

ATD Nebraska
Board Meeting Minutes

March 17, 2017 7:30 a.m.–9:00 a.m.

First National Business Park, 14010 FNB Parkway, Omaha, NE

GOAL: OPTIMIZE THE VALUE OF YOUR ATD NEBRASKA EXPERIENCE

ATTENDANCE

Present:

Clay, Krishna	Juno, Ericka	Shanahan, Stefanie
Deeker, Lesa	Kowalewski, June	Stewart, Kristi
Jackson, Avil	Kuhl, Katie	Titus, Jon
Jones, Jessica	Labrie Pereira, Jennifer	Wichern, Jen

Visiting Past President: Shelly Heenan

Absent:

Brumels, Liz	Schaecher, Dan	Walker, Shonda
GanWolfe, Theresa	Sidel, Misti	Wegner, Karen
Mendick, Bern	Swensen, Kathy	
Olson, Tammy	Szmczak, Melodi	

MEETING OPENING

The meeting was called to order by President Krishna Clay at 7:30 am. Krishna asked each member to share their name and board position. Krishna introduced past president Shelly Heenan who spoke about her experience on the board. Shelly also advised each board member to reach out for assistance and support from other board members when needed.

MATTERS FOR DISCUSSION

Sponsorship Program – Jessica

Jessica passed out a listing of sample sponsorship packages for the upcoming conference. She asked members for their thoughts and the floor was opened for discussion. It was suggested that determining the conference theme may help potential sponsors determine if interests are aligned. Discussed the sponsorship levels and possibly offering registrations as part of some of the packages.

Action Items:

1. *Jessica will reach out to past president Michael Merritt for input.*

2. *Jessica will reach out to the Kansas City chapter for information on how they handle their sponsorships.*
3. *Board Members will facilitate introductions when needed to potential sponsorship opportunities.*

Scott Conference Center – June

June advised that the Scott Conference Center has changed its dates of availability because of their construction. The space will not be available between November 2017 and April 2018. June asked for feedback on the room used for the February program. Members liked the two screens, some said the space was crowded, some thought cozy. There have been challenges in the past with receiving a room to accommodate the number of participants. Discussed reaching out earlier to venue with head count and changing the day of the reminder email and the early bird registration to know numbers sooner.

Action Items:

1. *June will include a newsletter article on the change of the early bird registration date.*
2. *June will provide information to Bern and Kristi to update website with early bird change information.*
3. *June will review the Operations Manual for information on the protocols for changing the early bird date.*

Membership Rates – Lesa

Lesla presented information on a proposed \$5 increase in membership fees. The last increase was 2012. The group also discussed budgetary reasons for the increase and alternatives that would increase the value of a membership. The group also discussed adding the local membership to the national ATD store. There was also a discussion about the importance of reciprocity with the Lincoln chapter if fees re raised. It was decided to pursue other alternatives and revisit the increase later.

Action items:

1. *Lesla will pursue arranging for the addition of our local membership registration to the ATD store.*
2. *Lesla will also reach out to the national office to determine the process for reaching out to members for renewal.*
3. *Lesla will follow-up with Samantha for information on renewals on the website.*

April Program Promo – June

June shared information on the April program. The program topic will be on how to incorporate effective e-learning in your current instructional process and leveraging tools. There are currently 12 total registrations, 2 for both the program and the workshop.

Twitter – Stephanie

Stephanie discussed the activity on our Twitter account and how we as board members can be more involved in generating activity. The monthly hashtags will be standardized. The group tweeted during the meeting. Those without Twitter accounts can go to Google to see chapter Twitter communications.

Action items:

- 1. Hashtags will be added to program table topics.*
- 2. Add a Twitter demo to the beginning of the program to get the tweeting started.*
- 3. Stephanie will write a newsletter article on tweeting and send it to board members to review through TeamworkPM*

Board Social – Ericka

The board social will be Tuesday, April 25th from 5-7pm at Spirit World in Aksarben Village. Attend and bring other members. An email notice was sent to board members to announce. Please register.

CRF Timeline – Kristi

The calendar is posted to TeamworkPM and provides an expectation of a timeline. In general, provide notice at least 4 weeks prior to the day you want the information to go live. Processing will take about 72 hours and the item should be up the following Monday. No need to wait to submit information; submit anytime and changes can be made if needed.

If there are mistakes on the website, reach out to Bern directly. If the change is minor, you may adjust it yourself. CRF is on the website for board members only.

Action items:

- 1. All board members – check your bio on the website and make sure the information is accurate. Contact Bern if changes are needed.*

Education Nugget – Ericka

Since 2006, we have had 9 SOSs approved; the last was in 2015. We need to focus on completing SOSs. Ericka distributed SOS forms to each member and provided applicable assignment topics. Members may visit td.org/sos for additional ideas. SOSs may also be submitted as topics for presentation at ALC; submissions are due the end of April.

Action items:

1. All board members – complete SOS assignments.

MATTERS FOR DECISION OR VOTE

None

NEXT BOARD MEETING

April 21st –First National Business Park – 140th & Dodge. Breakfast will be provided by the Marketing team

MEETING FINALIZATION

Krishna asked each member to share their monthly moment of greatness in 5 words or less.

Action items:

1. The membership team will highlight Jessica's accomplishment in the newsletter.

The meeting adjourned at 8:59 am.

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