ASTD Northeast Florida
Board Mid-Year Advance Minutes
Date: July 14, 2012
Location: University of Phoenix

In Attendance	Alison Cruess, VP IT
	Tina Echeverry, VP Professional Development
	Ida Gropper, President
	Jennifer Jamison, VP Membership
	Linda O'Connell, VP Sponsorships
	Lynne Orr-Holley, VP Finance
	Robert Zinsser, President-Elect
	Tom Speer, VP Programs
	Rachel Stromberg, Director
	Lynn Higgison – (incumbent for CMSig)
	Jeff Geloneck, VP e-Sig; (Interim) Recording Secretary
Absent	Derree Braswell, Director
	Casey Gibson, VP Public Relations
	Marilyn Feldstein, VP CMSIG
	Laura Steigelman, VP Member Involvement
	Sue Raffensperger, Past President
Begin	10:30 a.m.
End	1:45 p.m.

Agenda Item	Details	Follow-up
Ida Gropper President (Welcome and Call to Order)	-- Ida expressed excitement and hope for a successful Advance, and welcomed all attendees	
Jennifer Jamison VP of Membership (Icebreaker/ Networking)	-- Write down four things about yourself, three of which are true and one false. Have others guess which is false. -- Revealing and effective for building camaraderie	
Discuss: Status of Original 2012, Adjustments Needed, and Budget Status		
Ida Gropper President (Discussion instructions)	-- Due to time constraints, Ida broke the Board into three groups – Programs, IT/Sponsorships, and Administration – and directed each group to review their 2012 Goals and Action Plans and to discuss progress, problems, adjustments, budget, and recommendations. -- 30 minutes to discuss, and then the groups came back together to share their results and observations	

Report: Status of Original 2012, Adjustments Needed, and Budget Status		
Ida Gropper President (Call to Order)	-- Ida reminded everyone that data for CORE (Chapter Operating Requirements) reporting is due to Ida before Dec. 31st	

Programs
 	
Tom Speers
VP Programs
 	
Lynn Higgison
Incumbent for
CMSig
 	
Jeff Geloneck
VP e-Sig
 	
Tina Echeverry
VP Professional
Development
	-- Tom reported on chapter Program goals:
	
	• Deliver 10 50-minute programs – Met
	   o Some were combined
	   o All aligned
	   o All advertised
	   o 20% survey response (falling short for some; improving with use of sticky notes)
	• Conduct monthly meetings for Programs committee – Not Met
	   o Falling short with meeting with the committee
	• Quarterly meetings with other programs – Met
	• Schedule 3 external speakers – Met
	• Stay within budget of $2,500
	   o Hasn't used it all (on target for 6 months)
	   o Gives away Infolines
	
	-- Tina reported on Professional Development goals:
	
	• CPLP awareness
	   o Goal of 3 awareness sessions per year; has already had 2
	   o CPLP materials on tables at events – Met
	   o CPLP info on website – Met
	   o CPLP earners recognized; will be with volunteers at Dec event
	   o CPLP on earner name tags – Met
	   o CPLP study groups; at/with SunCoast, no attendees; will do local
	   o CPLP Scholarship opportunities; will be selected from applicants; can't pay all
	• Mentor Program
	   o Did not have enough mentors at first
	   o Now have enough Mentors
	   o Currently matching mentees to mentors
	   o Will incorporate HRDQ program (Derree)
	   o Graduation is with/following Big Event (reduced expenses);
	• Big Event
	   o Secured speaker
	   o Aligned with ASTD, SHRM, and PMI
	   o Expecting elevated attendance levels
	   o Partnership with UNF
	   o Promote Bosses day (cancelled).
		Bob will help promote the Big Event with PMI and on the website

	-- Lynn reported on CMSig Goals:
	
