

ATD Nebraska Board Meeting

Meeting Minutes

November 21, 2014

Present: Shelly Whittaker, Ericka Juno, Jill Banaszak, Chris Hitchcock, Michelle Anthony, Krishna Clay, Pati Carr, Ralph Wojcinski, Jen Wichern, Jon Titus, Amber Hutchinson, Kristi Rutledge, Elizabeth Prochazka, Jen Labrie, Karen Wegner, Jill Idelman, Ben Tiefenthaler, Lesa Deeker, Kathy Swensen, Sandy Knowski

Absent: Kim Whiteside, Mike McIllece

Next meeting: December 19, 2014; back at bank
December board reports due to Ericka by December 9th
Breakfast – Executive Council

Discussion

Unfinished Business

- **Trainer's Institute Update – Jon and Mike**
 - TI ended up with \$4800 in revenue - about 5% lower than last year
 - Spent less than budgeted
 - Education team will only plan on 1 delivery next year
 - More experimentation may come next year, but we will need to plan better
 - In a great position next year with Stephen taking over
 - We averaged 8-9 people per session, would like to average 15 or more
 - Economy was a factor
 - Creative pricing and incentives will be considered for next year
 - TI is a big part of who we are and what we offer the community
 - Started planning for next year; reaching out to leaders for opinions about next year
 - Recommendation - topic by day - morning more introductory, afternoon more advanced, allow purchase of ½ day or whole day
 - Pricing between programming and TI - programming \$120 for full day with national speakers; TI \$150 for ½ day for local speakers; should be a bit more consistent

- **ATD Transition – Jen and Shelly**
 - Shelly has not received the national addendum to sign
 - Chris is following up with the Secretary of State
 - Goal is to have governance stuff done by end of year; website will be ongoing; chapter forms need to be updated too
 - Update Jen as you finish tasks; Update Krishna with time and money spent
 - Jen will send the update out to everybody

SEND Newsletter articles for December!!!

- **ELW Week – Jon**
 - Monday (11:30-12:30) - Member benefits
 - Tuesday (11:30-12:30) - CPLP
 - Wednesday (12:00-1:00) - What happened last year, how to prepare for next year
 - All events are free; at the Millard Branch Library
- **55th Anniversary Extravaganza - Chris**
 - Friday, Dec 5th; red carpet picture taking, magician, dinner, awards, Jill I as MC
 - 38 people registered
 - Gina from ATD National, coming from DC to see us, will speak that night, bringing ATD swag also

Lunch with Gina at 11:30 on Dec 5th

New Business

- **Polling Functionality – Membership Team (Karen)**
 - Karen sent email with links and pass out handout
 - Thank you Ben for helping
 - Ben will look into tracking traffic on the website (i.e., how often is job bank page gone too) - good thing to talk about in an article to engage learners
 - Survey Monkey is provided by Glenda
 - Everybody is OK with this
 - Process for how to do this - frequency of changing questions, who updates survey

- **Lincoln & Mutual Programming – Jen**
 - Lincoln chapter town hall - disband, GIG for Omaha, or get more involved - hope is Chapter will continue
 - Working with Kaylea Dunn to pool programming resources for next year; both promote heavily; they are going to heavily promote our February program with Tom Kuhlman; have not discussed if profit will be split, this discussion will come after town hall
 - Will also work with Lincoln to make sure we are not scheduling similar programs too closely or programs on the same days
 - Good times to do this would be summer social when we don't have a program, during TI
 - Will discuss this again in February after Lincoln has town hall
 - Polling question - would you be willing to drive to Lincoln for a program event
 - We should be cross promoting

- **Tom Kuhlman Vote – Jen**
 - Feb 10-11, all day both days, you can attend one day or both, travel + 50/50 split
 - Lincoln charged \$179 a day or \$350 for both days; Tom suggested \$299 a day
 - Day one - interactions, how do I make elearning interactive (only showing storyline or ppt development)
 - Day two - here is storyline 2, building/creating in storyline
 - Skillpath has a competing event on Feb 10
 - Tom would prefer 40 people, just did Denver and they had 150 people, that was chaotic
 - Chamber of Commerce - can they help with marketing?
 - VOTE - 1 opposed; rest in favor; passed

- **Interpreter Vote – Chris**
 - ASL interpreter, \$112
 - VOTE - all in favor; passed