

## Minutes from December 7<sup>th</sup> ASTD-NRC 2010 Planning Session

Location: Dave Vance's house

Board Members: Bob McDonnell, Kevin Shrum, Sue Fody, Dan Chenoweth, Dave Vance and Patsi Maroney (telephonically)

Guests: Mandy Kotzman

Meeting called to order at 6.00 pm

Meeting began with a review of what went well in 2009:

- Chapter is viable and still in business
- Programs announced and published three months in advance
- Partnerships were strengthened
- Experimented with venues for program meetings. Everyone agreed Harmony Grill meets our needs
- Three programs were held in Cheyenne, which had been a goal for several years
- Web site was redone and updated monthly
- Newsletter was published each month
- A provider of back office services was hired and is working well
- MCR provides a great venue for board meetings
- The member data base was cleaned up
- Program attendance was up

Next, the group examined what could have gone better:

- The one evening meeting was a disappointment with very low attendance
- Lack of higher attendance at several other events
- On boarding of new members and new board members

- Greater officer engagement. Better attendance at board meetings. Better attendance by officers at program meetings
- Need to get members more actively involved
- No successors lined up for board positions
- NRC needs better name recognition
- Much lower retention rate for members than planned
- Need to explore corporate memberships
- Not reaching AIMS, other colleges, public schools

The board then reviewed accomplishments in light of the goals set for 2009. Accomplishments are in italics:

- Ensure we are 100% CORE compliant
  - Improve website, post minutes, goals, budget, annual report
  - *We will be CORE complaint for the Jan 10 submission. Web site was improved and goals, annual and midyear reports, budget and minutes were posted.*
- Membership
  - Add a VP for Membership *Done*
  - Add 15 new members, six of whom are joint members
    - *35 new members added, 18 of whom are national*
  - Promote national membership. Ensure we have more than 35% joint members by year end
    - *ICE and TechKnowledge promoted on website and in newsletters. National literature distributed at meetings. Joint membership is forecast at 48% for year end.*
  - Work through issue of Denver based members by calling them in the month before renewal
    - *Number of Denver area members reduced from 32 to 4. All were contacted and told of RMC. In partnership with RMC, we offered to transfer their membership to RMC.*
  - Retain 80% of existing area members

- *Actual retention rate was only 47% for local area members*
  - Plan and conduct a member survey in the Oct-Nov period
    - *Conducted at Nov and Dec meetings and online for a total n=23*
  - Welcome new members within 30 days *About 80% achieved by Dave*
  - Contact lapsed members in 30 days *About 80% achieved by Bob*
  - Market to national-only members in NoCO and Wyoming *Lists obtained and added to our email*
- Programming
  - Deliver 11 programs, one of which is half or full day *14 delivered, one half day*
  - Evaluate each program and achieve a satisfaction score of at least 80%
    - *Average overall sat score was 86%*
  - Increase attendance by 25% from 2008
    - *Total program attendance was 313 vs. 171 in 2008 for an increase of 83%*
    - *Cosponsored Networking event in June attracted 80*
    - *Three meetings in Cheyenne drew 38*
  - Programs are published 4 months in advance and tentatively planned 6 months in advance *Programs were published 3 months in advance through October*
  - One half to one third of programs will appeal to a general audience. About two thirds will be lunch programs.
    - *Five of 14 appealed to a general audience*
    - *Eleven were lunch, one was morning, one a reception, one dinner*
  - Limit our annual loss on regular events to less than \$1000. *Loss was \$17*
  - Promote ICE and other national events. *Done on web site and in newsletter*
- Technology
  - Implement new website in second quarter. *Done*
  - Update website monthly *Done*
  - Explore outsourcing alternatives for website, data base, newsletter, program mgt.

- *The Denver firm The Meeting Edge was retained to handle back office operations*
- Outreach/ Marketing
  - Institutionalize partnerships with RMC, NCCA
    - *Excellent partnership with NCCA on June and September joint events*
    - *RMC engaged in November planning for next April's event*
  - Re engage eWomenNetwork as soon as new director is announced *No new director*
  - Continue to work with NCHRA on cross publicity, other opportunities
    - *NCHRA publicized the June cosponsored event but none of our programs after that. NRC continues to publicize their events.*
  - Create mutually beneficial relationship with at least one more organization
    - *Partnership launched with CO Career Development Association*
  - Establish a relationship with two universities/colleges *Not done*
  - Publicize our events monthly in key local newspapers and chamber publications
    - *Done through July*
  - Attend Bixpo and at least one other business event
    - *Decision made to focus on two B2B events in Cheyenne*
- Communication
  - Add a VP for Communication *Done*
  - Publish a newsletter each month *Done*
  - Coordinate announcements of events with our partners, others (theirs and ours)
    - *NRC publicized partner events every month. Others have generally not reciprocated except for joint events.*
- Financial
  - Do not exceed budgeted loss *Estimate is for a loss of \$9000 vs. planned loss of \$12,000*
  - In second half, decide whether to have a major fund raising activity in 2010 or 2011.
    - *If 2010, form a committee to begin planning*

- *Decision made to postpone major event until 2011 or 2012 when economy is strong. Decision to be made by June 2010 on 2011.*

Next, results from the 2009 Member Survey were reviewed. Results included responses from non members. Survey was administered at the October and Nov program meetings and on line.

