

## **ATD Nebraska Board Meeting**

Meeting Minutes

October 16, 2015

7:30 – 9:00 AM

Present: Jill Banaszak, Jon Titus, Kristi Rutledge, Krishna Clay, Ralph Wojcinski, Jen Wichern, Jen Labrie-Pereira, Kim Whiteside, Ericka Juno, Lesa Deeker, Michelle Anthony

Absent: Theresa Gan Wolfe, Jill Idelman, Karen Wegner, Melodi Szymczak, Shelly Whittaker, Amber Hutchinson, Kathy Swensen, Sandi Knowski

Next Meeting: November 20, 2015 – Fontenelle Forest Nature Center  
November Board Reports due to Kristi by November 10, 2015

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## **Unfinished Business**

### **TI – Ralph W.**

*Ralph reported on expected TI revenue.*

- TI is showing \$5,800 income with an additional \$100 left to collect
  - \$600 will go into the scholarship fund (donated speaker fees)
    - Discussion regarding the low # of scholarship requests
      - Michelle A. will write an article for Dec. newsletter
- TI met goal of minimum of 8 people per session
- Presenter feedback is available on Hinztime
  
- Kim W. mentioned that in past years ATD owned the TI content, which provided a more cohesive program
  - Other comments suggested that TI might consider having one facilitator to maintain consistency
    - Having one facilitator would also allow a better compensation package to attract a presenter

### **Employee Learning Week – Ralph W.**

*Ralph reported that the first of several Employee Learning Week learning sessions is set.*

- Ralph has secured the Governor's proclamation for ATD Learning Week 2016 – set for November.
- Ralph is building Employee Learning Week activities for Bellevue University and will get an article about it in the Bellevue newspaper
- Ralph has solicited a proclamation from Omaha mayor.
- Targeting 3-5 learning offerings during Learning Week
  - 1<sup>st</sup> session is secured – Resume Writing (at the Millard Library)

- Reminder to all board members to do something in their individual companies in celebration of Learning Week

### **Succession Planning – Jon T.**

*Jon reported that we are on target to fill the five 2016 board vacancies and the new board members will be invited to the November Retreat*

- Jen W. has met with Katie who seems to be a good fit for mentoring role
- Jen W. is meeting with Director of Education candidate, which is still open
  - Discussion regarding having co-directors for this position (multiple candidates for this position)
- Director of Programming doesn't have someone interested in it yet – not sure if current pool of candidates will yield a Director of Programming
- Discussed importance of getting anyone not selected for a role on a committee or hooked up with a volunteer opportunity

### **ALCTake-aways – Jill B.**

*ALC attendees each shared one take-away from the 2015 event.*

- Ralph liked sessions on finding free resources and preparing for the presidency.
  - [www.edsurge.com](http://www.edsurge.com) offered product reviews and all kinds of free tools and products
- Jon liked session on how to connect better with the community to highlight ATD benefits / services
  - Will check out workforce investments group – a government website
  - Would like to make ATD NE a conduit to connect businesses with ATD and other resources
    - Will attach this goal to 3-year strategic plan
    - Lesa D. suggested connecting with LRMA organization in Lincoln – they have a similar objective
- Krishna liked the session hosted by Houston ATD who shared how they sponsor an annual summit to highlight ATD services / benefits and share opportunities to volunteer
  - Ideas shared at this session support Krishna's goal to create more committees and get more volunteers – member engagement!
- Ericka also liked the session about free resources and specifically liked the suggestion to reach out to Sam's and COSCO to score samples / giveaways
  - She also shared that one chapter sponsors a Roadshow every year and suggested that we add a section to the Leading Organization Workplace Learning award application asking if they would be willing to host a program and showcase the program they are writing about in the award application
- Jen W. liked information about turning programs into workshops / events.
  - Suggestion to have program / lecture on one day and the actual workshop on a separate day to make it easier for participants to attend both if they want,

- otherwise both on the same day may be too big of a time commitment for one day
  - Also learned about finding the sweet spot on what local businesses are willing to reimburse in order to find optimal pricing structure (\$150 ??)
  - One chapter delivered a 3 day new facilitator functional boot camp facilitated by one facilitator
- Jen L.P. liked hashtag intentional and learned about using Mail Chimp for a free email service, which could meet ATD contact needs. She also learned about managing an email list.
- Jill B. enjoyed hearing about a Houston member who moved up the corporate ladder and then came back to ATD to be on the board and give back to the organization.
  - Jill was also interested in learning about a chapter that sponsors annual conferences and would like to revisit sponsoring big events for ATD NE

## **New Business**

### **Budget – Krishna C.**

*Krishna announced that budget worksheets will be distributed soon.*

- VPs are responsible for completing budget worksheets
  - Directors have input
- Krishna reminded everyone to be thoughtful when completing budgets, particularly regarding discretionary items
  - Do research to be as accurate as possible
  - Ralph will send information regarding free stuff from ALC to board so they can determine if there are free resources that can be substituted for budget line items
- Budget meetings will begin the first week of December

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

*Groups formed to continue building plans for two main strategic focus topics – Membership Growth and Building Brand Strength. Jill asked that groups have all information needed to create action plans at the November Retreat.*

- Membership Growth
  - Researching partnerships with local colleges
  - Conducting a needs assessment
  - Sending out a polling question on ATD website
  - Reaching out to Learning Leaders group for input
  - Strategically placing board members at tables at Nov. meeting to informally poll attendees
  - Kim will hashtag on social media
  - Have board members submit ideas

- Building Brand
  - Researching partnerships with local colleges
  - Research how internships work
  - Sending out a polling question on ATD website
  - Adding a survey question to membership survey

**ATD Acumen Nugget – Kristi R.**

*The Executive Board will be facilitating brief ATD acumen nuggets and board meetings moving forward and Kristi discussed Operational Acumen – Executes plans to mitigate potential negative outcomes based on chapter risk assessment.*