

**ASTD Northeast Florida  
Advance Meeting Minutes  
Date: October 27, 2012  
Location: University of Phoenix**



<b>In Attendance</b>	Robert Zinsser, President-Elect Alison Cruess, VP IT Tina Echeverry, VP Professional Development Jennifer Jamison, VP Membership Linda O'Connell, VP Sponsorships Tom Speer, VP Programs Rachel Stromberg, Director at large Jeff Geloneck, VP eSIG Marilyn Feldstein, VP CMSIG Laura Steigelman, VP Member Involvement (call in) Sue Raffensperger, Past President Casey Gibson, VP Public Relations Lynne Higgison, incoming VP CMSIG Tami Beaty, incoming VP Sponsorship Allison Turner, incoming VP Professional Development Susan Abraham, Chapter Administrator Quorum established
<b>Absent</b>	Ida Gropper, President Deree-Braswell, Director Lynne Orr-Holley, VP Finance
<b>Begin</b>	10:10 a.m.
<b>End</b>	4:00 p.m.

<b>Agenda Item</b>	<b>Details</b>	<b>Follow-up</b>
Robert Zinsser, President Elect  Laura Steigelman, VP Membership Involvement  (Welcome , Icebreaker, Mission, Values, Strategies)	<p>-- Bob called the meeting to order</p> <p>Theme: sports (teams represented—Jaguars, sharks, suns, steelers, giants, Detroit Tigers, Gators)</p> <ul style="list-style-type: none"> <li>• ASTD NEFL met CORE requirements in 2012: Not many ASTD (approximately 40%) chapters have met the requirements. ASTD will continue to increase CORE requirements for 2013</li> <li>• Reach out to the community (educate and inform)</li> </ul> <p>Goals for 2013: continue to improve (bench strength via recruiting members)</p> <ul style="list-style-type: none"> <li>• ASTD national continues to increase CORE requirements for 2013</li> <li>• Past performance is not significant (meeting CORE requirements in the past does not guarantee you will do so in the future)</li> <li>• Draft new players to increase bench strength</li> </ul> <p>Welcome &amp; Introductions:</p> <ul style="list-style-type: none"> <li>• FBI, Webster University, schools, to increase</li> </ul>	

	<p>participation (building bench strength)</p> <ul style="list-style-type: none"> <li>Board introductions: Sue (outgoing past president); Tom (VP Programs); Lynne Higgison (incoming VP CMSIG); Casey Gibson (VP Public Relations); Laura Steigelman (VP Member Involvement); Jennifer Jamison (VP Membership); Christina Echevery (VP Professional Development/incoming President elect); Tami Beaty (incoming VP Sponsorship); Linda O'Connell (VP Sponsorship); Alison Cruess (VP IT); Allison Turner (incoming VP Professional Development); Rachel Stromberg (Director at Large); Susan Abraham (chapter administrator); Jeff Geloneck (VPeSIG); Robert Zinsser (President elect; incoming President);</li> </ul> <p>IceBreaker: spend some time getting to know a person within your vicinity (neighbor co-worker, etc...)</p> <p>Mission, Vision, Values/Strategies</p> <ul style="list-style-type: none"> <li>Create a world that works better</li> <li>Knowledge and skills successfully</li> <li>ASTD strategies/values: develop members, reach out to the community, create, collect &amp; deliver relevant &amp; useful content; reach and influence, , achieve operational excellence; create &amp; nurture community; care for our people.</li> </ul>	
<p>Robert Zinsser, , President Elect</p> <p>(Board Expectations Document &amp; Decorum Document Review )</p>		<p>To be discussed in November BOD meeting</p>
<p>Robert Zinsser, President Elect, Cristina Echeverry, VP Professional Development, Jeff Geloneck, VP eSIG</p> <p>(ALC-Update.)</p>	<p>Bob</p> <ul style="list-style-type: none"> <li>Document /report/study: (where corporate learning came from); informal, social learning, taboo terms (schooling, social, goofing off, FB, football pool, elearning, )</li> <li>Competency Model (new in 2013): ideas on how to communicate ASTD's role; solicited feedback from conference participants; press release (build the public/community awareness); creating/adding a new model which will be available in mid-2013/CPLP; no addendum/ a new piece</li> <li>BOD transitions: focus on developing strong committees; target specific understudy/develop&amp;mentor; recruit outside membership base; networking</li> <li>Living at the next level: tools; listing (ASTD</li> </ul>	<p>Bob to send document to Board members after Advance meeting) Why Corporate Training is Broken and How to Fix It</p>

website) sixth dimension (communication, community outreach; governance; membership)

- Presenting with impact: finite aspects of presentations (voice, non-verbal communication; inflection; Jeff has the handout)
- Critical competencies for leaders (Lou Russell); grow others' skills, knowledge; and leadership skills; accountability
- Sacramento, CA chapter (reduced to 90 members and grew to over 200 members)—critic for chapter recruited to assist with improving; planning; leverage power of what's in it for me; build a buzz (trainers throwdown—open mic night for trainers); create super engagement

Tina:

- Increase committee members (delegate effectively)
- CPLP (changes—updating within one year)
- Issues with competitive organization (SHRM)—create an alliance/share information and resources
- Mentor programs (participation and needs—speed networking)
- Card munch (affiliated with LinkedIn—helps decide connections)
- Large chapters rotating venues
- Chapter of the month (submitting an SOS [sharing our success])
- Partnering with other chapters
- Elevator speeches
- No excuses (Jim Smith)—Jimpacted;

