

ASTD Northeast Florida
 June 08, 2011 Board Meeting Minutes
 Location: University of Phoenix



In attendance	Tina Echeverry, VP Professional Development Marilyn Feldstein, VP CMSIG Mark Greeley, Webmaster Ida Gropper, President-elect- Linda Hasselbach, VP of Finance Linda Davis O'Connell, VP Sponsorships Lynne Orr-Holley, VP eSIG Sue Raffensperger, President Christy Sharpe, VP Info Tech Karen Sistare, VP Programs Donna Spera, Recorder of Minutes Laura Steigelman, VP Member Involvement Paul Stromberg, Administrator Robert Zinsser, VP Public Relations
Absent	Derree Braswell, Past President Jennifer Jamison, VP Membership Rachel Stromberg, Director at Large
Begin	6:15 pm
End	8:05 pm

AGENDA ITEM	DETAILS	FOLLOW-UP
Call to Order · Sue Raffensperger, President	<ul style="list-style-type: none"> · Sue Raffensperger opened the meeting. · Marilyn Feldstein moved to approve minutes; Tina Echeverry seconded the motion. · May Minutes approved by the Board 	·
July Advance Meeting · Sue Raffensperger, President	<ul style="list-style-type: none"> · Saturday, July 9th, 2011 ✓ 8:30 – 9:30 BoD meeting ✓ 9:30 – 1:30 Advance Meeting 	<ul style="list-style-type: none"> · Each Board member needs to re-evaluate goals, check CORE status, and set goals for the remainder of the year. Bring report on the progress and plans to alter the goals if needed.
Nominations Committee · Ida Gropper – President Elect	<ul style="list-style-type: none"> · Committee members are: Ida Gropper, Derree Braswell; and Nancy Boyle · Three open positions: VP Programs; VP Information Technology; VP Public Relations · Request for nominations will be announced 06/16/ 2011 · Two concerns: Job descriptions of Board members need to be revised (Now state 2 year terms, Terms are for one year per the Bylaws) <ul style="list-style-type: none"> ✓ Propose to members to change at this time only <i>open</i> positions to 2 year terms. ✓ Propose remaining positions to change to 2 	<ul style="list-style-type: none"> · -Christy Sharpe to set up Nominations email

	<ul style="list-style-type: none"> · year terms when the current term ends. · ✓ These proposed changes were tabled. · We will accept nominations only for open positions · It was decided to list the “open” positions at the top of the position list. 	
<p>Sponsorships</p> <ul style="list-style-type: none"> · Linda Davis O’Connell, VP of Sponsorships 	<ul style="list-style-type: none"> · Holiday Inn donated lodging for the July program speaker. · Continuing to market sponsorship for the Big Event and regular programs. · More committee members are needed to support this effort. · Flyer to be handed out at next meeting. · Focus should be on potential sponsors who offer products or services of use in the workplace learning field. · There was a consensus that the rotating sponsor ad cube on the home page of the website is too small, presents logos in odd orientations, is difficult to read, and should be replaced by another format. 	<ul style="list-style-type: none"> · Christy Sharpe to discuss cube alternatives with her committee.
<p>The Mentoring Program Update</p> <ul style="list-style-type: none"> · Tina Echeverry, VP of Professional Development 	<ul style="list-style-type: none"> · email blasts resulted in: <ul style="list-style-type: none"> · ✓ 7 Protégé applications · ✓ 2 Mentor applications · Need more Mentors! · See Addendum A for more information 	
<p>The CPLP Update</p> <ul style="list-style-type: none"> · Tina Echeverry, VP of Professional Development 	<ul style="list-style-type: none"> · The CPLP Virtual Study Group began March 28 and the live work product session will begin the week of August 22nd. Participants will be involved in nine virtual sessions on Thursday evenings from 7:00PM — 9:00PM EST. · Darrin Hayes is considering staying as the CPLP Chair for next year but has not given his decision yet. · Our next CPLP Awareness Session is scheduled for August 17th at Webster University from 7:45AM — 9:25AM and the following will be held on October 26th at the University of Phoenix at 6:00PM. · Please see Addendum A for more details 	
<p>The Big Event Update</p> <ul style="list-style-type: none"> · Tina Echeverry, VP of Professional Development 	<ul style="list-style-type: none"> · HRCI approved 3 credits for PHR/SPHR certification Sponsors to date: <ul style="list-style-type: none"> · ✓ UNF (Platinum) Cana Massage (Bronze) · ✓ Webster University (Silver) · Continuing to work on obtaining sponsors <ul style="list-style-type: none"> · ✓ SHRM would like to publicize the event and offer our member rate to their members. They would share program costs with us but not revenue. Please see Addendum A for more details 	<ul style="list-style-type: none"> · The Big Event Committee will work out the details of an arrangement with SHRM.

