**ASTD Northeast Florida**

**September 9, 2010 Board Meeting Minutes**

**Location: UNIVERSITY OF PHOENIX**

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| In attendance: | **Ida Gropper, VP Professional Development****Sue Raffensperger, President-Elect** **Jennifer Jamison, VP Membership****Karen Sistare, VP Programs****Robert Zinsser, Administrative Committee****Laura Steigelman, VP Member Involvement** **Betsy Donnelly, Director-at-Large (via phone)****Rachel Wical, VP Public Relations (via phone)****Linda Hasselbach, VP of Finance****Marilyn Feldstein, VP of CMSIG (via phone)** |
| Absent | Derree Braswell, PresidentChristy Sharpe, VP Information TechnologyDesiree Ward, Director Deb Welsh, Webmaster Karon Manning-Adams, VP Sponsorship Paul Stromberg, Administrator Sharon Kimble, Past President  |
| Open: | 6:20 PM |
| Adjourned: | 7:55 PM |

| **TOPIC** | **DISCUSSION**  | **ACTION REQUIRED** |
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| Call to Order | * Sue Raffensperger took a Role Call and those in attendance where noted.
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| Member Survey – Review of Survey Questions | * A discussion occurred about each question and what will we do with the responses to the questions. i.e. source of learning about ASTD and measure effectiveness of campaigns.
* Adjustments, additions and changes in questions were made.
* Discussion occurred about the tool that we will use – Survey Monkey - and that we may have to get the paid version in order to utilize this survey tool because of the number and types of questions being asked.
* We will address the budget for this during the October 16th Advance meeting.
 | * **Sue** will make changes to questions as discussed during mtg
* **Sue** will discuss with Paul what survey tool was used for past Annual Membership Surveys
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| Big Event Update | * Ida reported on Big Event sponsors.
* UNF Continuing Education is the Platinum sponsor and will provide us with the booklets.
* Webster, Winn Dixie, and Promo Depot are all Bronze sponsorships.
* Multiple door prize sponsors were identified.
* 60 people were registered as of 9/7 and Ida commented that she would like to be at 100 at this point.
* Ida found three Community Calendars where we can advertise for free (Hello Jacksonville.com/ Craig’s List Jacksonville, American Towns.com), and Folio weekly is also a possibility.
* Bob will dive into some ideas to drive promotion.
* Press Releases update from Rachel – press releases need to be resent to Business Journal, Folio, PR.com.
* Ida is trying to get the Big Event approved for PHR and SPHR Continuing Ed credits through HRCI (Human Resource Certification Institute).
* We should market the Big Event to SHRM-Jax members to encourage them to take advantage of recertification credits.
* Rachel will need help with completing some of the last-minute PR tasks. Betsy & Bob will pitch in to help Rachel and all three will participate in a call to discuss who will do what on Thursday, 9/10 at 5 PM via a dial in # provided by Bob.
* Is it possible to do an e-mail blast to the Gold Members to encourage their attendance and to invite a friend? Ida will check it out with Deb.
* An idea about pulling together a group of Small Business owners to pursue a group sponsorship. Marilyn will email to Karon Manning-Adams, Derree, and Ida to discuss the feasibility.
 | * **Betsy & Bob** will work with Rachel on additional promotion opportunities
* **Ida** will provide update on PHR/SPHR recertification credits
* **Ida** will give update on whether SHRM-Jax will promote our Big Event
* **Rachel** will update Board on outcome of the 9/10, 5:00p mtg between her, Bob, and Betsy
* **Ida** will ask Deb about Gold Mbrshp email blast
* **Marilyn &/or Karon** will update Board on decision regarding group sponsorship for small business owners
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| Program Update | * Karen Sistare reported that next week’s program is very exciting and encouraged us to talk it up.
* November’s meeting will be on Networking and we will not have a December meeting.
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| Misc. Announcements | * Laura gave an update on having new member orientation that will occur in November and an effort to keep the website updated on current events,
* Jennifer announced that she will be representing ASTD at the Webster University upcoming Networking event to promote the group and what is available for providing marketing material/brochures. She asked for guidance in how to promote Student Membership via the National ASTD website and the material they have available. For now, she will have color copies made and we will talk about more material of better quality in the future and build it into next year’s budget.
 | * **Laura** will provide update on progress with new member orientation
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|  | Respectfully submitted,Robert ZinsserAdministration CommitteeSeptember 9, 2010 |
|  | * Addendum to Minutes of the September 9, 2010 ASTD-NEFL Board of Directors Meeting: **NONE**
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