Jeff (handout\_1)—Programs & increasing membership

1. Elevator pitch
2. Reach out to CEO/CLO (meet needs of companies).
3. Needs of non-members (community of trainers)
4. Find out more about members (industry, demographics for SIGs;
5. Member retention and recruitment as separate roles
6. Membership goals
7. Communities of practice (specialized)—change eSIG to digital technology SIG or educational technology
  - Moving/rotating venues to attract new members (add to survey)
  - Multiple types of SIGs
  - Credit (CEUs) to create more value for members (HRCI credits; PMI, other types of credits)

	8. Ideas for speakers (given to VP of Programs) 9. Cookbook 10. Roles: tasks shift from one VP to another; communication; pay for one ASTD member to be a member of another organization (SHRM; PMI, etc...) 11. Mentoring: Triple Creek; combine with another chapter for program (virtual) 12. Community Service (increasing presence in community—Wounded Warriors program)	
Robert Zinsser, President Elect  NEFL Chapter Objectives & Feedback)	NEFL Chapter Objectives (stimulate discussion) Grow a stronger chapter Developing workplace learning professionals Deliver valuable programming Special Interest Group Events Monthly (eSIG, CMSIG) Mentor program CPLP Program Other objectives????  Handout 2 (2012 Chapter Goals)—working towards 2013 for individual Board Members	
Alison Cruess, VP IT  Hyperoffice Use & Functionality	Data management repository and collaboration tool Started looking at tools one year ago (Alison's assignment) Several investigated <ol style="list-style-type: none"> <li>1. Two piloted (HyperOffice and Egnyte)</li> <li>2. Evaluated by board</li> <li>3. All Files have their Place           <ul style="list-style-type: none"> <li>• Wild Apricot (public documents &amp; images viewable on the web)</li> <li>• External Hard Drive (maintained by VP IT)—archived files (7 years old to current); back up</li> <li>• HyperOffice</li> </ul> </li> </ol> 2 Faces of Hyperoffice <ul style="list-style-type: none"> <li>• Web space (mobile device, versioning, read a file, use the calendar, collaboration)</li> <li>• Mapped drive (editing files—easier)—editing files; uploading/downloading multiples files; moving files; attaching a file to email</li> </ul> Nomenclature: HyperOffice>2012>processes and procedures  Coming soon: WA clean-up; determine if we continue with HO; (BoD meeting in January)	
Robert Zinsser, President Elect  Budget Process & Review	PPT presentation) Planning (5 tips)—Look to cut cost & increase income <ul style="list-style-type: none"> <li>• Make a spreadsheet</li> <li>• Factor in some slack</li> <li>• Conduct monthly reviews</li> <li>• Shop around (service, suppliers, equipment)</li> </ul>	

	<p>1<sup>st</sup> Draft  Explanation-Proposal  Compile and Review  Analyze, Adjust &amp; Approve</p>	
<p>Robert Zinsser,  President Elect</p> <p>Goals Template</p> <p>Dashboard Template</p> <p>Debrief/Report</p>	<p>Setting goals for 2013</p> <ol style="list-style-type: none"> <li>1. Utilize the template provided</li> <li>2. Each board member &amp; chapter administrator will set goals of what they want to accomplish in 2013</li> <li>3. Input draft of any additions to chapter goals to RWZ by Monday 11/5</li> <li>4. VP, Admin, &amp; Director Goals &amp; Dashboard edits to RWZ by Monday 11/12</li> <li>5. Budgets due to Lynne Orr-Holley by Monday 12/3</li> </ol> <p>Monthly Board Meeting Dashboard</p> <ul style="list-style-type: none"> <li>• Filled out each month for the performance of your area (handout)</li> <li>• Marilyn has a template she uses in addition to the dashboard</li> <li>• Alison has a Forms folder in HyperOffice</li> </ul> <p>2013 Chapter Goals</p> <ol style="list-style-type: none"> <li>1. Achieve Operational Excellence: streamline and follow effective standards and procedures to improve overall Chapter operations; ensuring the strength and stability of the chapter now and into the future <ul style="list-style-type: none"> <li>• Keep processes current, CORE compliant, and adhere to them</li> <li>• Coordinate efforts between VP's</li> </ul> </li> <li>2. Drive Engagement: create meaningful programs, events, and opportunities that encourage members to be involved in the Chapter <ul style="list-style-type: none"> <li>• Regularly assess member needs and adjust programs and services accordingly</li> </ul> </li> <li>3. Create &amp; Nurture Community: create opportunities to connect with organizations within the greater Jacksonville community; <ul style="list-style-type: none"> <li>• Minimum of one Community Outreach program</li> <li>• Direct service to community with members</li> </ul> </li> <li>4. Care for our people: focus on Chapter member value <ul style="list-style-type: none"> <li>• Provide relevant and meaningful topics</li> <li>• Provide programs and services that foster growth and development for our members</li> </ul> </li> <li>5. Deliver an enriching customer experience: for our members that extends to their organizations</li> </ol>	

	<ul style="list-style-type: none"> <li>• Identify customers and assess needs</li> <li>• Offer value-added programming</li> </ul> <p>6. Create, collect &amp; deliver relevant &amp; useful content: for our members that extends to their organizations</p> <ul style="list-style-type: none"> <li>• Provide a minimum 24 Chapter events'</li> </ul> <p>7. Extend ASTD's reach and influence: raising the awareness of our Chapter's offerings within the greater Jacksonville training community</p> <ul style="list-style-type: none"> <li>• Rotating programs to different areas/venues that haven't been reached</li> </ul>	
Wrap-up, Next Steps	Wrap-up: In line with ASTD's strategy Next meeting: November 14 <sup>th</sup>	Bob to communicate next steps: (goals, budget; objectives)
<p>Respectfully submitted</p> <p>Jeff Geloneck, VP eSIG  Susan Abraham <i>Susan Abraham</i>  Chapter Administrator, November 4, 2012</p>		