Goal	Q1	Q2	Q3	Q4
Build & Sustain Strong Succession Plan: Meet with Board Members to develop/coach them in preparation for key events.				
Build & Sustain Strong Succession Plan: Review job descriptions and provide all future Board members and Committee Members with clear role expectations.				
Build & Sustain Strong Succession Plan: Meet each month to discuss progress on committees for each team.				
Member Engagement: Conduct quarterly meetings with past presidents. Keep them informed and involved in the chapter.	Completed. 11 past attended. Made announcement about goals for 2013 and membership option change.	April	July	October
Member Engagement: Create Learning Leader SIG. A new SIG specific for members leading the learning initiatives within their organizations. (Manager and above)				
Chapter Management: Submit CORE for 2012 (Due January 31 st , 2013)	completed			

BOARD MEETING REPORT

March 2013

President Elect Shelly Whittaker



Celebration & kudos

- Amazing turnout for the February program. Great job!
- Wonderful additions to the website. Keep up the good work Beth!
- Great job to everyone on newsletter submissions.

FYI

- Looking to schedule the first board social of the year. Be watching for an email on possible dates.

Decisions

-

Items up for Vote

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Strategic Goals:

Goal	Q1	Q2	Q3	Q4
Meet each month with Executive Committee to discuss progress on committees for each team.	Met 1/8/13, 2/12/13			
Meet with a Director a month to get to know them, discuss questions, concerns, and provide information.	Scheduling			
Review job descriptions and provide all future Board members and Committee Members with clear role expectations.				

Current Action Items

Due Date	Action Item	Status	Who's Responsible
Ongoing	Scheduling director meetings with each	Met with Erick and Jen. Meeting scheduled with	Shelly

BOARD MEETING REPORT

February 2013

President, Chris Hitchcock



Celebration & Kudos

- Congratulations to Rose McKelvy as we welcome her onto the board as Director of Membership!

FYI

- The first three board members to form a committee of at least three members will earn a free Monthly Professional Development and Networking Event.

Decisions

- Verbiage regarding recruiting members outside of our geographical area was taken out of the Operations Manual. Glenda will continue to help us when potential members apply. If a member would be better served by a closer Chapter, she will advise them but we will not turn members away based on geography

Items up for Vote

Strategic Goals:

Goal	Q1	Q2	Q3	Q4
Build and sustain a strong succession plan for the Chapter's future	Jan: working to fill the board Feb: board filled			
Individual Goals	Q1	Q2	Q3	Q4
Meet each month to discuss progress on committees for each team.	Jan: no committees Feb: committees beginning to form for Programming			

Board Report, continued

	and Membership			
Meet with each VP monthly to maintain and keep current of team activities and projects.	Jan: done Feb: done			
Review job descriptions and provide all future Board members and Committee Members with clear role expectations.	Jan: not started Feb: Pati is working on a template			

Current Action Items

Due Date	Action Item	Status	Who's Responsible
3-12-13	Executive Council Meeting	Completed	Chris
3-28-13	1:1s with each VP	All scheduled	Chris
3-12-13	Action plan for Job Description Edits	Pati offered to take it on	Pati and Chris
3-12-13	Collect changes to Ops Manual and pass on to Pati		Chris
3-31-13	Action plan for 2014 Big Event	Potential Chairperson identified-Ericka Juno	Chris

BOARD MEETING REPORT



2013
VP of Programming

Celebration & kudos

- What a great month. Eighty registrations for the February session.
- Programming committee formed and volunteers in place to assist with upcoming programs.

FYI

- Jen Wichern cross training on VP responsibilities for back up to Stefanie

Decisions

Items up for Vote

- SIGs / GIGs Operating Procedures.

Strategic Goals:

	Goal	Q1	Q2	Q3	Q4
VP of Programming	Track attendance throughout the year. Demonstrate number of active members.				
	Increase annual attendance by 5%				
	Draft of 2014 speaker schedule by July1, 2013				
	Identify and Summer Social Venue				
Director of Programming	Present a National Awareness piece once per quarter.				
	Work with VP to create a Programming Committee dedicated to assisting with Monthly Programs.				
Director of Special Events	Establish SIG / GIG operational procedures – Q1				
	Identify 1-2 strong SIG topics and leaders – Q1				
	Implement SIG / GIG – Q2				
	Implement SIG / GIG – Q4				

Request for Vote

If you have an idea to improve an existing policy or procedure; or you would like to do something for the Chapter that will require going over budget by \$100 or more, please make a request to be put on the agenda for the board meeting by turning this form in with your board report.

Be as specific as possible as the information will be in the board meeting minutes and the Operations Manual (if applicable) verbatim from this form.

Ensure your proposal is in line with our Chapter By-Laws. A change in By-Laws will require a majority vote of the entire Chapter.

[Proposal Title]

Proposal sponsor(s): Jill Banaszak

Proposed change/expenditure/procedure/policy:

Scholarship funds

The purpose of the ASTD Nebraska Julie Durmaskin Professional Education Scholarship Fund is to encourage the professional development of ASTD Nebraska members. Applicants must be current members of ASTD Nebraska and demonstrate a financial need.

A maximum of \$400 will be awarded to applicants based on need. The following qualify for scholarships:

- ASTD Nebraska programs that exceed \$100
- ASTD National conferences or certificate programs
- WLP-related courses from accredited educational institutions
- WLP-related courses or certificates

Procedure:

- Applicants must complete and submit the application form www.astdnebraska.org/scholarshipApplication to the VP of Education.
- The VP of Education forwards it to the Executive Board of Directors for review and potential approval.
- A majority vote of the Executive Board of Directors will approve or deny the application.
- The VP of Education will inform the applicant of the decision.
- If the application is approved, a check will be sent to the applicant for the approved amount.
- The approved applicant must be willing to write a newsletter article to share what they learned from the Professional Development experience.

Reason for proposal:

The current scholarship policy doesn't include the last four bullets. Adding the last four bullets add specificity and clarity to the process.