

ATD Nebraska Board Meeting

Meeting Minutes

December 16, 2016

7:30 AM – 9:00 AM

Next Meeting: January 20, 2016 – TBD
January Board Reports due to Avil by January 10, 2017

Welcome / Board Introductions / Monthly Greatness

Board members shared one personal or professional accomplishment.

Unfinished Business

Fall Retreat Recap / Orientation Follow-up – Krishna C.

Krishna solicited feedback regarding the fall retreat and conducted a survey regarding orientation topics.

- What went well
 - Feedback from board members that they loved the group painting activity
 - Krishna has individual paintings if board members want them
 - Krishna will refer to the picture theme (Our members are the big picture – and the board shares their individual talents to support them) throughout the coming year
 - Jen LP will upload the picture of the painting to Teamwork PM
- What didn't go as well
 - Krishna felt there were some gaps in the orientation piece, including the information provided by International
 - Krishna passed out a survey for board members to complete to identify any orientation information gaps that can be addressed by 2017 education nuggets
- 2017 Board Meeting Location
 - Krishna has secured 144th and Dodge First National Bank conference room
 - Katie Kuhl will check her work location (located near Westroads right off the Interstate) to see if they have availability
 - Krishna will email final location to board members
- 2017 Board Meeting Breakfast responsibilities
 - Exec Board will furnish breakfast for Jan.
 - Krishna will have sign-up sheet for remaining months at the Jan. meeting

Programming 2017 / Venues Q1 2018 – June

June shared that the 2017 program line-up is complete!

- 2017 lineup completed
 - Secured a Roadshow at HDR for June
 - Terry Lee will do program on micro-learning in Nov
 - Stuart Chittendon was agreeable to reducing his fee to meet our budget needs
 - Still need to do some program moves to accommodate final programs
- Still receiving program submittals – will move to 2018, if feasible
- Purchased books from HRAM at great price for meeting give-aways
 - Thanks, Avil, for the suggestion
- Need venue suggestions for 1st quarter of 2018
 - Scott will be remodeling Jan – Apr, 2018

Board Member Eligibility for Door Prizes – Jon T.

Jon made an executive decision to keep board members ineligible for program door prizes – for now.

- Board members will remain ineligible for program door prizes in 2017
- Board will embark on an education campaign to help ATD members understand the board members pay for their program participation
 - Write a news article
 - Talk about it at programs
- Board will re-evaluate situation mid-2017 after education campaign is complete

Strategy Groups (Membership / Brand) - Ericka J.

Ericka asked board members to recommit to the two strategy teams currently in play and asked that each board team have representation on each strategy group.

- Membership Team
 - Focused on member value for current offerings – not focused on creating new offerings
 - This year worked on member survey, ELW, more effective advertising, programming ideas, researching volunteer equity
- Brand Team
 - Focused on growing ATD brand in community and understanding current perceptions
 - Looking for both conceptual and analytical thinkers
 - This year started taking deep dive into Wild Apricot analytics, working to understand how members currently engage with ATD
- Members signed up for teams and **this will be an agenda item at the Jan. board meeting so new board members can sign up for one of the teams**
 - Membership
 - Kristi Stewart

- June Kowalewski
- Teresa GanWolfe
- Jennifer Labrie Pereira
- Jen Wichern
- Tammy Olsen
- Lesa Deeker
- Kathy Swensen
- Ericka Juno
- Krishna Clay
- Brand
 - Liz Brummels
 - Misty Sidel
 - Jon Titus
 - Shonda Walker
 - Jessica Jones
 - Melodi Szymczak
 - Avil Jackson
 - Katie Kuhl
 - Krishna Clay
 - Ericka Juno

Employee Learning Week Recap – Jen W.

Jen shared that ATD offered 3 learning events during ELW 2016.

- The Interview learning event only had 2 registered attendees
 - Cancelled event and provided Lesa's contact information to registered attendees to get personalized resume / interview assistance
- Webinar on social media was amazing (Kim W. facilitated / Stef S. produced)
 - 31 registered and confirmed over 20 in attendance
 - Did not record – will consider for future webinars
 - Will definitely look to using this format during ELW in future
- What's my Style had 5 register / 2 in attendance
 - Used Community Engagement Center / Barbara White Center on UNO campus
 - Good location
 - Must use UNO catering
 - UNO provides parking options
- Consultant Meet Up had 8 register / 4 in attendance
- Next year will focus on providing information / suggestions to help members host ELW events at their own organizations
 - Kristi S. recommended getting ideas from Money Smart Week who host two education weeks each year
- Members can submit their ELW activities to Jen W. or ATD International by Jan. 9 to be eligible for a Champion of Learning award

Winter Social Update – Melodi S.

Plans have been finalized for the 2017 Winter Social.

- Details
 - Jan. 27 at the Lucky Bucket
 - Registration is open - \$10 for guest
 - Event includes tour of the brewery, two brew samples, healthy and tasty snacks
- Article is submitted for Jan. newsletter and will include mention of 2016 awards

New Business

2017 Budget – Jen LP

Board voted on 2017 proposed budget.

- Jen previously email proposed budget to board for review
 - Will be approximately negative \$3,329, which doesn't include \$5,000 budgeted for the 2018 Big Event
- 2017 budget approved unanimously

Education Nuggets (Concierge) – Membership Team

Ericka shared purpose of the Concierge Program and details of current program.

- Purpose of the program is to engage new members
- Current program –
 - Place on website for new or existing members to request a member connection
 - Board members and past presidents who register for a program are asked to divide and conquer and sit at different tables so they can make welcome new members
 - New members can be identified by their name tags
- Comment that structured networking activities can be beneficial to engage members
 - Table topics (sometimes provided by speakers) work well to engage attendees at programs

Recognition and Appreciation to You All – Jon T.

Jon thanked the board for their work in 2016 and passed out appreciation gifts and incoming president, Krishna, presented Jon with a gift of appreciation for his service as 2016 president.

