

ASTD Nebraska Board Meeting

Meeting Minutes

October 18, 2013

Present:

Shelly Whittaker, Lisa Hayes, Chris Hitchcock, Ericka Juno, Jill Banaszak, Ralph Wojcinski, Michelle Anthony, Jen Wichern, John Titus, Jen Labrie, Erick Dragsten, Stephanie Shanahan, Michelle Kosmacek, Beth Sanborn, Cathy Swanson, Lisa Deeker

Next meeting:

December 20, 7:30 at Security National Bank (101st & Pacific)

Discussion

- Guest - Lisa Hayes, Past President, 2003
- Announcement – Stephanie Shanahan is stepping down, as her work has become more demanding. Jen Wichern will be taking her place immediately, Stephanie will continue to come to as many events she can
- Membership – Ralph Wojcinski
 - 2 people interested in becoming members, 1 interested in being a board member
 - 3 people interested in CPLP next year
 - Increase in lapsed memberships 377 total members, 111 are lapsed – increasing every month – team will be presenting a survey idea for 14 days after a membership has lapsed
 - Lapsed membership survey discussion
 - Lisa D. passed out copies of emails that go out to members 2 weeks before, 1 week before, day of, 1 week after, and 2 weeks after membership is due – would like to substitute a survey at the 2 weeks after membership lapsed instead of the email – only 4 questions and free form response
 - Should the 1st email go out sooner? It takes 30-60 days for some companies to approve and process invoices. 60 days before, 14 days before, day of, 14 days after, 30 days after.
 - Add to email the option of opting out of notifications.
 - Change 1st survey question to “are you in the process of renewing your membership?” or something like that.
 - Add survey to after 14 and after 30 – survey tool will recognize if they have already completed it
 - Need to keep track of return rate on survey – then consider ideas for how to increase the response rate
 - How many lapsed people don’t renew? Is it possible they are just slow in renewal? Ralph will look into those numbers.
 - Lapsed member is disengaged – it is very easy to ignore an email, consider using concierge program to get the survey data – makes data gathering harder, but it is a human touch point – concierge could enter the information into the survey as they ask the questions
 - Still some details to work out
 - Retreat will include some information about how to look up your people in the concierge program – Jon will have the information typed up
 - Membership drive brainstorming – Kathy
 - Attract new members, win back lapsed members
 - Why do you join memberships? It has something to offer, people are nice to you, somebody from your work invited you

- Invite 5, testimonials, reinforce company support of membership (i.e., email to supervisors saying thanks for letting your employee do this), new member spotlight
 - Other ideas? Email the membership team.
- Programming – Jen Wichern, Stephanie Shanahan
 - 15 attendees to 1st GIG last month in Sioux City, next meeting Jan 14th; don't have to be a member to join the GIG; considering doing this once per quarter Looking at having a SIG here in town; help to engage members in a networking event
 - Working on finalizing contract with Scott Conference Center – needs to compare last year's contract and this year's contract – making sure there is not a price change; should be \$17 per plate
 - Thank you to everybody for helping reach out to potential 2014 presenters; currently have 5 programs, still need to fill 5 spots; have 3 with workshops, so only need one more with a workshop; following up with those who have expressed interest but not submitted an RFP
 - Needs to start talking to Kay about winter social. Won't be in December, January 2013 had a good turn out; about the same as 2012 December event.
- Education - Jill Banaszak
 - Succession planning is going well. Still working on director of education position.
 - TI
 - Going really well
 - Facilitators and people are very engaged
 - 1st week evaluations are starting to come in, the comments on paper are a little harder than the verbal feedback, but that is ok
 - Next week will be a big week with the elearning session – April will come in and speak to power of 2 and CPLP
 - Coming in at about \$9000 profit for the event
 - CPLP group is having success
 - Employee Learning Week is coming – 1st week of December – Top 10 will be the theme, be looking for emails from Jill asking for ideas
 - Governor will do a proclamation for Employee Learning Week
 - Getting the most out of your membership – a session by Ralph
- Marketing – Jen Labrie
 - See board report for update
 - Articles due by October 23 – please submit to Jill
 - Beth will send out a test email – not everybody is getting board emails
 - If you are doing something – ask Marketing if they can help
 - Shelly asked that Marketing be looking at a special logo for our ASTD Nebraska 55 year
- President Elect – Shelly Whittaker
 - ALC next week in Washington DC
 - Chris, Shelly, Jill, Pati, Jon, Ralph, and Jen are going to ALC – leaving early Thursday morning coming back late Sunday
 - Membership survey – today is last day to complete the survey; will be looking at the results at the retreat
 - Glenda sent out nomination survey for awards – these are presented at the winter social; voting will happen in November
 - Still seeking 4 directors for next year – ask Shelly about open positions; continue to talk to people about the positions; would like to have them filled by the end of October so that these people can come to Fall Retreat
 - Fall Retreat is Nov 8 – 8:30 to 5 pm at the Amazing Pizza Machine in Millard; RSVP to Shelly
- President – Chris Hitchcock
 - Vote – verbiage in ops manual and bylaws is not specific about who goes on the ballot for the board; in bylaws it talks about a slate of officers, but isn't specific

and that is OK; but the ops manual is not specific – sent a request for vote out to update language to make ops manual more specific about how the voting works and who is on the ballot – vote passed all in favor, no opposed

- Chris challenges us all to nominate at least one person or organization for the three awards being voted on; even just a nomination is an honor for the companies and people
- Thanks to everybody for all your hard work this year! You have all made a difference.
- Lisa Hayes
 - Applauds chapter. It is a strong chapter because of the volunteer spirit of the board. She hopes your managers all know what a great contribution you are making.
 - She is excited to see the strong succession planning in progress.