



In attendance	Sue Raffensperger, President Ida Gropper, President-elect Derree Braswell, Past President Linda Davis O'Connell, VP Sponsorships Tina Echeverry, VP Professional Development Marilyn Feldstein, VP CMSIG Linda Hasselbach, VP of Finance Jennifer Jamison, VP Membership Christy Sharpe, VP Info Tech Karen Sistare, VP Programs Donna Spera, Recorder of Minutes Laura Steigelman, VP Member Involvement Paul Stromberg, Administrator Robert Zinsser, VP Public Relations
Absent	Lynne Orr-Holley, VP eSIG Rachel Stromberg, Director
Begin	9:50 am
End	12:50 pm

AGENDA ITEM	DETAILS	FOLLOW-UP
Call to Order <i>Sue Raffensperger, President</i>		
Status Report <i>Christy Sharpe Information Technology</i>	<ul style="list-style-type: none"> - Has implemented Google Analytics. - Website has new chapter banner. - Working on succession planning. - The sponsor cube was found to be unsatisfactory and has been replaced by 2-D logos. 	
Status Report <i>Cristina Echeverry Professional Developmt</i>	<ul style="list-style-type: none"> - CPLP Awareness schedule is on track. - Learning System is getting a lot of use at the library and purchase of another set is being considered. - All Big Event factors are on track. - Mentor Program is successfully underway with five mentor/protégé pairs. 	
Status Report <i>Jennifer Jamison Membership</i>	<ul style="list-style-type: none"> - Membership CORE has been achieved for this year. - Work is in progress on a membership brochure - Plans are forming for purchase of a display board. 	
Status Report <i>Laura Steigelman Member Involvement</i>	<ul style="list-style-type: none"> - Member Appreciation Program was very successful. Next one will be in November 2012 and each November thereafter. - Will continue promoting volunteer opportunities at every chapter event. 	

<p>Status Report Linda O'Connell Sponsorships</p>	<ul style="list-style-type: none"> - Have made excellent progress, starting with putting all sponsorship information on Google Docs. - All but one Big Event sponsor table has been sold. May have additional tables outside the auditorium. 	
<p>Discussion Group on Goals Derree Braswell, facilitator</p>	<p>Programs</p> <ul style="list-style-type: none"> • Align topics with ASTD AOE Competency – being identified three months in advance <ul style="list-style-type: none"> ◦ On target. • We are successfully changing the the term for learning sessions from <i>meetings</i> to <i>events</i> or <i>programs</i>. • Plan for VPs in charge of various programs to confer by periodic conference calls starting at the beginning of the year to avoid overlap and duplication. • We are committed to a minimum cost of \$960 for each program at Maggiano's. It takes about 38 <u>paid</u> registrations (including Gold members) to cover this. <p>CMSIG</p> <ul style="list-style-type: none"> • Marilyn has helped all VPs involved with learning event to strengthen the chapter brand and lower costs by using a uniform gift for presenters – a wood-clad flash drive with the chapter logo. • Promotion of “Power of 2” membership, volunteer opportunities, and other upcoming chapter events at each CMSIG. • All CMSIGS are aligned with the competency model. • Programs are being scheduled 2-3 months in advance – some are already being planned for next year. • Engaging a potential replacement to get actively involved in the succession planning process. <p>Public Relations</p> <ul style="list-style-type: none"> • Establish relations with <u>3 major TV stations</u> <ul style="list-style-type: none"> ◦ No, but have established with other media outlets. Goal revised to <u>major media outlets.</u> • Build social media through regular dialogue <ul style="list-style-type: none"> ◦ Slower, but happening -- have been doing before and after events. • Hold one big event for awareness; partner with a restaurant -- goal dropped for this year. 	<p>Must increase average monthly attendance with help of PR (publicity in T-U, JBJ, Community Event Calendars, etc.), Board Members (1:1 invitations, email or phone follow-up), Member Involvement, and Members (distributing “guest passes” to programs).</p>

	<ul style="list-style-type: none"> • Include speaker video via YouTube <ul style="list-style-type: none"> ○ Need to finalize logistics and implement. ○ Still to be solved: technical problems in uploading clips and very poor lighting at Maggiano's. • Establish and maintain LinkedIn Groups, Twitter <ul style="list-style-type: none"> ○ On target. • Increase in budget – Monthly lunch and learns <ul style="list-style-type: none"> ○ Nothing done yet. ○ Possibilities: <ul style="list-style-type: none"> ↳ Do quarterly in geographic areas targeting learning professionals, or invite to a monthly program and combine efforts on PR. <p>Finance</p> <ul style="list-style-type: none"> • Support CORE requirements <ul style="list-style-type: none"> ○ On target – not due yet. • Succession Plans – under way: <p>Most processes have been prepared, just need to be updated and posted on Google Docs:</p> <ul style="list-style-type: none"> ○ Roberta Maddox has joined as a committee person and will validate succession documents. ○ Chapter Financial Handbook needs to be updated. ○ Expense Guidelines need to be written and approved by board prior to ALC. ○ Working with Paul to update Admin processes. 	
<p>Discussion Group on Goals Ida Gropper, facilitator</p>	<p>Information Technology</p> <ul style="list-style-type: none"> • Google Analytics was implemented • The Website Banner was updated • A successful transition to a new Webmaster occurred • Working on succession planning <p>Professional Development</p> <ul style="list-style-type: none"> • Another successful Mentor Program Kickoff with 5 pairs occurred in July • There have been several CPLP Awareness Sessions and the Online Virtual Study Sessions have continued • The 2011 Big Event Speed of Trust promotion and logistics are on track. Registration begins July 13. 	

	<p>Membership</p> <ul style="list-style-type: none"> • Completed CORE requirements • The committee continues to work on member retention via phone calls • Working on a membership tri-fold to showcase value added to members <p>Member Involvement</p> <ul style="list-style-type: none"> • The committee had a successful volunteer appreciation event in November • The icebreakers at the chapter events have been very well received • There have been several successful member orientations • There has been a heightened awareness of volunteer opportunities through event announcements and website upkeep <p>Sponsorship</p> <ul style="list-style-type: none"> • A new Sponsorship Program for the chapter has been established • The sponsorship levels for the Big Event were finalized • The University of Phoenix contract was updated • Sponsors have been secured for all of the tables for the Big Event • A GoogleDocs site has been created as a repository for all sponsorship documents for the Big Event • The sponsorship committee has two members: Jennifer Connell and Stacy McCullough • A marketing strategy/pitch has been created for committee members to be consistent when securing sponsorships 	
CORE	Sue distributed copies of the CORE matrix, along with color-coded copies of a CORE Workbook to prepare for submission to National in January.	All board members are to fill in their sections of the workbook and return to Sue by 12/31/11 .

Respectfully submitted,
Paul Stromberg
Administrator
July 22, 2011