

ASTD Northeast Florida
 Board Meeting Minutes
 Date: May 8, 2013
 Location: Webster University



In Attendance	Robert Zinsser, President Alison Cruess, VP IT Tina Echeverry, President Elect Jennifer Jamison, VP Membership Lynn Higgison, VP CMSIG Lynne Orr-Holley, VP Finance Jeff Geloneck, VP eSIG Laura Steigelman, VP Member Involvement Allison Turner, VP Professional Development Ida Gropper, Past President Quorum established
Absent	Tom Speer, VP Programs; Casey Gibson, VP Public Relations; Rachel Stromberg, Director at Large
Begin	6:17 pm
End	7:45 pm

Agenda Item	Details	Follow-up
Robert Zinsser, President (Welcome and Minutes)	-- Bob called the meeting to order. -- Bob directed everyone to review the April Board of Director meeting -minutes dated 04/10/2013. <u>Corrections to 04/10/2013 BOD minutes:</u> MOTION: to approve the April Board of Directors' minutes dated 04/10/2013 with the requested changes (Jeff). P1 Change to read, "March minutes (not November)." P1 Change to read, "Lynne Orr-Holley was absent." P4 Change to say, "FSCJ" instead of "FSC." - Robert seconded the motion. - Motion passed (unanimous).	
Alison Cruess, VP Technology (HOT topic)	HOT Topic: Personal and Group Tasks (PowerPoint Presentation in HyperOffice 2013>Technology>HOT Topic>file name: May HOT Topic) 1. Challenge (Practice Assignment): create one personal and one group task where you assign at least one person to it. 2. Individual task—Personal Office (My Office): <ul style="list-style-type: none"> • Project Icon (left sidebar) or Tasks section on the Personal (My Office) Desktop • Click new • Type Subject • Add text for detail (can copy email text) • Complete Due date field • Complete Status (Not begun, In 	

	<p>Progress, Complete, Waiting on someone else, suspended)</p> <ul style="list-style-type: none"> • Click on Save button to save the new task. <p>3. <u>Create a Reminder</u></p> <ul style="list-style-type: none"> • One of the top tabs within the Task— Turn on • How (pop-up, show on desktop send text, send email). • Click on Save button to save the new reminder. <p>4. <u>Shared (Group) Tasks</u></p> <ul style="list-style-type: none"> • Same features as individual tasks (New; subject; text; prioritize; notify (lower right hand corner) <p>5. <u>Assign task to member:</u></p> <ul style="list-style-type: none"> • Subscribe (assign to self) • Assign to (HyperOffice member) • Options on how to respond is determined by the person assigning the task. 	
<p>Allison Turner, VP Professional Development</p> <p>(2013 Big Event Update; CPLP; Mentoring Program)</p>	<p><u>Handout 1</u></p> <p><u>Big Event update:</u> Speaker (Bob Pike); ½ day event</p> <p>The Board discussed venues and additional considerations.</p> <p><u>Venues :</u></p> <p><i>UNF University Center</i> Schedule similar to 2011: 8 am to 11:55 am Pricing structure (handout1 explains in detail) Cost considerations: :Power of 2 /Power memberships; \$94=profit for 125 participants. \$74=breakeven for 125 participants.</p> <p>Ida asked about the Big Event goal. Is ASTD NEFL trying to gain profit or membership? Ida also mentioned that UNF is a Big Event sponsor.</p> <p><i>The Main Library (downtown).</i> Parking is limited and expensive. ASTD NEFL will also have to pay for audiovisual rental fees and food, same as UNF University center.</p> <p>Laura suggested <i>Shultz Center</i> off Beach Blvd.</p> <p>Jeff suggested <i>Moroccan Shrine Auditorium</i> or <i>Alhambra Dinner Theater</i>.</p> <p>Jeff also suggested the <i>Blood Alliance</i>. ASTD NEFL will need to order food for 125 people. There is also the problem with a member having a latex allergy.</p>	

Additional Considerations:

Jeff asked if ASTD NEFL has to use the ADDIE -topic. He suggested Revolutionary Training or change the title to attract more people. Too many people are already familiar with the ADDIE topic. Jeff suggested using round table topics. Laura will also share ideas with Allison and Jeff so they can get Bob Pike to change topic and involve the audience.

Bob wants to see more research on venues and pricing. He wants to find out the minimum and maximum registration fee for the Big Event that will encourage membership and maintain profitability.

