

ASTD Nebraska Board Meeting

Meeting Minutes

May 16, 2014

Present:

Executive Council: Shelly Whittaker, Chris Hitchcock, Jill Banaszak (via phone)

Finance: Krishna Clay

Communications and Marketing: Pati Carr, Jennifer Labrie, Ben Tiefenthaler, Kim Whiteside

Membership: Ralph Wojcinski, Karen Wegner

Education: Jon Titus, Jill Idelman, Michelle Anthony, Mike McIllece

Programming: Jennifer Wichern

Absent:

Executive Council: Ericka Juno

Communications and Marketing: Alex Latty-Bata

Membership: Kathy Swensen , Lesa Deeker

Programming: Kay Scott

Next Meeting: June 13th, 8:00-5:00 Board Retreat Mahoney State Park

June board report due by June 6th.

Unfinished Business

- Update on Trainer's Institute from Jon and Mike
 - 90% of the way done getting the TI Foundation ready.
 - 7 facilitators have been enlisted. Some will speak for one hour some will speak for a couple of hours. Jon and Mike are looking for a couple of more to round out the speakers. Speakers who have agreed to help include: Karen Dwyer, Bobby Brumfield, Ralph Lassiter and April Kassen.
 - Location: Nebraska Methodist College seats 22. 90th and Dodge.
 - Dates: Tuesday July 8th-Friday July 11th. Noon-4.

- The Education Team is working with employers to send their teams and individuals who are considered beginners. Chris, Shelly, Kay, Mike and Jon will make calls to employers to garner interest.
- Jon reported that if we have 2 participants, we will be able to cover our costs.
- TI Foundations does not supplant TI in the fall. If a beginner has more experience and attends TI Foundations as a refresher or has a couple of years of experience, they may want to attend both.
- Marketing should start today on the website.
- Prices are:

	1	2	3	4	5 or more
Early Bird Member	\$699	\$1198	\$1647	\$2046	only \$450 per person!
Early Bird Non-member *	\$774	\$1348	\$1872	\$2346	only \$510 per person!

* each non-member registered will receive a one year local membership

	1	2	3	4	5 or more
Regular Member Registration (7/2 to 7/8)	\$749	\$1298	\$1797	\$2246	only \$500 per person
Regular Non-member Registration*	\$824	\$1448	\$2022	\$2546	only \$560 per person

* each non-member registered will receive a one year local membership

- Same cancellation as monthly program.
 - Membership is included in the price of a non-member purchase.
 - Jon asked us to use “Remember the TI!” in the same tone as “Remember the Titans” as our motto for promoting this event.
- HRCI is no longer affiliated with SHRM. This shouldn’t have an impact on our HRCI programs.
 - Pari Smart has resigned as Director of Programming.
 - **JEN WANTS A MAN** as director! Our last 3 Directors of Programming have become pregnant during their terms. ☺ In seriousness, any great qualified candidates will be considered. A blurb will go on the website and a message to Concierges to relay to their members will be helpful.

New Business

- Concierge Program
 - Ralph looking for feedback to see if it’s still a viable program.
 - Most agreed that knowing your members personally helps with success. If you know members personally and would like them on your concierge list, let Karen know.
 - Jon had success finding volunteers and members with his concierge members.
- Jill I. feels terrible she didn’t get the memo about wearing K-State colors since there were 4-5 board members wearing purple. She has shamed her school and will wear the Wildcat colors every board meeting from here forward.
- ATD Transition

- Tony Bingham announced that our organization will be ATD-Association for Talent Development rather than ASTD-American Society for Training and Development.
 - Jill Banaszak represented us well and got up in front of an international live and virtual audience to ask a question during the big announcement. She asked what the expectations are for the chapters to make a change in terms of time. We will have one year. There was a more controversial follow-up question from Chicagoland on the financial burden chapters will take on through re-branding efforts.
 - Timeline
 - We have one year but Shelly's proposal is to make the change this year.
 - Information was sent out on the checklist and Shelly asked the board to review and provide feedback to her on what's missing and where we should start.
 - Chapter Brand Ambassador
 - Helps to coordinate all these changes.
 - Asking for a volunteer to become Chapter Brand Ambassador.
 - Not necessarily a board member.
 - Chapters are asked to choose a time frame and ASTD is suggesting a 60-90 day window to implement.
 - Jennifer Labrie suggested we use our 55th Anniversary Party in December to bid farewell to ASTD and to welcome ATD.
 - Kim Whiteside asked if we should keep track of our costs. We agreed to do so.
 - When looking at the checklist, we need to find priority items and identify potential costs.
 - Kim wondered if there has been enough push back and we that we will have to change our banding again. That is not the feeling we got at ICE. The main push back has been that chapters were not involved.
- Education and Teach Backs—Wendy Leedy, Chapter Relationship Manager ATD Questions and answers

Wendy started with some overall advice for our chapter regarding the re-branding project:

- Chapters have a year to make the brand transition.
- Create a timeline by looking at the Chapter Branding Checklist.
- Be mindful of your resources and time.
- Check out Chapter Branding Hub. ASTD.org/chapterbranding. This site is being updated frequently. There are: talking points, access to chapter messaging, partner messaging, model by-laws, etc.
- Appoint a Chapter Brand Ambassador. President and President-Elect will be primary communication points but a Chapter Brand Ambassador will also receive all the communications.
- Announcements will be made via social media.
- Use the Governance job aid. It gives guidance on how to use your trade name during the transition.

- If chapters are experiencing a financial hardship, ASTD wants to know what is causing this. Chapters should keep track of expenses and report what they are spending to ASTD.
 - The Implementation Checklist is very helpful! URLs need to be “TD.chaptername.org.” ATD.org was taken by the American Truck Drivers.
 - Whatever works best for the chapter in terms of using new logo is what ASTD recommends. Make sure you leave old logo up as well through the transition. Have language that helps members know there is a change. ASTD cannot provide a transition logo so chapters are responsible to do so on their own.
 - There will be a significant period of education with members and partners. Some ideas from other chapters include: open house, a kick-off event, putting out some sort of message to acknowledge the change.
 - There are no legal ramifications in using the new logo.
 - An affiliation agreement addendum will be put together and send out in the next week or so.
 - We don’t have to wait for change to by-laws or sign the affiliation agreement addendum before using the logo.
 - A podcast is being put together.
 - On May 30th there is a special conference call at 1:30 Eastern hosted by Tony Bingham. Jennifer Hummel will join to answer governance questions.
 - Talent Development is currently woven into the competency model, so no changes will be made at this time.
 - Wendy appreciates our concerns about the membership model and said our feedback was taken into account to try to make it easier this time.
 - Wendy is available for future help either as a board or one-on-one.
- Retreat Friday June 13th Mahoney Park.
 - Kay will be in Puerto Rico for the retreat...we would like to take the retreat to her but the funds just won’t allow.
 - Let Shelly know if you cannot make it as she needs to let the guard at the gate know so the chapter can pay for park stickers if needed.
 - Jon implored the group to register for the June Program. Chris agrees!

Action Items

1. Think about good candidates for Director of Programming and start talking to them about applying now.
2. Let Karen Wegner know if there are any members who should be added to your Concierge List because of a personal connection.
3. Go to chapter branding site. Attend Tony Bingham session on May 30th at 1:30 Eastern. Go through checklist and send an e-mail to Shelly with anything that needs to be added by next Friday.

4. Register for the June Program to support Jon and Chris.
5. Let Chris know if you have a Nebraska Park Sticker or are interested in getting one so we can carpool to Mahoney.
6. Remember the TI!