

**ATD Nebraska**  
**Board Meeting Agenda**

April 21, 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
Brumels, Liz	Kowalewski, June	Stewart, Kristi
Deeker, Lesa	Kuhl, Katie	Szmczak, Melodi
GanWolfe, Theresa	Mendick, Bern	Wichern, Jen
Jackson, Avil	Olson, Tammy	
Jones, Jessica	Schaecher, Dan	

Visiting Past President: Chris Hitchcock

Marketing Volunteer: Casey Reisberg

Absent:

Labrie Pereira, Jennifer	Swensen, Kathy
Titus, Jon	Sidel, Misti

**MEETING OPENING**

The meeting was called to order by President Krishna Clay at 7:35 am. Krishna asked each member to share their name and board position.

Also in attendance was Casey Reisberg who will be covering for Theresa while she is on maternity leave.

Past President Chris Hitchcock (2013) shared a tip with the group. Keep in mind 3 things as board members: 1) always keep in mind the customer and the customer experience 2) run the chapter like a business 3) remember your own happiness and why you chose to be a board member.

## **MATTERS FOR DISCUSSION**

### **Marketing – Kristi/Krishna**

Krishna opened the floor for input from the group on marketing ideas for the marketing team to use for the chapter going forward.

- Bookmarks
- website
- Social media
- Morning blend
- Professional magazine
- ODN, HDI, HRAM
- College campuses
- Direct mailing postcard
- Fairs at companies
- Learning leaders group
- Word of mouth – provide talking points
- Posters for social events
- Community boards
- NPR

### **2018 Programming – June**

We received poor customer service from the Scott Conference Center for the April program. There were issues with Scott's ability to accommodate the group size despite being informed well in advance.

June will start the RFP process for next year. BCBS is a possibility.

Ericka noted we will not need a speaker for March 2018 due to the conference.

#### **Action items:**

- 1. June will start the RFP process for next year. BCBS is a possibility.*
- 2. Board members were asked to contact June with location and speaker ideas for 2018.*
- 3. Krishna and Erick will reach out to prospects at ICE.*

### **Sponsorship Program – Jessica**

Jessica distributed revisions to the proposed packages for the 2018 conference.

There will be a variety of vendors who appeal to the overall interests of our audience.

#### **Action items:**

- 1. Jessica will email the packages sheet to Marketing to create flyers, etc.*
- 2. Letters, phone calls and visits to prospective sponsors are the next tasks.*
- 3. Members were asked to provide Jessica with contact names and organizations before departing the meeting.*

### **eLearning Sig – Melodi/June**

Melodi share that a member has expressed interest in an e-learning SIG and would like the chapter to help get it started. Melodi asked for the group's feedback. There was a consensus that it should be explored to see if there is enough interest to get it started. The members of the SIG will be responsible for its direction. It is okay if the group eventually runs its course.

#### **Action items:**

1. *A networking event will be scheduled to determine interest. Maybe toward the end of May.*

### **Trainer's Institute – Tammy**

Tammy reviewed the list of topics and whether an RFP(s) has been received for each topic. Even though an RFP has been received for a topic, she would like to encourage additional applicants. May is the deadline for RFPs but the deadline may be extended. TI will start in September. Chris suggested highlighting all advantages of being a presenter, including compensation.

### **Summer Social – Melodi**

Melodi opened a discussion regarding venue, when to have the event, and the specific audience for the event.

Venue – Return to Werner Park or try Papio Fun Park?

Audience – Does the summer social need to be family-oriented? What do members want to get out of it?

Date – Must we have it in July?

- The group expressed an interest in a more 'social' environment
- Reviewed previous poll results from members on the event – members expressed an interest in attending a Storm Chaser game and a location that was more adult-centered
- July was very hot and it was uncomfortable at Werner Park. Looking into an indoor location was suggested.

### **Google Analytics – Bern**

Bern has the results of polls from the past few months. He inquired about how board members would like to use the data and in what format. The group expressed an interest in the pages/items being viewed by members.

#### **Action items:**

1. *Bern will send the data to Kristi and she will add it to the Board Report. Once there starts to be a trend, the information will be brought to the board for further discussion.*

### **Strategic Goals Updates – Jen W/Ericka**

#### **Member Engagement – Jen**

The committee will look at improving our event evaluations. Are the questions providing us with what we need? Do the evaluations look and feel the same? What can we do to make them better? The group is looking to balance the questions so that there are not too many. The group will also look at evaluating the entire customer experience. It was also suggested to think about reaching out to members who did not attend events.

#### **Branding – Ericka**

Members of the committee: Liz, Misti, Jon, Shonda, Jessica, Melodi, Bern Stephanie, Krishna, Ericka, Avil

Ericka, Jen LP and Krishna met and set up goals for the committee. They are:

1. Determine the areas of competency where the chapter would like to focus
2. Create an elevator pitch so that everyone can effectively communicate who we are and what we do
3. Develop an action plan for 2018 to promote more business involvement with the chapter
4. Start editing the national style guide for a cohesive look across all materials

#### **Action items:**

1. *Krishna would like Casey added to the Branding group; some of the efforts will involve her role*

### **May Program Promo – June/Misti**

For May -Carol Horner will speak on developing teams and trust – 20 registrations to date.

For June, the HDR roadshow. The workshop will be first and virtual. The program will be at HDR.

#### **Action items:**

1. *Kristi asked June to provide any information that she has now to Bern, so that he can get started setting up the information on the website.*

### **Twitter 102 – Stefanie**

Stephan recapped the numbers for September through February. March had 21 tweets. April had 46.

#### **Action items:**

1. *View one of these – input at dneapr17*
  - *hashtatit is a website – put in our hashtag*
  - *tweet caster – provides other results*
2. *Tweet your May announcement*

### **Education Nugget – Avil**

Reviewed member benefits on the ATD national website. What items we receive personally and items available in general. Two new items this year that may be interesting to some, case studies and ATD videos.

#### **Action items:**

1. *Pick 3 national benefits and utilize those for the remainder of the year.*

### **Scorecard – Krishna**

Krishna advised that the board report and Scorecard will be combined next year. Once we decide what we are going to move to the Board Report, we will cease completing the Scorecard.

#### **Action items:**

1. *Further discussion was tabled to next month due to time constraints.*

### **MATTERS FOR DECISION OR VOTE**

None

### **NEXT BOARD MEETING**

May 19<sup>th</sup> – First National Business Park

Breakfast will be provided by Programming Team

### **MEETING FINALIZATION**

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

The meeting adjourned at 8:59 am.