

**ASTD Northeast Florida
Board Meeting Minutes
Date: May 15, 2014
Location: Webster University**



In Attendance	Tina Echeverry, President Mark Greeley, VP IT Tom Speer, President Elect Jennifer Jamison, VP Member Involvement Jan Spence, VP Programs Lynne Orr-Holley, VP Finance Debra Riley, VP eSIG Allison Turner, VP Professional Development Robert Zinsser, Past President Debra Riley, VP eSIG Casey Gibson, VP Public Relations Quorum established
Absent	Lynn Higgison, VP CMSIG, Isabel Graf VP Sponsorship, Rachel Stromberg, Director at Large, Jeff Geloneck VP Membership
Begin	6:15 pm
End	7:30 pm

Agenda Item	Details	Follow-up
Tina Echeverry, President (Welcome and Approval of Minutes & Operations Update)	-- Tina called the meeting to order. -- Tina directed everyone to review the April Board of Director meeting minutes dated April 9, 2014 <u>Corrections to the BOD minutes:</u> None MOTION: to approve the April Board of Directors' minutes dated 04/09/2014 (Bob). - Lynne seconded the motion. - Motion passed (unanimous). <u>Operations Update</u> All required filings and insurance completed. Bank of America Operations account closed and First Citizens Bank Operations Account open. Changing CPA: Location for December meeting: Brio's in the Town Center	
Steering Committee (Tom Speer, President Elect)	<u>ASTD to ATD Branding Conversion</u> Reference: www.astd.org/branding . The documents are located in HyperOffice (2014>ASTD-ATD).	The ASTD to ATD Branding Conversion Committee (Tom and Bob) to discuss the process in more detail at the

<p>and Robert Zinsser, Past President)</p> <p>ASTD to ATD Branding</p>	<p>Must do, nice to have, wait until 2015</p> <p>Brochure</p> <p>Bob Zinsser is the ASTD NEFL Brand Ambassador. There is a one year deadline for the chapters to convert to the ATD name brand (May 15, 2015). It was discussed that we do as much as we can in 90-120 days. Bob will develop a Project Plan and distribute it to all as soon as he can compile the plan. Costs include domain name change, printed material, and signage.</p>	<p>June 2014 Board meeting.</p>
<p>Allison Turner, VP Professional Development</p> <p>Big Event</p> <p>Mentor Program</p> <p>CPLP Awareness Session</p>	<p><u>Big Event (Handout 1)</u></p> <p>Handout 3 is the initial draft of the TD3 (Big Event) save-the-date flyer.</p> <p>The Big Event will have its name changed to TD3 Allison asked the Board to approve the flyer.</p> <p>Allison asked the Board for suggestions on speakers and workshop facilitators.</p> <p><u>Mentor Program :</u></p> <p>There are 4 mentors and 4 protégés. The application deadline is the end of May.</p> <p>Susan Bowen is the Mentor Program chairperson.</p> <p><u>CPLP Awareness Session</u></p> <p>The CPLP Awareness Session is June 12, 2014 at noon until 1 pm at Webster University. Note: The CPLP Awareness Session and Mentor Program have been combined into one event.</p> <p>The CPLP exam changed to align with the new competency model.</p> <p>ASTD NEFL obtained one end user license to access the on-line study guide.</p>	
<p>Jan Spence, VP Programs</p> <p>Programs Update</p>	<p><u>Programs Update:</u></p> <p>There will be a combined June program (eSIG, Programs, CMSIG) on June 19th with three panel speakers from Florida Blue, Baptist, and CSX.</p> <p>Topics for the August through October monthly programs are open.</p> <p>Board members suggested a name change event (monthly program) that explains the ATD Brand conversion to members for the October monthly event or December volunteer appreciation event. The end of year, volunteer appreciation event could be a lunch</p>	

	program.	
Jennifer Jamison, VP Member Involvement Membership Update	<p><u>Membership Update:</u></p> <p>Jeff will be returning to the VP Membership role by the June Board meeting.</p> <p>ASTD NEFL is decreasing in chapter membership, and the chapter needs to meet CORE requirements.</p> <p>Currently, there are 197 chapter members. ASTD NEFL needs to increase the amount of chapter memberships.</p> <p>Jennifer said that ASTD NEFL needs 15 people as ASTD National members to meet CORE requirements. ASTD NEFL is close to 38%. The CORE requirement is 40%.</p> <p>Board members offered ideas such as best practices from other chapters, memberships from the military, remote membership, universities (student) memberships</p> <p>In addition, Board members suggested using Social media to promote signing up for ASTD National membership to meet CORE requirements</p>	
Open Discussion	<p>The New Member Orientation is on Wednesday, June 4th from 8:30 to 9:30am</p> <p>Bob has archived documents from the chapter and he turned them over to Tina.</p> <p>Casey mentioned that she has a volunteer on the Public Relations Committee that helps with Social Media. This volunteer is not an ASTD NEFL member. Casey asked if there were any issues with the Board in having a non-member serve on a committee – No issues were noted..</p>	
<p>Respectfully submitted <i>Susan Abraham</i> May 15, 2014 Susan Abraham Chapter Administrator</p>		