



<b>In Attendance</b>	Tina Echeverry, President Allison Turner, VP Professional Development Robert Zinsser, Past President Isabel Graf, VP Sponsorship Mark Greeley, VP IT Tom Speer, President Elect Jennifer Jamison, VP Member Involvement Lynn Higgison, VP CMSIG Jan Spence, VP Programs Lynne Orr-Holley, VP Finance Debra Riley, VP eSIG Casey Gibson, VP Public Relations Quorum established
<b>Absent</b>	
<b>Begin</b>	10:00 am
<b>End</b>	1:15 pm

<b>Agenda Item</b>	<b>Details</b>	<b>Follow-up</b>
Tina Echeverry, President  Welcome	<b>Welcome</b> Tina Echeverry welcomed the Board members and Administrator to the Advance Planning session of the meeting.	
Jennifer Jamison, VP Member Involvement  Icebreaker/Networking	<b>Icebreaker/Networking</b> The Board members and Administrator completed the Icebreaker/Networking activity.	
Robert Zinsser, Past President  Branding Initiative (ASTD to ATD)	<b>Branding Initiative (ASTD to ATD):</b> ASTD NEFL (ATD NEFL) needs to sign an affiliation agreement with ASTD (ATD).  ATD NEFL will send two Press Releases—one to the Jacksonville Business Journal and the other to the Florida Times Union regarding the branding conversion.  ASTD (ATD) NEFL is publishing a brochure explaining the branding conversion.	Bob Zinsser will clarify what year the ALC fee waiver could be used (2014 or 2015).  Susan Abraham will follow-up on costs with Doug Dale and another vendor for the 2015 Board member badges. Check with the link that Jan found.  Mark Greeley will complete the new website ( <a href="http://www.atdnefl.org">www.atdnefl.org</a> ) by December 1, 2014.  The VP Technology (Mark

		Greeley) will need to form a web design committee. Tom Speer and Casey Gibson offered to assist.. In addition, Mark Greeley will request for members to volunteer their time on the web design.
Discuss Status of Original Goals for 2014 & Needed Adjustments  Membership and Member Involvement  Programs (Jan, Lynn, Allison, & Debra)  Sponsorship, IT, & Finance (Isabel, Mark, and Lynne)  Administration (Tina, Bob, Tom, & Susan)	<p><b><u>The 2014 ASTD (ATD) NEFL Consist of the following components:</u></b></p> <p><b><u>Governance:</u></b> (President, President Elect, and Past President)</p> <p><b><u>Membership/Community:</u></b> (VP Membership &amp; Member Involvement)</p> <p><b><u>Professional Development:</u></b> (VP Programs, VP eLearning, VP CMSIG, and VP Professional Development)</p> <p><b><u>Communication:</u></b> (VP PR and VP Technology)</p> <p><b><u>Financial:</u></b> (VP Finance, VP Sponsorship, and Administrator)</p>	
CORE Division of Labor for End of Year Report	<p><b><u>CORE Division of Labor for End of Year Report:</u></b></p> <p>Goal 4 on chapter success stories has not been completed. ASTD (ATD) NEFL as an SOS (Share Our Success) with respect to the CPLP study groups that it should send to national along with the OnBoarding package for Board members.</p> <p>The Communications Survey Committee (CSC), consisting of the VP PR and VP IT are responsible for the Survey.</p> <p>ASTD (ATD) NEFL will not include the Learning Excellence Awards at UNF as a 2014 goal. Not a lot of chapter members won or participated in this program.</p> <p>As a tax exempt organization, ASTD (ATD): shouldn't pay sales tax for purchases. ASTD (ATD) NEFL is not going to reimburse the Board members or Administrator for sales tax on purchases.</p> <p>The VP Programs (Jan) met her goals.</p> <p>CPLP Awareness sessions (3/14, 6/12, and November, 2014). The website has been updated for CPLP Awareness sessions. Heather Horner</p>	<p>Tina will form a Committee to meet Goal 4 on 7/12/2014</p> <p>Jennifer Jamison and Tina will work with Angela Castiel about the Membership goals.</p> <p>Task force committee will put together the SOS through the end of the year.</p> <p>ASTD (ATD) NEFL will purchase a gift for Jeff Geloneck to recognize CPLP certification.</p> <p>Allison Turner will return CPLP study guide to ASTD NEFL.</p> <p>Lynn, Jan, and Casey will coordinate a "Dress for Success" month-long clothing drive.</p>

	<p>working with Jeff Geloneck about studying for exam.</p> <p>There is no chairperson for the Big Event. Allison needs one more session facilitator as a back-up in case one of the session facilitators is unable to speak/facilitate at the Big Event. The “save-the-date” postcards are complete and ready to distribute. No money has been spent so far on the Big Event. The goal is to profit or break even from the Big Event. Refer to the July 12, 2014 Board Meeting notes and Handouts for Professional Development.</p> <p>ASTD (ATD) NEFL is going to discontinue the scholarship award program.</p> <p>The CPLP learning systems are set up on the website.</p> <p>Lynn (work with Debra and Jan on combined event); very successful June combined program</p> <p>The chapter has experienced success on food item donations for Catholic Charities.</p> <p>Tina, Tom, and Laura Steigelman are on the Nomination Committee for next year’s Board.</p> <p>Three people want to attend the ALC. Tom is looking into the travel arrangements.</p> <p>The President Elect shadows the President. Tom is shadowing Tina.</p> <p>Jennifer is working with Angela on the VP Membership responsibilities.</p> <p>Jennifer asked the Board members to encourage volunteerism and member involvement within the chapter, the New Member Orientations, and Bon Voyage (year-end) party.</p> <p>Member Involve Committee: link on the website.</p> <p>The IT Committee: is on track.</p> <p>The VP Public Relations wants to push up the chapter survey date. Casey needs ideas for incentives to get more people take the survey.</p> <p>Casey wants a blog to replace the newsletter. She needs committed contributors from the chapter and Board members.</p>	<p>Tom will coordinate with Board members on airfare pricing and flight arrangements by October 18<sup>th</sup> for the ALC.</p> <p>Mark and Casey will work on project plan to update the new ATD NEFL website (add to Mark’s goals)</p> <p>Program VP’s (eSIG, monthly, and CMSIG) will give Casey as much information as they can about upcoming chapter programs.</p> <p>The Board will discuss the possibility of using a blog to replace the newsletter by October Advance meeting.</p>

Open Discussion	There will be a networking cocktail hour (mentor program) for chapter members only.  ASTD NEFL will analyze the demographics of chapter membership (zip code of where chapter members live, gender, age, and other characteristics).	
Respectfully submitted: <i>Susan Abraham</i> Susan Abraham, Chapter Administrator July 12, 2014		