

ATD Nebraska Board Meeting

Meeting Minutes

January 15, 2016

7:30 – 9:00 AM

Next Meeting: February 19, 2016 – Centris Federal Credit Union
February Board Reports due to Kristi by February 9, 2016

Welcome / Board Introductions

Jon asked board members to share personal and professional accomplishments at the beginning of the meeting.

Unfinished Business

Contact List + Bios/Pictures – Kristi S.

Kristi requested board member pictures and updated bios to put on the ATD website by the end of the month.

- Kristi would like a more uniform look to the posted pictures
 - Recommendation to crop pictures to a square
 - 400X 400 is good resolution
- 2016 bios can be uploaded to Hinztime
- Members discussed challenges with emails
 - Recommendation to add alternate email addresses to ensure emails are coming through
 - Recommendation to find a board buddy to send needed items if working on an ATD project and your company blocks ATD emails
 - Recommendation to use Hinztime location in place of multiple emails
- Jon reminded board members of the 24-48 hour expectation in responding to ATD emails / requests

CARE – Jill B.

Jill submitted CARE requirements to ATD International before early deadline.

- Jill explained that because ATD NE is associated with ATD International, we must meet certain requirements which are reported annually (CARE)
- ATD NE is 100% compliant
- Jon reviewed a few components of CARE

Board Member Orientation– Jon T.

New Board Member Orientation will be held February 23 from 7:15 PM – 8:45 PM at the Millard Branch Library.

- New board members will learn about the following at the New Board Member Orientation –
 - General ATD NE operating procedures
 - Ops (Operations) Manual
 - General understanding of cross functional areas

Risk Assessment Updates – Jon T.

Jon solicited additional risks to be included on the Risk Assessment.

- Risk Assessment will be revisited in July (July Retreat)
- Purpose of Risk Assessment is to identify things that could go wrong in order to create contingency plans
- Jon encouraged board members to email him with any suggestions they may have

New Business

Polling Questions– Karen W.

Karen passed out a 2016 calendar to collect ideas for polling questions for the ATD website.

- Karen provided prompts to help board members come up with possible polling questions for 2016
 - Polling questions can be just for fun
 - Polling questions can help support the monthly program / chapter event
 - Polling questions can be used to gather information for a team objective
- Karen shared polling participation results
 - 25 is the about the highest participation #
 - Participation is highest at the beginning and at the end of the year
 - Request to publish results of the polling questions in the monthly newsletters to increase interest
- Karen will set up a folder on Hinztime to collect polling question suggestions

Board Member Power Membership Requirements– Jon T.

Jon reminded board members of their requirement to maintain an International ATD membership while they are on the board.

- International ATD memberships must be in effect by February 2016

- Funds are available to help with International ATD memberships if needed

CPLP Orientation – Liz B.

First CPLP Orientation meeting was held January 13.

- No attendees
 - Will plan on more marketing prior to the next orientation planned in March
 - Kim W. suggested creating a video for on demand information or doing a webinar
 - Kristi S. will find out what the web can support (possibly a short teaser video?)
- Liz will upload CPLP guidelines to Hinztime – Kristi S. will then put them on the website

Event Promotion – Amber H / Melodi S.

Jon made fast pitch for all board members to attend the ATD January program

Volunteer Opportunities – Jill B.

Jill announced that she, Krishna C. and Ericka J. will be soliciting volunteer opportunities and then working to match volunteers with those opportunities.

Three Year Strategic Plan – All

Board members broke into two groups to discuss the two three year strategic objectives and create 1 – 3 tactical plans.

- Enhance Membership
 - Ideas for promoting what we offer when new members join
 - Create video highlighting benefits for new members
 - Write a new member spotlight to post on the website
 - Welcome new members at programs and create a new member reach out program
- Build Brand Strength
 - Reach out to colleges / universities to try to find partners that can help with building a baseline (what the current strength of our brand is) & research plan
 - Reach out to marketing firms to see if they may offer pro bono or greatly reduced rates for nonprofit organizations to help us build a brand baseline / research plan
 - Begin defining what we want to discover and who our target audience should be