	• Promote Power of Two – Met
	  o Mentioned at meetings
	• Professional Programs – Met
	  o Aligned with ASTD competency model
	• Coordinate with e-Sig/Programs – Met
	  o No repetition of topics
	  o Some combined events
	• Clear program announcements – Met
	  o Covered requested topics
	  o Requests suggestions for future meetings through survey
	  o Ratings obtained from manual survey
	• CMSig Process Document – Met; updated
	• Stay within budget of $350 – Met
	  o Want to continue with funding
	  o Random drawing for book at each meeting
	• Attendance improvement – Not Met
	  o 16 + per meeting
	  o Moving around meeting location, which is causing some confusing
	• **NOTE:** Only has one committee member – needs recruitment
	
	-- Jeff reported on e-Sig Goals:
	
	• Promote Power of Two – Not Met
	  o Will add to announcements/slides
	• Support increased awareness of ASTD – Met
	  o Program invitations and announcements
	  o Sponsored Tom Kuhlman Event
	• Announce sponsorship opportunities – Not met
	  o Will add to announcements/slides
	• Align programs to ASTD Competency model – Met
	• Increase program attendance by 3% - Not Met
	  o Attendance dropped with location move
	  o Attendance is growing/back to previous
	• Participate in a community-based event - Met
	  o Sponsored Tom Kuhlman Event
	• Announce open chapter positions – Met
	  o At every meeting
	• Encourage ICE attendance – Met
	  o Had a virtual program from ICE 2012
	• Groom an e-Sig VP successor – Met
	• E-Sig Process Document – Not Met
	  o In progress
	• Adhere to budget – Met
	  o No established budget
	  o Provides refreshment at meetings – approximately $80 per month	

	Combined recommendations for Programs: • Increase revenue generating vs. member value-added programs • Consider revamping web pages for programs • Identify target % increase in attendance • Support the Mentor Program more • Create a shared slide deck for announcements to be used at all programs • Increase outside advertising (Folio, Business Journal, Times Union, NPR, PSA) • More joint, combined, or related events/themes between programs (e-Sig topic leads to CMSig topic, which is supported by chapter meeting program) • Order ASTD Branded merchandise as gifts for all programs • Suggest moving CMSig time of day to lunch or morning. • Submit programs to "Share Our Success" and sponsor a presenter at ICE from the NEFL ASTD Chapter	Tom will maintain the slide deck and forward to other VPs each month

Sponsorship/ IT/ Membership/ Member Involvement
 	
Linda O'Connell
VP Sponsorships
 	
Alison Cruess
VP IT
 	
Jennifer Jamison
VP Membership
	(Linda reported on IT, Sponsorship, and Membership Goals)
	
	-- IT:
	• Use social media venues to increase chapter membership - Met
	  o Using twitter and facebook (2 posts per year to 8-10 per month
	  o IT wants access to chapter's Linked-In needs.
	• Refresh Chapter's website – Met
	  o Recommend updating Job Posting page
	    ▪ Need to have limited time for posting; don't hear back when positions are filled
	  o Board will get reminder to check on their respective pages periodically
	  o IT manages pages, but are not the content experts – need your input.
	• Respond quickly to IT issues when needed - Met
	  o Identifies issues with Wild Apricot and resolves quickly
	• Implement data repository – Met
	  o Hyperoffice and external hard drive
	  o Board needs to use/get familiar with it.
	• Document processes with Wild Apricot – In Progress.
	• Each IT committee member now has a defined role – eased confusion.	

