

ASTD Northeast Florida  
 Board Meeting Minutes  
 Date: November 13, 2013  
 Location: Webster University



<b>In Attendance</b>	Robert Zinsser, President Tina Echeverry, President Elect Rachel Stromberg, Director at Large Lynne Orr-Holley, VP Finance Allison Turner, VP Professional Development Alison Cruess, VP Technology Tom Speer, VP Programs Casey Gibson, VP Public Relations Isabel Graf, VP Sponsorship Ida Gropper, Past President Lynn Higgison, VP CMSIG Jennifer Jamison, VP Membership Jeff Geloneck, VP eLearning Quorum established
<b>Absent</b>	Laura Steigelman, VP Member Involvement
<b>Begin</b>	6:16 pm
<b>End</b>	8:15 pm

Agenda Item	Details	Follow-up
Robert Zinsser, President  (Approval of October 2013 Board and Advance meeting minutes)	<p>Bob called the meeting to order</p> <p>Bob shared a letter from Governor Rick Scott which recognized ASTD NEFL as one of Jacksonville Business Journal's top trade associations. ASTD NEFL ranked number 16 among Jacksonville's professional trade associations.</p> <p><b>Motion:</b> To approve the October 2013 Board meeting minutes with the corrections (Lynne) second (Ida). Motion passed unanimously</p> <p><b>Note:</b> Rachel Stromberg abstained from voting because she did not have a chance to review the minutes.</p> <p><u>Corrections:</u>          Delete the three paragraphs within the Big Event Section regarding discussion pertaining to Additional Feedback.</p> <p><b>Motion:</b> To approve the October 2013 Advance meeting minutes (Tina) seconded (Casey) with the following corrections. Motion passed unanimously.</p> <p><u>Corrections:</u>          Alison C mentioned that the survey results, pages 1 to 2, on the second paragraph stated that the survey had a 90.7 percent completion Alison requested to correct</p>	.

	<p>this to say, “As defined by Survey Monkey’s explanation of completion rate”. The actual response rate for the survey was under one percent.</p> <p>Bob discussed the December Board meeting: ASTD NEFL budgeted \$300 for the meeting. It will take place at 11:30 am on Wednesday, December 18<sup>th</sup>. The meeting location is to be determined.</p>	
<p>Tina Echeverry, President Elect, Allison Turner, VP Professional Development, Lynn Higgison VP CMSIG, Bob Zinsser, President</p> <p>ALC Debrief</p>	<p><b><u>ALC Debrief:</u></b></p> <p>ALC sessions and handouts uploaded to HyperOffice&gt;2013&gt; ALC 2013 Conference folder</p> <p>Tina, Allison, Lynn, and Bob presented their notes and information from the following ALC sessions:</p> <p><b><u>Gain and Retain: Proven Techniques for Driving Member Value Engagement (Tina)</u></b></p> <p>Several chapters experienced the following successful strategies:</p> <ul style="list-style-type: none"> <li>• Member Fest(during October, Sponsorship, 17 Members, Informal, Board Members)</li> <li>• Membership Table at every event</li> <li>• Marketing Video at the website</li> <li>• Launch local GIGS (Geographic Interest Groups)</li> <li>• Breakfast Networking Session that utilizes an ambassador or opportunity for renewals</li> <li>• Engage with professional groups as a way to generate student membership (in addition to a special rate) Encourage members to attend</li> <li>• Quarterly Engagement (book clubs, lifestyles, areas of interest)</li> <li>• 50/50 Raffles</li> <li>• Scholarship Program</li> <li>• Focus on Master’s Level Programs</li> <li>• Volunteer for free registration to a chapter event</li> <li>• Event Levels</li> <li>• Young Professionals Group</li> <li>• Organizational reciprocity</li> <li>• Networking events for members in transition.</li> <li>• First time guest discount. Follow-up to find out if guests are interested in further participation.</li> <li>• A senior rate for retirees (60 + ½ rate)</li> <li>• Scholarship program – ARD Degree</li> <li>• Large Event Pricing as a strategy towards membership growth</li> <li>• Group discounts for events</li> <li>• Higher membership fees (free or discounted</li> </ul>	<p>Susan Abraham will follow-up with ASTD regarding the refund for Casey Gibson’s cancellation for ALC.</p>

- pricing on events)
- Tiered membership levels (basic and full
- Offer professional headshots
- Offer a variety of meeting times
- Small, medium, and large volunteer opportunities
- Central meeting locations
- Collaborate with other organizations bi monthly

**Building Financial Acumen (Tina)**

Tina presented the following information from the workshop:

- Compare financial data over a three year period.
- There is an ASTD Toolkit available as a resource.
- Hire a CPA. The cost is \$350/year for an external audit.
- Swap books with other chapters as an external audit.
- The financial summary should include a balance sheet, year-to-date profit and loss statement, an income comparison report, special programs report, monthly programs report, and a conference report.
- Shirell Burriss from the ASTD Charlotte Chapter is the contact who presented this information.