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<p>Member Involvement</p> <ul style="list-style-type: none"> · Laura Steigelman, VP of Member Involvement 	<ul style="list-style-type: none"> · Volunteer Appreciation event: <ul style="list-style-type: none"> ✓ Will be the June 16 program and feature the Mad Cowford Improv Troupe · This will be a 6:00 pm program held at the Holiday Inn near 9A and Baymeadows. · 33 are registered so far. · A New Member Orientation will precede the program at 5:00 pm. 	<ul style="list-style-type: none"> ·
<p>Public Relations and Social Media Update</p> <ul style="list-style-type: none"> · Bob Zinsser, VP of Public Relations 	<ul style="list-style-type: none"> · Publicity for the Big Event is being arranged: <ul style="list-style-type: none"> ✓ 360 Jacksonville – free publicity, 3 announcements July 13th early registration for the Big Event ✓ Jacksonville Magazine ✓ WJCT - may set up a radio interview to discuss the event. ✓ Jax Business Journal ✓ Times Union ✓ Folio Magazine ✓ Community Calendars · Bob attended the Price Consulting Webinar offered by ASTD. <ul style="list-style-type: none"> ✓ participating chapters included Orange County, CA, Atlanta and DC ✓ Each provided an example of how they are using social media in their chapters to promote and engage their markets. ✓ One form of Social Media being used is to post chapter events to see the meeting facility and members engaging with each other via a You Tube Video. ✓ The comment was made to keep content refreshed at least once a month on all Social Media used. ✓ Bob spoke with one of his contacts who offered to do a video package called 10 by 10 for \$1,200. It would be an interview of someone talking about 10 questions people ask about being a member of ASTD NEFL and then 10 questions that they should ask about becoming a member. ✓ Doing a Twitter and/or LinkedIn or Facebook demo at the beginning of one or two meetings was presented. 	<ul style="list-style-type: none"> · Bob Zinsser to check into marketing the Big Event to the Navy. · Bob Zinsser to distribute Webinar notes by putting them on Google Docs
<p>Financial Report</p> <ul style="list-style-type: none"> · Linda Hasselbach, VP of Finance 	<ul style="list-style-type: none"> · YTD Actual Income: \$29,276.22, which is more than \$5,000 better than budgeted · YTD Actual Expenses: \$29,091.68, which is about \$13,000 less than budgeted · The chapter is in robust financial health, but Paul Stromberg pointed out that not spending so much of the expense budget may be an indicator that we are not accomplishing all we had planned to 	<ul style="list-style-type: none"> ·

	<ul style="list-style-type: none"> do for the benefit of our members this year. Financial Report was accepted by the board. 	
eSIG <ul style="list-style-type: none"> Lynne Orr-Holley, VP of eSIG 	<ul style="list-style-type: none"> 64 people registered for 6/14 eSIG. Still planning to have Tom Kuhlmann from Articulate scheduled early in 2012 to coincide with the 10th anniversary of eSIG 	.
CMSIG Update <ul style="list-style-type: none"> Marilyn Feldstein, VP CMSIG 	<ul style="list-style-type: none"> 20 members attended ICE! Career Center went well, great exposure! CMSIG in May – critiqued resumes – 16 members attended Next program: June 23rd – Incepture Recruiters 6:00 – 7:30 pm University of Phoenix July Program – How to create your Linked In profile. Tamara Joiner – July 28th August – Jennifer Connell – Employee Engagement. Marilyn is creating a proposal for leading a session at ALC on creating a CMSIG. 	.
Close	<ul style="list-style-type: none"> Bob Zinsser moved to close; Lyn Orr-Holley seconded 	

Respectfully submitted,
Donna M. Spera, PHR
Administrative Committee
June 16, 2011

Addendum A

Big Event Update:

- HRCI update: our event is approved for 3 general credits for the PHR and SPHR.
- Promotions update: postcards, press releases, social media
- We will get publicity and possibly a phone interview promoting the event on WJCT & NPR. We will also have an ad through Folio Magazine. Social Media buzz will begin next week.
- Registration date: begins July 13
- In the process of trying to obtain a contact list of SHRM members to promote our Leading at the Speed of Trust event, SHRM has asked if our chapter can partner with them in order for their members to receive the \$49.99 member rate. They have proposed to cancel their monthly October meeting and encourage their members to attend our event, in addition to promoting the event to their members. They offered to also handle registration for their members. If we were to allow them to register for our event as SHRM members, they would also pay for the additional costs incurred, which add up to: \$3,159.50 (assuming there are 125 additional attendees).
 - Are we able to have SHRM members register on our website for our member fee of \$49?
 - Can we accommodate SHRM's request for their own registration table and what impact would that have on non-member participants?
 - Having the full banquet hall allows us to have additional sponsor tables. How many additional tables could we accommodate and how much more revenue?
 - Are there any other SHRM expectations?
- Sponsorship update from Linda: currently have three sponsors: UNF (platinum), Cana Massage (Bronze), Webster University (Silver)

CPLP Update:

- The CPLP Virtual Study Group began March 28 and the live work product session will begin the week of August 22nd, participants will be involved in nine virtual sessions on Thursday evenings from 7:00PM — 9:00PM EST. Linda Anhalt and I met with the two members a few weeks ago who are involved with the study group. There are 50 members enrolled in the study group nation-wide and two chapter members from Canada.
- Darrin Hayes originally declined holding the CPLP Chair position next year. At the moment, he is considering staying as the Chair but has not given his decision yet.
- Our next CPLP Awareness Session is scheduled for August 17th at Webster University, 7:45 AM - 9:25 AM and the last one for 2011 will be held on October 26th at the University of Phoenix at 6:00 PM.

Mentor Program Update:

- Sent out email blast reminding members of the important dates pertaining to the next mentor program. This email will be sent out once/month until the deadline to apply for the program has passed.
- Mentor group meeting/conference call to give progress updates such as member interest.
 - 7 protégés completed applications
 - 2 mentors completed applications. We are still in need of 3 more mentors to apply to the program.