

## **ATD Nebraska Board Meeting**

Meeting Minutes

September 18, 2015

7:30 – 9:00 AM

Present: Jill Banaszak, Jon Titus, Shelly Whittaker, Kristi Rutledge, Krishna Clay, Ralph Wojcinski, Jen Wichern, Amber Hutchinson, Kathy Swensen, Theresa Gan Wolfe, Ericka Juno, Sandi Knowski (phone),

Absent: Lesa Deeker, Ben Tiefenthaler, Jen Labrie-Pereira, Michelle Anthony, Kim Whiteside, Jill Idelman, Karen Wegner, Melodi Szymczak

Next Meeting: October 16, 2015 – Centris – 11825 Q Street, Omaha (Room 1122)  
October Board Reports due to Kristi by October 6, 2015

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## **Unfinished Business**

### **TI – Ralph W.**

*Ralph reported on TI classes in progress and current revenue.*

- TI is currently showing \$7,700 revenue – without paying facilitators
  - The 8+ participants per session goal has been met
  - Will likely not meet \$9,000 revenue goal
- One facilitator (Komaseck) was ill, but was able to facilitate her class
  - Suggestion that we ensure we have a contingency plan for future events
- Ralph is sending prompts to facilitators before each session to ensure everything is ready
  - Volunteers are set for remaining sessions
- Ralph is updating TI information / lessons learned for next individual who is in charge of TI

### **Learning Week – Ralph W.**

*Ralph reported that he is looking for the Governor's proclamation for ATD Learning Week 2016.*

### **Succession Planning – Ralph W. & Jon T.**

*Ralph reported that open position interviews are set.*

*Jon reported that the election ballot has been sent & will close on Sept. 26*

- Interviews are set
  - 5 applicants for 5 open positions
    - Some applicants are interested in multiple positions

- Ralph, Jill, Jon and relevant VP have been invited to interviews
  - Jill asked that Shelly W. be added as optional to all the interviews
- Krishna asked if there are other ways to send ballot for voting as some companies block access to the emails
  - Jon will check
  - Recommended solution to have Glenda personally send email for the voting link

### **Out of Office Notifications – Jill B. for Jen L.P.**

*Jill reported that there was no technical solution for the Out of Office messages not always being transmitted through the ATD mail system.*

- Question raised whether we need to set up backups for each board member through the ATD mail system
  - Jen W. shared that she has both work and personal email notification so she can always respond – even if the actual answer isn't at her fingertips
  - Discussion determined that emergencies rarely occurred
- Decision made to create case-by-case solutions based on the role and timeframe unavailable
- Announcement – Ben T. will not have Internet access until end of week – Jen L.P. will be his backup

## **New Business**

### **Continued Strategy Discussion from Retreat – All**

*Groups formed to continue building plans for two main strategic focus topics – Membership Growth and Growing Visibility and Credibility.*

- Membership Growth
  - Group will focus on growing membership participation, which will stimulate more people to join the organization
  - Actionable items
    - More non-workday activities (week-ends, early morning, after 5)
      - Will track to see if these events attract different group of people
    - Promote services better / more effectively
      - Get more specific regarding services or volunteer needs
      - Create bookmarks for advertising events
      - Have more of a social media presence
        - Encourage board members to post or at least send suggestions to Social Media Director
    - Try different quick hit events / activities to engage people differently
      - Suggestion included doing a speed table talk discussion event at a meeting

- Possible measurement includes
  - Website hits
  - Voting responses
  - Other program use
- Visibility / Credibility
  - Group combined focus areas into – Building Brand Strength
  - Actionable items
    - Get baseline by conducting two types of surveys
      - How well ASTD / ATD is recognized (can recognize ATD from a list of organizations)
        - Need to identify a group that can be repeatedly surveyed (every 1-2 years) to measure change in recognition
          - Suggestion to use membership lists from ATD, HRM, OD, etc.)
        - How aware individuals are of ASTD / ATD (can list ATD when asked about training / development organizations)
          - Plan is to use a group of exec level training professionals from top Omaha organizations (Jen W. can help us identify)
      - Jon T. has talked with two Bellevue professors who may be able to offer assistance with project next semester

### **ATD Acumen Nugget – Jon T.**

*The Executive Board will be facilitating brief ATD acumen nuggets and board meetings moving forward and Jon discussed Accounting.*