Bob mentioned that the Big Event registration fee will factor profit and gaining memberships. Pricing is a challenge; however, ASTD NEFL has the cheapest registration fee pricing for workshops;

Ida mentioned the importance of trying to get more national members. ASTD NEFL needs to focus on meeting the CORE requirements. The Big Event pricing structure should include national and pro-rated 3 month chapter membership in order to give a good deal to non-members. ASTD NEFL should also give local members incentives to become national members.

Lynne will promote Bob Pike within EverBank.
Tina will work with local groups such as SHRM and PMI to promote each other's events.
Jennifer will work with ASTD chapters in neighboring cities such as Daytona, Gainesville, and Suncoast.

Tim Giles from UNF usually sends out the invitations.

The meal is breakfast.

CPLP: Jeff is leading the informal study group. All CPLP sessions have been scheduled and can be found on the astdnefl website.

Mentoring Program; So far the program has one mentor and no protégés.. Application deadline is May 31,2013 Last year there were seven pairs of mentors and protégés. The program has a four month membership requirement. Bob suggested a short speech about the mentoring program during the May monthly event. Laura mentioned that one member was waiting to hear from a mentor. Alison Cruess will update the Mentor Event on astdnefl.org. The email will go out after Lynn Higgison reviews it. The website will contain information about the mentor

Ida will research the details of proposed pricing structure.

Board members to email information about venues and pricing before the June Board meeting in order to begin Big Event registration.

Allison will notify the Board about the final Big Event venue and registration fee pricing structure before the next Board meeting.

Allison to follow-up with Casey to find out if there is an interest in member participation.

	program and the application form. There is also a monthly event flyer	
Lynne Orr-Holley, VP Finance (Finalize 2013 Budget)	<p>Exception items for the budget have been finalized. Lynne is projecting a balanced budget. The full report will be ready by the end of May. This report will project balances for the end of the year. This report will also jumpstart the budget discussion for the June Board meeting.</p> <p>The Board will review the budget during the July Advance meeting and adjust the amounts accordingly.</p> <p>The final budget will be uploaded to HyperOffice (TBD).</p>	
Membership Ideas	<p>Letters to CEO's—Bob is drafting a letter on ASTD letterhead to create awareness.</p> <p>Link astdnefl.org calendar to www.astd.org (national) calendar.</p> <p>Jennifer suggested to separate student membership registration fee category for the Big Event)</p> <p>Laura suggested a discount coupon for ASTDNEFL events and to find out what other chapters are doing to promote their events</p> <p>Target students to increase ASTD NEFL membership because they are the new, emerging, trainers.</p> <p>Identify FSCJ and other campuses for membership growth. UNF is the largest sponsor for the Big Event. First Coast Higher Education Alliance (FCHEA) is another organization that could help with membership growth and promoting the Big Event.</p> <p>Teachers and educators are another target audience for membership as opposed to corporate trainers.</p> <p>Other suggestions include promoting national memberships in the eSIG, monthly, and CMSIG via PowerPoint slides. These slides would inform members about the resources available through ASTD along with other ASTD membership benefits (discounts on books and Infoline materials).</p> <p>Include testimonials in the ASTD NEFL events. Marilyn Feldstein is a good ASTD resource for a testimonial.</p> <p>National, non-local memberships could also bring in some additional chapter members.</p> <p>\$249 Power membership fee is a break-even point for</p>	<p>Board members will review and edit the CEO letter.</p> <p>Jennifer Jamison will follow-up with Board member ideas.</p> <p>Casey will spotlight national ASTD membership in the newsletter and make social network postings (LinkedIn ASTD Chapter Leaders group and ASTD NEFL Facebook group). These posts will ask for members to discuss the benefits of ASTD membership during chapter events.</p>

	membership fees, where the incoming membership revenue fees equal the cost of chapter and national membership.	
Open Discussion	<p>Bob requested that Board members search and recruit for the open VP Sponsorship position. Flyer (Handout2) distributed to Board members generate interest in sponsorship.</p> <p>Bob is unable to attend next Thursday's monthly event meeting scheduled for May 16th.</p> <p>Next Board meeting is June 12, (2nd Wednesday of each month).</p>	<p>Tina will work on the job posting for VP Sponsorship.</p> <p>Jeff will share ICE reflections in the June eSIG workshop.</p>
<p>Respectfully submitted <i>Susan Abraham</i> Susan Abraham Chapter Administrator May 8, 2013</p>		