

ASTD Nebraska Board Meeting

Meeting Minutes

March 21, 2014

Present: Shelly Whittaker, Ericka Juno, Jill Banaszak, Mike McIllece, Kim Whiteside, Kathy Swensen, Jon Titus, Kay Scott, Krishna Clay, Jen Labrie, Michelle Anthony, Karen Wegner, Chris Hitchcock, Pati Carr

Absent: Lesa Deeker, Ralph Wojcinski, Jen Wichern, Jill Idelman, Pari Smart, Alex Latty-Bata

Next meeting: April 18, 7:30 at Security National Bank (101st & Pacific)
March board report due by April 8th.

Discussion

- Shelly
 - Terry Lee couldn't make it, but he did say the thing most valuable for him with his presidency was his networking with the board and TI
- Partnership Team – Chris Hitchcock
 - As a chapter, we sent a letter to National, as a result, the partnership team was created
 - Goal of team is to explore ways to make a true partnership between ASTD and the chapters
 - National is going to create a rough draft of plan for working with joint membership – that was late February, we are still waiting to see the plan; Chris sent email yesterday asking where the plan was
 - They had been asked to sign a confidentiality agreement – Chris expressed concerns that this was not her style – she is supposed to stay away from specifics
 - Next meeting is not scheduled yet
- Trainers Institute – Jon and Mike
 - June TI timeline (see handout)
 - Looking for two people with a lot of experience in classroom training
 - Will submit CRF to marketing to build an ad looking for facilitators
 - Jon will be sending out an email about getting participants
 - Time to start getting participants – Jon is looking for volunteers (8-10 people) to call out to some contacts in the industry about the changes to TI this year
 - Even if you don't want to make the calls, be thinking of contacts you have that they could call
 - Jon & Mike will be working with Marketing to create materials (i.e., branding, flyers, mailers, etc...), they will submit the CRF soon
 - Jon will be sending out basic details (i.e., 4 afternoons, in June, cost, general topics, etc.)
- New business
 - Team Status – Shelly Whittaker
 - Team status as a chapter has gone from large to medium
 - Essentially, it means Wendy is our chapter relations manager, not Brandon

- CORE membership as of Dec 31st, not largest CORE number for the year, decides large or medium status
 - To be a large chapter next year, your membership number has to be 350 or greater
 - LinkedIn Membership to ASTD NE group – Kim Whiteside
 - LinkedIn members do not have to be chapter members
 - Kim noticed recently we had a backlog of people wanting to be members
 - Since they don't have to be members, then Kim just approves
 - We are open so Lincoln and other chapter members can join us and know what is going on with the chapter and attend our events
 - If a non-member is in our LinkedIn account, then we could have people selling to our members
 - If we do accept somebody and they try to sell stuff, Kim can remove them from the group
 - Kim will look to see if there is a disclaimer she can add about this not being a group to be sold to (i.e., no selling from the podium)
 - Kim will make sure our policy is document
 - Summer Social – Kay Scott
 - Last year – July, Sempeck, 38 people, on a Sunday
 - This year – June or July, Sempeck, on a Saturday
 - Kay will send email with possible dates
- President – Shelly Whittaker
 - Break up into teams and talk about goals – 20 minutes
 - If you are not updating the goals on the board report each month, please do so
 - Are you on track? Falling behind? Do you need to adjust some of your goals?
 - Chapter goal – optimize value of ASTD membership for our members
 - So far this year:
 - Free holiday social in January
 - HRCI credits
 - Updates to newsletter and website – more resources, more informative
 - Two TIs
 - Concierge program – make sure you are speaking about the April program, we really need to have 40
 - Resume reviews
 - In the works:
 - Grow our job board on the site
 - Promote networking
 - Mentoring program and resources
 - Summer social
 - Student SIG – plan is to have different companies to host the SIG, win/win for students and company
- Social media – Kim Whiteside
 - In ASTD National social media toolkit, we are an example of what to do with social media
 - Kim has been researching how to use tools
 - Use social media less for information and announcements and more for creating a community that people are engaging into
 - Kim has put together a preliminary plan to incorporate some of those ideas, meeting this weekend to put final touches

- Next month will present a plan of engagement to get our members to participate on our social media site – more social, less media (i.e., selfies)
- Will use information from 2013 survey – what social media are they using, what information do they want on the social media?
- Kudos to Kim for looking back at the 2013 survey
- How would you as the board like to engage in or use social media?
 - Looking for nuggets of information
 - Get people to transition from using email to find information from their network to using social media
 - What's going on with the chapter
 - We were the first to use Pinterest – Marketing should submit an SOS for this
 - Consider providing “how to” information for the settings
 - We review resumes, we should also offer to review LinkedIn profiles and social media presence
 - Brand as a campaign – “Putting the social back into social media.”
 - Extra raffle ticket for liking our facebook page on the spot.
 - Here's our hash tag – be tweeting!
- Send other ideas to Kim or share them on social media
- Last minute wrap ups
 - Next Thursday, new board member orientation, 5:30, here at the bank
 - Never too early to be thinking about ALC – one way to send more people is to have more presenters, each team should submit an RFP to present, be thinking of innovative ideas to present; if you are interested in going, Jill will be reaching out, it is in Washington DC, early Oct (9-11) – Fly out Thursday, fly back Sunday; chapter will help defray costs if your company won't
 - Jon is now employed at Bellevue University – Director of Continuing Education
- Next meeting April 18; breakfast provided by Education Team
- Thank you Membership for the awesome breakfast today