**Courageous Leadership: Using Courage and Opportunity to Inspire Chapter Engagement (Tina)**

The following concepts were introduced in this workshop:

- Buckets of Courage
- Try: Bold Move Pioneering Event
- Trust: Vulnerability releasing need to control, Chapter Virtual meeting (Google Hangout)
- Tell: Courage of voice or assertiveness, Direct Feedback

Participants were asked to think of a leader they most admire in the chapter. What are some things that the leader did or does to build people’s courage? Give opportunities to people they do not know. Provide positive energy. Give credit where credit is due. Be open-minded. Grace if outcome is positive. Offer an environment of professionalism, follow through and accountability. Do more than they expect from others. Sara Blakely – SPANX company: Courage Goes to Work (Forbes youngest self-made billionaire (put it on the shelf) What have you failed at this week? If you do not extend yourself to the point of failure, you did not learn.

1. Identify chapter “gulp goals”
2. Define “appropriate” courage
3. Provide safety nets
4. High five courageous attempts

Give ASTD list and identify future leaders

**Reaching CORE Achievement for 2013: Achieving Chapter Excellence Through CORE (Tina)**

The Nebraska Chapter consists of eight board members, 20 total. Board members and directors. There is a President Elect, President, Past President (not just past year). This also includes an Executive council for strategic planning initiatives. VP’s and prospective members are being groomed for future roles.

The following ideas were discussed during the workshop:

- VPs have three or four direct reports.
- The Executive Committee handles the chapter’s goals, assessment, board, and succession plan.
- Streamline efforts by giving homework prior to meetings.
- Give out next level tool prior to next board meeting
- Membership drive
- Phone Bank
- Bring a member
- Look up Baton Rouge Chapter Onboarding Toolkit (SOS)
- Add mission and vision of chapter to business cards

**Six Breakthrough Formulas for Using Programs to Drive Transformational Chapter Growth (Allison)**

Allison shared the following ideas for activities as her takeaway from the workshop:

- State of industry/state of chapter
- Throw-down
- Fire up the machine program
- OC-training fest
- Summer Sizzle
- Saving series
- Parties
- Networking Events
- Food
- Drink and Draw

- Ice Cream Social
- Cracker Barrel
- Supermarket Caterer
- Wine Tasting

**Creating a Truly Collaborative Conference (Allison)**

Allison shared this as a potential idea for the next ASTD NEFL Big Event.

This type of conference contains only facilitators, no key speakers.

The workshop format would allow participants to earn HR credits.

The workshop also encourages phones and tablets with downloads.

The layout of the room is conducive to technology focused; learning labs (which are sponsor-driven).

These types of conferences contain timely information, and chapters don't pay the facilitators.

**Engaging the Head, Heart, and Hands of the ASTD Volunteer** (Lynn—[Handout 1](#) and [Handout 2](#))

Lynn discussed the following key points from this session:

- The volunteer coordinator should appeal to the volunteer's sense of intrinsic (versus extrinsic) value.
- Volunteer recruitment and engagement takes place one person at a time.
- Volunteers have different reasons for volunteering. Find out where the volunteer's interest lies with respect to placement—what is the best fit?
- Identify the chapter needs vs. individual needs and focus on long term results.
- Get to know people and talk to them.
- The volunteer coordinator doesn't necessarily have to fill the open spots.
- Try to find opportunities that would motivate prospective volunteers.
- Try to redirect a volunteer from a role they don't perform well versus demotivating them from other volunteer roles within the chapter.

