

**ASTD Northeast Florida  
Board Meeting Minutes  
Date: January 9, 2013  
Location: Webster University**



<b>In Attendance</b>	Ida Gropper, Past_President Alison Cruess, VP IT Tina Echeverry, President Elect Jennifer Jamison, VP Membership Rachel Stromberg, Director at large Lynne Orr-Holley, VP Finance Lynn Higgison, VP CMSIG Casey Gibson, VP Public Relations Tami Beaty, VP Sponsorship Jeff Geloneck, VP eSIG Robert Zinsser, President Tom Speer, VP Programs Quorum established	
<b>Absent</b>	Laura Steigelman, VP Member Involvement	
<b>Begin</b>	6:30 pm	
<b>End</b>	8:15 pm	
<b>Agenda Item</b>	<b>Details</b>	<b>Follow-up</b>
Bob Zinsser, President  (Welcome and Minutes)	-- Bob called the meeting to order -- Bob directed everyone to review the December Board of Directors meeting minutes dated 12/12/2012  <u>Corrections to December BOD meeting minutes dated          12/12/2012:</u> P2 Agenda Item column: Delete space between Lessons Learned from ASTD NEFL Service and parenthesis.  <b>MOTION:</b> to approve December Board of Directors' minutes dated 12/12/2012 with the requested changes (Tina) - Lynne seconded the motion - Motion passed (unanimous).	

<p>Susan Abraham, Administrator</p> <p>AV Equipment Chapter D&amp;O Policy</p>	<p><b>AV Equipment:</b> Reviewed minutes (2008 to current) and there were no motions to approve the purchase of AV Equipment</p> <p>Jeff asked if the AV equipment would be an audio or video recording. Lynne asked about the demand for the AV equipment. Jeff mentioned that members in Gainesville requested the video recordings of eSIGs. Tom asked how ASTD NEFL would make the recordings available to members. Jeff mentioned uploading the files to the website; however the video recording files are large and difficult to upload. Tom then asked who would be responsible for technical support of video recordings. Jeff suggested opening a YouTube channel. Ida expressed concern regarding the security issues associated with accessing the YouTube channel. The Board decided to wait for a solution from Mark Greely about uploading the large files to the website.</p> <p>Bob asked about audio recording equipment that ASTD NEFL owns. Tom said we have microphones that do not work with Maggiano's sound system A discussion ensued about the cost of audio/video rental and support from venue versus Maggiano's rental costs (approximately \$80 per event).</p> <p>Bob requested additional research on the cost of AV equipment, specifically the cost of a wireless microphone and its compatibility with a venue's sound system. This research will compare the cost of the AV equipment to an itemization from Maggiano's AV rental cost . This report will be presented in February</p> <p><b>Chapter D&amp;O Policy:</b> ASTD NEFL holds a D&amp;O policy with RV Nuccio and an event liability policy with Hartford at combined value of \$350. This is cheaper than the D&amp;O policy recommended by ASTD national (AH&amp;T at \$462/year).</p>	<p>Susan to research the cost of AV equipment and its compatibility with sound systems at various venues vs the rental cost and report her findings during the February Board meeting.</p>
<p>Alison Cruess, VP IT</p> <p>Membership Survey Results Hyperoffice Renewal</p>	<p><b>Membership Survey Results:</b> (37 page report on 12/31/12—Condensed PowerPoint presentation to highlight the results) <i>Response rate:</i> The survey was sent to 310 members and 782 web site guests totaling 1092 survey distribution. 84 members started and 75 completed the survey. The true response rate is slightly higher than ½ percent (.6 percent). A more realistic response rate is 71/310 members –23 percent.</p> <p><i>Survey Questions Highlighted in Presentation:</i> Why aren't you a member? "Lack of time" was the primary reason. Most respondents stated that they are seasoned professionals. 57.3% respondents heard about ASTD NEFL by word of mouth. 50% respondents wanted to find out about chapter</p>	

involvement opportunities through email (as opposed to social media).  
Respondents were interested in the following topics for future chapter programs: Professional Development; Social Media, Instructional Design; eLearning.  
Respondents' perceived value of ASTD NEFL (51 percent responded good; 32 percent responded excellent).  
Communication feedback: 45.1 percent responded good; 50.7 percent responded excellent;  
Frequency of communication: 45.2 responded good.  
67.2 respondents read the newsletter.  
Social Media Usage: 90 percent of respondents used Facebook daily. 47 percent used LinkedIn daily,  
Respondents preferred communication through email and electronic newsletter.