	-- Membership:
	 • Assess membership and keep records – Met
	    o Monitor national membership list
	 • Meet CORE requirements – Fluctuates
	    o New plan to meet CORE requirements (give 3 month period trial memberships to National members and give them option to remove)
	    o Paid *and* complimentary memberships count toward CORE needs
	    o Is working to recruit student memberships (SIU, Military, etc.)
	    o National members are local members for free.
	    o Working on retention plan and to pull back lapsed members
	 • Recognize new members – Met
	 • Increase membership by 5% - Not Met
	 • Create member referral (moved to Member Involvement)
	 • Streamline process for corporate memberships – in process
	    o Automating with help of Rick Kerner
	    o 51% are corporate members
	
	 -- Sponsorship:
	 • Learn best practices – Met and ongoing
	    o Did research for marketing brochure
	    o We are more sophisticated than most other chapters
	 • Create a sponsorship brochure –Met
	 • Create strategy, define selling approach and create prospect list - Met
		-- Bob recommended calling new attendees to thank them for coming and getting involved
		 -- Ida reminded all Board members to speak to and welcome new members
		
		 -- Lynne suggested VPs use interns for committees and projects.

Administration
 	
 Ida Gropper
 President
 	
 Bob Zinsser
 President Elect
 	
 Lynne Orr-Holley
 VP Finance
 	
 Rachel Stromberg
 Director at Large
	-- Bob reported on President Elect goals:
	
	 • Chapter Administrator
	    o Hired new Administrator
	    o Will report to President Elect in 2012, and then to President in 2013 and beyond
	    o Ida to update in standards and processes.
	 • ALC event planning and budget
	    o Considering per-diem reimbursement
	    o Will not be under "Board Activity" on budget
	    o Will pick attendees based on ALC focus and board member need
	    o Budgeted $6,500
	 • Mentoring of VPs
	    o Working with PR VP
	    o Allocating PR funds for chapter promotion
	    o Bob will speak at Chamber, and other networking, etc. to recruit new members and potential VPs
		Ida will updated process and procedures for whom the Chapter Administrator will report (President for 2013 instead of President Elect)

	-- Rachel reported on Director at Large goals:
	
	• Consideration of "Past President Council"
	  o Not feasible any longer
	  o Past presidents are not available
	  o Will leverage past presidents for special projects.
	• Surplus committee is now under DAL objectives rather than finance
	  o Committee goals were revamped at July's Board Meeting
	• Process Document Project – In Progress
	
	-- Lynne reported on Finance goals:
	
	• Just stepped into role; need time to review
	• Requested input from VPs and Board
	• Offered to move surplus committee back to Finance in 2013
	• Suggested that the Board might want to look at better role descriptions (i.e. are all functions/ tasks covered and in right spot) related to Finance. Fits with succession planning ideas.
		-- All: send questions about Finance aspects of each board member's role to Lynne.

Ida Gropper
President
 	
(CORE Report)
	-- Ida reported on the Chapter's Main Goals:
	
	-- Six main goals:
	
	• Make Core/membership (40% next year, until 50%)
	  o Must make within 2 years or lose chapter
	  o Made it in 2011; on target for 2012
	• Analyze finance and sponsorship trends
	  o New VP finance
	  o Initiated Surplus Committee/research
	• Professional Development programs
	  o All tied to competency – Met
	  o Increase attendance by 3% - In Progress
	• Have accurate, clear, consistent communication
	  o Website changes - Met
	  o Wild Apricot - Met
	  o HyperOffice - Met
	  o Branding Chapter – In Progress
	• Document our processes – two deliverables
	  o VPs list processes – In Progess
	  o VPs take first three processes and complete task analysis – Initiated
	• Participate in Community Based events to increase chapter recognition	

	- Possible met with Tom Kuhlman Event - We may have unreported events - Not a requirement- is nice to do, but not "need to do" for CORE -- Ida introduced the 2012 Chapter Operating Requirements (CORE) Workbook	-- All: Use the CORE Workbook to ensure your area is meeting CORE. Collaborate as needed with other Board members, and report progress at Board Meetings
Open Discussion	-- Linda expressed congratulations to Casey for the new Newsletter format -- Bob expressed appreciation for today's work -- All shared takeaways from the session; positive feedback. -- Ida congratulated everyone on a successful Advance	

Respectfully Submitted and Corrected:
Jeff Geloneck, VP eSIG &
Susan Abraham   *Susan Abraham*
Chapter Administrator

August 31,2012