**Love your Volunteers (Lynn)** ([Handout 3](#) and [Handout 4](#));

This workshop focused more on planning activities for volunteer appreciation such as volunteer of the month;

	<p>spot awards; candy; gift cards, and on the spot recognition.</p> <p><b><u>Changing Face of Marketing (Bob)</u></b></p> <p>Marketing the ASTD chapter is goal-driven. Access the National list to develop a marketing plan. A new or different target audience (market) may result in unexpected activity. ASTD.org toolkits are a good resource. Develop a marketing plan, track and report the results, and identify what works.</p> <p><b><u>Social Media Strategy (Bob)</u></b></p> <p>Greater Detroit Chapter utilized the following activities for their social media strategy:</p> <ul style="list-style-type: none"> <li>• Writing a Blog</li> <li>• Social media feeds on the blog (vs. newsletter)</li> <li>• Social media toolkit at ASTD website</li> </ul> <p><b><u>Additional ALC Highlights (Bob)</u></b></p> <ul style="list-style-type: none"> <li>• 350 people attended ALC.</li> <li>• 20-25 were from Atlanta.</li> <li>• Tony Bingham, ASTD president, was the keynote speaker.</li> <li>• For 2015, the CORE requirement for Power member will remain 40 percent, and ASTD may not increase the following year.</li> <li>• ASTD national retention is 60 percent</li> <li>• 60 percent of the ASTD website visitors come from social media</li> <li>• 18 of the 120 chapters missed CORE requirement in 2012</li> </ul> <p>The ASTD Nebraska chapter complained about the price increase on ASTD national member. There is a 67 day implementation expected from ASTD. Multiple professional memberships do not feel value of ASTD national membership. In the future, ASTD may consider combining the chapter and national membership.</p> <p>Tony Bingham addressed the price increase. ASTD national does a lot such as programs, circles, communities of practice. Much of the ASTD national member fee funding will go towards the redesign of the ASTD website. This is a behind-the-scenes expenditure which may not directly be noticed by members.</p>	
Lynn Higgison, VP CMSIG	<p><b><u>Walk In/Guest Fees CMSIG</u></b></p> <p>The Board discussed the possibility of allowing non-</p>	

<p>Walk In/Guest Fees CMSIG</p>	<p>members to participate in CMSIG workshops.</p> <p>The Board identified the following advantages to offering CMSIG to members and non-members:</p> <ul style="list-style-type: none"> <li>• attract prospective members;</li> <li>• increase member involvement (engagement);</li> <li>• attract prospective speakers for future events;</li> <li>• identify the value of ASTD NEFL membership by prospective members</li> </ul> <p>The disadvantage of opening up the CMSIG to non-members is the additional work associated with event management—more volunteers, check-in, collection of fees, etc.</p> <p>The Board decided to form a sub-committee that would work on revising fees for the eSIG, monthly, and CMSIG programs. The Board expressed the importance of establishing a consistent fee schedule.</p> <p>There is also a \$5 walk-in fee for members and non-members for participants who did not register for the workshop.</p> <p>The sub-committee needs to look at all event management fees (eSIG, monthly, and CMSIG—members vs. non-members) and compare those fees to other chapters. The sub-committee needs to determine if existing registration fees are meeting the chapter’s financial goals and helping to achieve the CORE membership requirements.</p> <p>The sub-committee will explore offering a leadership SIG that teach fundamentals of training and professional development topics. The sub-committee will also explore SIGs that meet the needs of ASTD NEFL and community of practice. This may be possible with less VP’s and more directors reporting to the VP of Programs. Topics can range from group coaching to a mentor program. Several chapter members can coach on the fundamentals to training and professional development. The Board can also consider establishing SIG request based on the needs of the community of practice.</p> <p>Workshops teaching the fundamentals of training and professional development are great for students (prospective members) and people who want to get into training and development.</p> <p>The sub-committee should research event fees by comparison to other chapters. This will help existing VPs as they develop budgets for pricing. Bob Zinsser offered to reach out to other chapters for event fees to facilitate program VPs budget.</p>	<p>Lynn Higgison,, Jeff Geloneck, Allison Turner; Bob Zinsser; and Isabel Graf will form a subcommittee to fees for the eSIG, monthly, and CMSIG workshops along with a revised walk-in fee.</p>
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	<p>VP Finance Lynne Orr-Holley recommended that monthly meeting fees remain the same and that SIG workshop fees should change. Lynne also recommended an increase of walk-in fees.</p> <p>Other recommendations include a revised budget forecast to reflect additional revenue, not a decrease of registration fees. In addition, there should be a difference between member and non-member registration fees; however, program VPs should think about the consequences if the difference exceeds a \$10 to \$15 difference.</p>	
<p>Jennifer Jamison, VP Membership</p> <p>Membership Renewal of Board Members (New Price Structure) and Power Member Status &amp; Drive</p>	<p><b><u>New Price Structure—Membership Renewal of Board Members; Power Member Status &amp; Drive:</u></b></p> <p>ASTD NEFL may have reached the 40 percent CORE requirement of Power membership. Jennifer and Tina are double-checking. Verification of the CORE requirement being met takes one month to verify with Brandon Grubesky, ASTD Chapter manager..</p> <p>National ASTD membership costs \$149 for Board members for 2014. ASTD NEFL needs to add new Board members-Debra Riley (incoming VP eSIG), Mark Greely (incoming VP Technology), and Jan Spence (incoming VP Programs) along with the incumbent Board members. The ASTD NEFL Board needs to approve the payment of these national membership fees.</p> <p>A good way to promote the ASTD national membership is let chapter members know that they should lock into the less expensive ASTD national membership fee for 2014. This lower fee applies for more than one year, and members could lock into multiple years at the reduced membership fee. The membership fee covers a full 12 months of membership.</p> <p>This could also help ASTD NEFL meet the 40 percent Power member CORE requirement for future years.</p>	<p>Jennifer Jamison will give the Membership PowerPoint slides to Lynn Higgison to present in the CMSIG workshops.</p>
<p>Robert Zinsser, President</p> <p>Event Fee Discussion</p>	<p><b><u>Event Fee Discussion</u></b></p> <p>Refer to the notes in the Guest/Walk-in Fee section of the November 13, 2013 ASTD NEFL Board minutes.</p>	
<p>Lynne Orr-Holley, VP Finance</p> <p>Financial Report</p>	<p><b><u>Financial Report:</u></b></p> <p>The financial report is in HyperOffice (2013&gt;Finance) ASTD NEFL is slightly over expenses. There are several outstanding bills that need to be paid. Revenues decreased by \$3327, mainly due to the</p>	<p>Budget projections due by December 11<sup>th</sup> at the latest</p> <p>Board members are to complete succession planning.</p>