- Most respondents have been members less than 3 years
- Most have worked in the field 1-5 years although there was a good distribution across all levels of experience
- In terms of areas of expertise, the highest categories were Deliver Training, Design learning, Coaching, Improve HPI, Facilitate Org Change
- Respondents were almost evenly split between self employed and public sector. Only one in private sector
- Most had attended several meetings this year
- There was a wide response to presentations they would like to see. The major choices in order of preference were Presentation Skills, Leadership Development, Instructional Design, Change Mgt, Coaching, Facilitation, Stress Mgt and Team Building
- Most became members for the networking opportunities. Building a resume was a distant second.
- 75% prefer lunch meetings, 25% breakfast and none for dinner

The group now was ready to plan programs for 2010. Input from the survey and results from 2009 were used to plan programs for 2010. The group decided to try one breakfast program, focus more on networking and cover the most requested program topics. All are lunch except one breakfast, one all day and one reception. Tentative schedule follows for Fort Collins area:

- Jan 19: Jep Enck on strategies to succeed in 2010
- Feb 16: Breakfast networking meeting. No speaker. Sue to coordinate
- Mar 2<sup>nd</sup> week: Leadership Development. Dan checking with Gary? Kevin can also present.
- Apr 21: Don Kirkpatrick for morning and afternoon workshop cosponsored with RMC at Embassy suites in Loveland. Dave coordinating with RMC
- May 2<sup>nd</sup> week: Presentation Skills. Bob checking to see who can do this.
- June 1<sup>st</sup> week: Networking Reception like last year at Biaggis. Dave to contact NCCA
- July: No program

- Aug 3<sup>rd</sup> or 4<sup>th</sup> week: Instructional Design. Sue presenting.
- Sep 2<sup>nd</sup> or 3<sup>rd</sup> week: Panel: economic outlook plus local/economic development orgs. Stephanie to organize with Kevin's assistance
- Oct 2<sup>nd</sup> or 3<sup>rd</sup> week: What is Higher Ed Doing in the Training Space? Sue and Kevin have contacts. Include UNC, CSU, AIMS, Regis
- Nov 2<sup>nd</sup> or 3<sup>rd</sup> week: Member presentation. Topic undetermined
- Dec 1<sup>st</sup> week: Lunch networking meeting. No speaker.

Although not represented at the planning session. Hope is that Veronica and Celeste can plan quarterly programs in Cheyenne to keep up the momentum.

Next, the group focused on setting preliminary goals for 2010. These will need to be approved at the January meeting along with the budget (Dan preparing) and other CORE documents. Many goals are the same as 2009. Discussion focused on the following areas in particular:

- Membership. Plan on a retention rate of 50% which means we will lose about 35 members. Offset this loss with 35 new members so we end 2010 with the same number of members, about 68. Of the 35 new members, 10 should come from the Cheyenne area.
- Expos. Do one in FTC area and continue to do two in Cheyenne to sustain momentum. Dan to watch for announcements and sign us up.
- Do a better job of board member orientation. Sue will put together a packet for new board members.
- Do a better job of welcoming new members. Ask how we can help them and provide a list of tasks or projects where we need help. Can Kim lead?
- Refine the web site. Make it easier to use to register for events and join. Eliminate multiple clicks and use of password. Dave to pursue with TME.
- We need a Face book presence. Bob to get us up and running with officers as initial fans. Also LinkedIn. Add videos. Can Pam lead?
- Establish relationships with FRCC, AIMS, Regis. Will need someone to volunteer here.
- Make decision on timing of fundraiser by June (2011 or 2012). If 2011 put committee in place to start preparations. If 2012, begin to look for potential speakers in second half of 2010 so we will have a short list of 3-4 in early 2011.

Tentative 2010 Goals are attached separately.

Group next reviewed board responsibilities documents. Job descriptions are generally still good although each current officer should review. Some tasks are not being done and group will need to decide on priorities and look for non officers who can help with specific tasks. Job descriptions will be reviewed in Jan and Feb. Officers need to attend the board meetings and most program meetings.

Finally, the board meeting calendar for 2010 was reviewed. The following dates were tentatively agreed upon. July will be a midyear retreat to review YTD progress and plan for the second half. Our chapter coach and NAC rep will be invited.

### **Proposed ASTD NRC Board Meeting Dates for 2010**

Mondays at MCR

Last Monday of the month except for May, September, October and December

January 25	Approve 2010 Goals, Budget, and CORE Submission
February 22	Review Board Responsibilities
March 29	
April 26	
May 24	Make decision on 2011 or 2012 for Fundraiser.
June 28	
July 26	Retreat
August 30	
September 20	Review Survey Strategy and Questions
October 18	
November 29	
December 6	2011 Planning Meeting

Group also discussed conducting some meetings by phone to allow greater participation, especially from Cheyenne. Dave will look into the cost.

Planning session adjourned at 9.15 pm

Minutes submitted by DLV Dec 8, 2009