The Complete Report and PowerPoint presentation are in HyperOffice>2013>Member Survey

**HyperOffice Renewal:** Consensus to purchase an additional year. In the past there wasn't a vote to renew WA or GoDaddy.

Rachel expressed hesitancy about usefulness of HyperOffice. HyperOffice is more than just document storage. It has advanced features like agendas, calendar items, messaging, and version control. Her concern was that the Board and Administrator are not using HyperOffice to its fullest potential.

Ida mentioned that Board wasn't trained on how to use the advanced features.

Lynne suggested a user taskforce containing non-IT members.

Casey mentioned that she didn't know about the advanced features of HyperOffice.

Alison said that Board members can explore and investigate the HyperOffice features and learn independently.

Ida mentioned that HyperOffice was a tremendous resource because documents are in one centralized location that everyone could access.

Casey mentioned that DropBox has security issues and that some organizations do not allow its use

New Board members were trained on Hyperoffice basics and overview of advanced features

The Board decided it has not given HyperOffice enough of a chance to determine its usefulness.

Tina mentioned that Webster University has a computer lab to learn HyperOffice; however, Alison stated that this would be too time-consuming. .

HyperOffice renewal is at the end of February.

**Motion:** To approve HyperOffice annual license renewal for

	<p>\$1600, which allows 25 users to find out its usefulness. Measurement of usefulness and relevance is to be determined at a future time (Ida). Tina seconded the motion</p> <p><b>Modify Motion</b> (Rachel): To determine how frequently Board is using HyperOffice.</p> <p><b>Discussion:</b> Tina asked why HyperOffice was selected over the other vendors.</p> <p>Modified motion passed (unanimous).</p>	
<p>Casey Gibson, VP Public Relations</p> <p>Communication Committee Update</p>	<p><b>Communications Committee:</b> (Casey Gibson, Alison Cruess, Tom Speer, Jennifer Jamison, Lynn Higgison): ASTD NEFL communication issues resulted in a committee. The Committee met before the Board meeting to establish purpose, ensure consistency, and to streamline processes and procedures with communication. Basically, the Committee is establishing norms and processes</p> <p><i>Responsibilities:</i> advisory (no decision-making)</p> <p><i>Scope:</i> best practices, processes reflect what's best for the entire chapter and consistency.</p> <p><i>Next step:</i> meet 1 hour prior to Board meeting for first 6 months of 2013</p> <p><i>Immediate Goal:</i> streamline survey responses; what to do with survey results;</p> <p><i>Newsletters:</i> Casey asked how the newsletter moved to a quarterly publication from a monthly one. Tina said that it was hard to make sure that there was enough information in the newsletter for members to use. Casey wanted to change the newsletter back to a monthly publication. Tami mentioned that changing the frequency of the newsletter publication would mean having to obtain new sponsors to match budgets and timelines</p>	
<p>Open Discussion Completion of Chapter Goals (Robert Zinsser)</p> <p>Budget Schedule Progress (Lynne Orr-Holley)</p> <p>Email Distribution (Redirection)</p>	<p><b>Goals:</b> Need more goals returned from Board members and Administrator. Bob only received five goals. Send to Hyperoffice (2013 folder) by January 18<sup>th</sup>.</p> <p><b>Budget schedule due January 18<sup>th</sup>:</b> Revenue streams —Programs, Sponsorships, and Memberships. Lynne suggested that Board and Administrator compare their budget to last year's budget.</p> <p>Lynne asked if we need to photocopy Board minutes. Board decided not to photocopy minutes for the meetings since the minutes are HyperOffice.</p> <p>This lead to an additional question about how is ASTD NEFL spending money. Are we spending the money</p>	

on the Board or on members?

**Distribution list:** Bob will place the corrected distribution (contact) list in HyperOffice.

**Nametags:** Order for Jeff, Lynne, and Susan.

Respectfully submitted

Susan Abraham *Susan Abraham*

Chapter Administrator, January 9, 2013