

## **ASTD Nebraska Board Meeting**

### Meeting Minutes

September 20, 2013

*Present:* Shelly Whittaker, Chris Hitchcock, Ericka Juno, Pati Carr, Lindsey Wedel, Brett Barrington, Michael Merrit, Ralph Wojcinski, Jon Titus, Jen Wichern, Kathy Swensen, Jen Labrie

*Next meeting:* October 18<sup>th</sup>, 7:30 at Security National Bank (101<sup>st</sup> & Pacific)

---

### **Discussion**

- Michael Merrit, National Advisor to Chapters and Past-President ASTD Nebraska and Lincoln
  - Discussed changes in the National memberships
    - Be thinking about how to lay out your membership page on the website, consider linking to national site
    - Study FAQs on the Engage page
    - Make sure Glenda is up to date on changes
    - National will be putting together marketing materials to help communicate/explain the new changes
    - If you renew before Jan 1 you get this years' membership rates
  - Michael left at this point.
- Concerns to report to national about the membership changes
  - Not in the budget (chapter, company, individual), timing and communication to membership, no marketing materials available, perceived value (what am I getting)
  - Chris plans to do a unified response as a chapter, but the more they hear the better
  - Please ask your employers if they are going to continue paying your National memberships next year so we can budget cost of paying for the board members who don't have employer support

Chris – no old business

Vote – April did not attend the last session and doesn't think she should have to pay. At the start of the year she had Glenda sign her up for all of the sessions. April then could not go because her schedule was busy. Vote: Not excused, unanimous April will need to pay the \$20 fee.

New business –

- VP Finance, Lindsey Wedel
  - CHIP deposit was \$850 this quarter, normally it is about \$250; remember when you do anything with national enter our CHIP code 6064.
  - Insurance (for board/members) is up for renewal, decision due by Oct 4, going to check with Brandon to see if we can get a lower rate with National. Money to pay for this is already in the budget so no vote is required.
  - An attorney is reviewing the Articles of Incorporation. Once that is done, they will be put out for a vote, we reworked Lincoln's so this should be fairly well set.
- Programming, Jen Wichern
  - Unsolicited RFP voted on last month, for differences between captivate and articulate, presenter wants another \$300. If we pay \$300 more, ask him for

- teaser hints to increase participation and/or video clip for marketing. Vote: 4 no, 2 yes. If he is still interested ask him for the promo anyway.
- Jen has reached out to other chapters for program ideas. We are still looking for RFPs for next year. Ideas: April Kelly from LinkedIn (author). Gallup Strengths Finder. Ask UNO/UNL about technology (Jon will look into this).
  - We need to reach out to other chapters to see if they will share what they are paying for speaker fees. Are we in line with other chapters?
  - Jen will send an email out with the rankings of the areas of interest for our members.
  - Still no new information on the Scott Conference Center. Dates are available, but we don't know if prices have gone up.
  - VP Marketing & Communications, Pati Carr
    - Looked at last couple of years of TI participants to see if they could get out information on value of attending TI. We still have a few seats open, be speaking up TI.
    - If there is something going on, please touch base with Pati, don't assume she will know to do something for you.
    - Looking to change CRF form a bit to gather more useful information.
  - VP Membership, Ralph Wojcinski
    - Highest total membership ever 378 people. Looks like this time next year we will be at or above 400. We have 291 active right now. Hoping to increase active membership with membership drive efforts.
    - 55 corporate members, 10 student. 22.3% of active membership. Significant because we don't offer corporate/student incentives to be joint members also, this is something we need to work on.
    - Pati will work with Beth, Jon, and Jen to update our membership options.
    - Need a policy on what is a student. Right now anybody can sign up as a student. A new policy to define student needs to be submitted by the Membership team for a vote by the board.
    - Brett volunteered to go to classes and speak to ASTD membership and programs.
    - Did we ever have a senior membership – yes, we only had 3, so we removed it from the website, if somebody asks we will provide it. Membership can decide to add it to the website if they want.
  - VP Education, Jill Banaszak
    - Left over TI information was passed around for us to share at work and with others.
    - No education members at meeting.
  - President Elect, Shelly Whittaker
    - Vote has gone out for next years' VP board members, you have till next Friday to vote.
    - Will discuss results at October program.
    - We still have openings. See Shelly for current openings list.
    - Tentative – Nov 8<sup>th</sup> will be the winter retreat.
    - Business acumen survey has gone out and been completed.
    - ALC is next month at end of October, working on setting up a get together with Lincoln members going to ALC before we leave.
    - If you have feedback on membership survey, give it to Shelly.
    - Shelly will get Brett added to the board email group.
    - Granite City, Friday 27<sup>th</sup>, 5:30 – 8:30, we provide food and fun, not drinks.
  - President, Chris Hitchcock

- Kim Whiteside updated Chris on the social media challenge from last month. Shelly and Jon have had a few things, but participation overall has been about the same. Contest is being extended another month.
  - TI challenge – get a free monthly program if you recruit 3 people to attend a paid session at TI. Just let Chris know who you recruit, it is on the honor system.
  - Speaker challenge – for every speaker you recruit, you can earn a free program. Think outside the bun☺
- General discussion
    - Education week work is in progress.