

ASTD NRC

June 29 2009 Board Meeting Minutes

Present: Cindy Wilson, Dan Chenoweth, Kevin Shrum, Bob McDonnell, Pam Smith, Kim Pichot, Sue Fody, Dave Vance

Meeting called to order at 6.05 pm in the Poudre Canyon Room at MCR.

Minutes of May 18th meeting approved without correction.

Pam Smith was welcomed as our new VP for Communication.

Treasurer's Report:

Preliminary results for June show income of \$50 (June's program was free) and expenses of \$1028 (including a receivable of \$422 from NCHRA) for a net loss of \$978. For the May program, however, we made \$60. Our cash balance has declined to \$41,123, better than plan.

Program Report:

Our May program at the Egg & I had 16 paid attendees, our lowest for the year and down considerably from 31 in April. Evaluation scores were good with overall satisfaction of 4.1 out of 5. There were good increases across all measured categories.

The June networking event was a tremendous success with 80 attendees which was the max for the room. Of the 80, 24 were members of NCHRA, 18.5 from ASTD and 17.5 from NCCA. There were 20 unaffiliateds. Energy level was high and a lot of networking occurred. Very positive feedback (3.9 from the 8 who replied). All found value and would recommend to others. All would do it again and all but one would pay \$15. They split on doing it semi annually or quarterly. Common feedback: need a bigger room, too crowded. ASTD cost was \$346 which the board thought was a good investment. Several were interested in membership and we got 13 names to add to the mail list.

The program schedule is finalized for the year. Thanks Cindy!!! Jack Epp is lined for Jan 19 and Cindy will pursue Jena Shrek as a potential speaker for Feb or Mar. Also will contact Mike Hawkins for a half day workshop in April.

Veronica has planned the next Cheyenne meeting for Aug 12 at LCCC. It will be a facilitated networking event with Jan Henton. Price is \$10. It is on the web site for registration.

We are still looking for a Sep venue for Sam Lloyd. Board suggested new library on Harmony or MCR. Dave will pursue.

Discusses printing costs. Dave wondered if we could do better than \$1.18 for a double sided color page. Sue will check Business express in FTC and Pam will check in Greeley. Next brochure printing will be in Sep or Oct.

Membership Report:

Dave reported that we had 3 new members in June including two winners from June 3rd (Ava Diamond and Diana Campbell) and Sharon Roberts Meyers from Cheyenne

Membership continues to decline. Part is expected and planned as Denver area members lapse or transfer. We are getting more new members than we planned but we are losing far more existing members than planned at renewal time. In total membership is at 78, down from 92 at Dec 31. Denver area members have dropped from 32 to 19 (expected) but local has dropped from 62 to 59 (more than expected). Goal at end of year is 76 with 63 local members. We need to increase the renewal rate. Bob has contacted all lapsing members but there is no response. Kim and Bob will continue to contact lapsed and expiring members to at least understand the dynamics. Hopefully, some of the Cheyenne attendees will join.

Membership Strategies

Kim shared her preliminary thoughts on membership and led a discussion on reasons for joining. She suggested

- Redoing the brochure and creating a membership packet
- Identify employers in the area who have T&D staff and reaching out the staff and employers
- Holding a luncheon every other month or so for new members or prospective members
- Conducting as survey of members. Board gave her last years survey
- Following up with members before expiration.

The group liked all her ideas. The board went on to distinguished between attending programs and joining. Brainstorming produced the following reasons to join:

- Discount on meeting fees
- Searchable directory for members only to connect with others and for employers to use in hiring
- First shot at job opportunities that come in
- Looks good on resume
- National dues are subsidized for officers
- Costs to attend ICE are subsidized for board members
- Opportunity to mentor and be mentored
- Chapter leadership opportunities.

Other ideas? Let Kim know!

Group discussed the generational differences noting that 20 somethings are not inclined to join orgs. We need to address this. Other orgs are using facebook, etc or establishing groups of younger members. We need to keep this in mind when we review program pricing and dues for next year. Dave will investigate whether Wild Apricot can support a directory. Group acknowledged it will take money to establish and maintain.

Kim will pull these ideas together and share drafts with the group. Goal is a new membership brochure and realization of above items so we can offer them as benefits.

The board thanked Kim for taking on the position and helping us improve our membership!

Marketing and Outreach:

Bob continues to send out publicity to all our contacts and to send Loveland chamber news to TME for the newsletter.

Bob and Dave met with Marie Ziminoff has approached us about a partnership with Colorado Career Development Association. Looks like a good match and we agreed to cross publicize. She will explore with her board whether they are willing to offer reciprocal pricing

Bob suggested a partnership with Women of Influence, at least for cross publicity. Board agreed. He will also sift through Loveland Chamber calendar and send relevant events to TME for our newsletter.

ICE Report

Sue and Doreen attended ICE in DC. Sue said it was a great conference, about 8000. Lots of sessions and interesting speakers. She also attended the chapters leaders sessions which were helpful. She reported other chapters annual dues in the range of \$25-\$80. Advice from others was do not raise them in this environment.

Communications:

For July newsletter Dave will write mid year report. For upcoming newsletters we need articles on the value of local and national membership. Kim to write one on local membership. Dave will see if national has something for national. If it does, that will be used for August. Also, Can Veronica write one on the Cheyenne GIG?

The Meeting Edge:

Web site taking longer than expected but Dave is happy with all other support from TME. Up to date on data entry.

Election of officers

Dave reported on the formal election of officers at the May meeting. At the May meeting , Dave reviewed the slate and open positions and asked if anyone else would like to be on the slate. Pam Smith expressed interest in serving as VP Communication and was added to the slate. Motion was made by one member and seconded by another to approve the slate. Vote was unanimous to elect the following officers for the 2009-2010 year:

President	Dave Vance
Past President	Sue Fody
Treasurer	Dan Chenoweth
VP Programs	Cindy Wilson
VP Mktg/Outreach	Bob McDonnell
VP Membership	Kim Pichot
VP Communications	Pam Smith

Congrats to all and thank you for serving!!!

Dashboard Update:

The dashboard has been updated for June. We are set to exceed our 2009 goal for number of programs and number of attendees.

Other Matters:

Dave invited Board members and spouse/friend for a social function in July in place of a board meeting. So far it looks like Bob, Sue, Patsi, Dan, Kevin, Cindy, Pam and Kim, along with assorted spouses (or not!) Michael, Veronica, Jackie can you join us?

Next board meeting August 24th

Meeting adjourned at 8.00 pm.

Have a Happy July 4th!!

Submitted 6/30/09 by dlw