

ASTD Northern Rockies Chapter

Board Meeting Minutes

June 28, 2010 at 6:00 PM Board Meeting: Teleconference

Attendees: Sue Fody, Dan Chenoweth, Robbi Muniz, Bob McDonnell, Patsi Maroney, Dave Vance

Approved minutes from May meeting with correction to add attendees names.

Treasurer's Report Dan reported

- We have received payment from RMC for Kirkpatrick event.
- Data through June show we are breaking even on monthly programs, not counting the Kirkpatrick event where we made \$1300.
- 1000 flashlites ordered at a cost of \$2300. Should last 3-4 years.
- YTD expenses are well under budget. Money remains in budget for rework of banner
- Cash balance is \$32, 179
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Program update Robbi

- All those who attended the June program with Kevin felt he did an absolutely outstanding job in both content and presentation. The audience really liked it which should be reflected in high feedback numbers
- Review Future Programs
 - Confirmed: July 8 and Sep 30 Network Breakfasts at Egg & I, Aug 19 - Gina Schrek (confirmed) at Moot House, Oct 14- Sue on converting ILT to WBT at Moothouse, Nov 11 Dave on publishing book at Moot House.
 - **Sep 14** –Robbi working on getting several local learning professionals to come for short, informal presentations.
 - Dec 9 Lunch networking meeting at Moot House. Further discussion necessary for Dec.
 - Robbi is working on the proposal process for vetting speakers. They will be able to access a form on the web site.
- Upcoming Cheyenne programs - Susan

- Robbi will contact Susan to confirm these two programs
 - Aug 12 – Susan will contact a local speaker who is a GM at a TV station.
 - Oct 7 - Lorraine Bosse Smith has volunteered to speak
- We need a description for at least the AUG program by July10 for the newsletter.
- Ideas for programs for 2011
 - Panel: economic outlook plus local/economic development orgs. Stephanie to organize with Kevin's assistance
 - What is Higher Ed Doing in the Training Space? Sue and Kevin have contacts. Include UNC, CSU, AIMS, Regis
 - Organization(al) Skills (?) from Center Partners
- Ideas for half or full day events for 2011
 - Christie Ward for half day

Membership report

- Two new members and three lapsed members. Count stands at 88, down 2 from May, but up from 67 at year end and well above our 2010 goal of 67.
- We have completely worked through the issue of Denver area NRC members. We have only one Denver area member (versus 30 eighteen months ago)and that is Robbi!
- So, we were at about 90 members two years ago, dropped to 60 without the 30 Denver area members, and we have worked our back up to 88!
- With the addition of many chapter only members our joint member percentage has declined to 39%. We need to hit 35% this year for CORE so we should begin to focus on increasing national membership
 - Board suggested adding a paragraph on the benefits of national membership to the monthly newsletter and talking about it the program meetings.
- Dave is sending a welcome email to each new member.
- Lapsing members now receive multiple reminders from NRC.

Marketing update

- Dave sent a gift card and thank you note to Ashley Waymire who created our new brochure.
- Board suggested we might add video clips of board members or other members on the value of chapter and national membership to our website. Also a clip from Dave welcoming new members.
- Dave has not yet gotten an updated price on reworking the banner but will.
- Cross publicity with RMC: Robbi has worked hard to get RMC to regularly post our events , and they are now doing so for the next three months. Likewise we will post their events out for 3 months.
- Bob continues to send out program notices to papers and to update our facebook page.

TME Update

- Expiration/renewal notices are sent automatically through Wild Apricot software.
- Membership Directory – Carol has worked through all the issues and Wild Apricot can provide all the features we were looking for. An early pilot is up and running, populated with Board members info and available only to board members at this time. The directory can show name, address, phone, company, position, etc. plus industry, area of expertise, desire to be a mentor, and willingness to provide consulting. Members can choose which fields to share and can update their own info. Next, we need to provide Carol the categories of industry and area of expertise. Dave will send a starting list with the goal to complete it on July 8. Carol will then program it and we will prepare an announcement to members to go out by end of month. Members will have August to edit profile and make opt in choices. New member directory will then be visible Sept 1 accessible from a new button for “Members Only”
- Members Only area also will house board minutes, job postings, annual goals and reports and PowerPoints of previous speakers.

CPLP Study Group update

Paul Smith is heading up a group with about 5 participants. They have decided to wait until the fall to start meeting due to summer schedules.

Intermountain ASTD Meeting in Salt Lake City June 25

- Dave represented NRC and was joined by 12 others from Denver, Co Springs, Phoenix, Salt Lake City, Las Vegas and eastern Idaho chapters along with NACs Paula Ruffy (hosting) and Christie Ward
- Good meeting, Lots of information and ideas shared.
 - We are midsized in this group at 88. RMC is 125 and SLC is 112. Las Vegas is down to 86. Pike peak has 45 and ID about 70 and in rebuilding mode along with Phoenix
 - So, for our population base, we are outstanding! Bigger than LV!
 - We are near the bottom on meeting fees and dues. Others meeting fees range from \$22/27 (member/nonmember) to 35/45 (RMC) so we are THE lowest. IDs dues are only \$25 but the rest range from \$55-84.
 - None of the others have our issue of succession planning or officer vacancies.
 - Their advice for us: Keep asking and asking and asking for volunteers. Some will not work out. Replace them and keep going.
 - Others are attracting young people to their boards and membership.
 - More use of social media

Discuss and decide

- Board members: Dave will meet with Kim on the 29th to discuss her involvement and and has written Pam to see if she plans to reengage. The group agreed that it was important for an officer to be able to attend the most board meetings.
- Newsletter planning. Noted deadline is the 10th of each month.
 - June: Thanks to Patsi for a great article on ICE!
 - July: Dave will do the midyear report - confirmed
 - August: Susan to write a piece on Cheyenne activities
 - September: need idea
- Need to start thinking about the annual **membership survey** to be administered in October. **Need a volunteer.**
- Should we offer HRCI credit for program meetings? Should attract SHRM members. Patsi will investigate cost of a site license so we don't have to apply for each program.
- **July 8 Retreat**
 - **Agenda**
 - **Review of Progress towards 2010 Goals**
 - **Review of Major Issues to Address Today**
 - **Major issues**
 - **Board vacancies**
 - **Succession planning**
 - **Need for major fundraiser in 2011 or 2012**
 - **Dollar goal**
 - **Partner with RMC?**
 - **Strategy**
 - **Increase joint members**
 - **Barb Smith (National Advisor for Chapters) coming**
 - **Food: Pot luck. Dave and Barb will provide burgers, hot dogs, chicken. Dave will start a list for sign up. Should have about 10 coming.**
 - **Dave will send directions**
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No regular board meeting in July

Next Board Meeting August 30th - Send out an e-mail to board for decision on telephone or in-person meeting. Go with majority