	<p>sponsorship vacancy. There were also finance/CPA fees along with travel and expenses of speakers that caused the excessive expenditures. ASTD NEFL set higher goals for monthly event revenues with the expectation of sponsorship.</p> <p>Handouts of summaries of the revenue-generators are in HyperOffice. Isabel, Tom, Jennifer, Jeff, and Allison can use these summaries to project registration/sponsorship fee revenues.</p> <p>The Internal Audit is due before end of 1<sup>st</sup> Quarter of 2014. Stephanie Hartnett has a form and chart for ASTD NEFL to use for the review.</p> <p>Even fiscal years require an external financial audit. Odd fiscal years require the Internal audit</p>	<p>ASTD NEFL will form a Financial Review Committee consisting of Isabel, Allison T, and maybe Darrin Hayes to perform the Internal Audit.</p>
<p>Isabel Graf, VP Sponsorship</p> <p>Sponsorship Debrief</p>	<p><b><u>Sponsorship Debrief</u></b></p> <p>The Big Event had 11 in-cash sponsors who contributed \$2150. Sponsors were asked to complete evaluations about the Big Event. Tim Giles from UNF will share marketing ideas for the next Big Event. The biggest challenge for obtaining sponsorship for the Big Event was to request for sponsorship in the first quarter of the year. Sponsors need to complete their documentation by the first quarter of the year in order to obtain approval. Isabel will start requesting sponsors in March for the Big Event. The Board also expressed a need for a big raffle prize, like the weekend getaway that was raffled during last year's Big Event.</p> <p>Isabel asked for suggestions on sponsorship candidates. There are not many monthly event sponsors.</p> <p>One of the Big Event participants who purchased the new member packets (financial credit union) expressed an interest in becoming a sponsor.</p> <p>Alison C asked about changing the sponsorship logos on the website. She needs to update the website to include current sponsors.</p>	<p>Isabel will follow-up with Alison C about sponsorship logos on the website.</p>
<p>Open Discussion</p>	<p>Allison Turner added the VP Professional Development goals to the 2014 HyperOffice folder (2014&gt;Goals&gt;VP Professional Development).</p> <p>Rachel gave Comedy Zone passes to Lynn Higgison and Tom Speer to give away in their workshops.</p> <p>Leftovers from Winn Dixie will be donated to the Ronald McDonald House and City Rescue mission on behalf of ASTD NEFL.</p>	<p>2014 Goals are due November 30, 2013.</p> <p>Committees should be formed by February, 2014.</p>

	Alison C brought the Transitioning HyperOffice positions/users in 2014 to the Board's attention.	Alison C will map out the transitioning of the HyperOffice positions/accounts for successors.
<p>Respectfully submitted <i>Susan Abraham</i> Susan Abraham Chapter Administrator November 13, 2013</p>		