



In attendance	Derree Braswell, Past President Tina Echeverry, VP Professional Development Marilyn Feldstein, VP CMSIG Ida Gropper, President-elect Linda Hasselbach, VP of Finance Jennifer Jamison, VP Membership 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 Rachel Stromberg, Director
Absent	Laura Steigelman, VP Member Involvement Robert Zinsser, VP Public Relations
Begin	6:20 pm
End	8:22 pm

AGENDA ITEM	DETAILS	FOLLOW-UP
Sue Raffensperger, President	<p><u>Call to Order</u></p> <ul style="list-style-type: none"> - Sue Raffensperger opened the meeting - Karen Sistare moved to approve minutes; Marilyn Feldstein seconded the motion - August Board Meeting Minutes unanimously approved by the Board 	
Ida Gropper, President Elect	<p><u>Business Acumen Chapter Assessment</u></p> <ul style="list-style-type: none"> - Discussion of the results from the survey sent to Board members - Total number of responses collected: 13 - Areas examined: Financial, Strategic and Operational - Ida Gropper explained that the assessment was done in preparation for the new <i>Next Step</i> tool which she wants to incorporate into the October Advance. <p><u>Transfer of Funds for Speaker</u></p> <ul style="list-style-type: none"> - Ida Gropper would like to invite Jennifer Tomarchio, our NAC member (National Advisory Committee) from South Florida to facilitate the <i>Next Step</i> at October's Advance. 	<p>Board – to strengthen relationships with committee members it is suggested to have a 30 min conference call with committee every two weeks</p>

	<ul style="list-style-type: none"> - Expected travel expense for Jennifer Tomarchio = \$250. - Motion was made by Derree Braswell to approve the line item overage by up to \$250 and seconded by Linda Davis O'Connell. No discussion was needed and the board unanimously voted to approve the line item overage of up to \$250, rather than move funds from another area to cover the cost. 	
<p>Linda Davis O'Connell, VP of Sponsorship</p>	<p><u>Sponsorship</u></p> <ul style="list-style-type: none"> - New committee member: Tammy Beatty - Table Sponsor Level: <ul style="list-style-type: none"> ↳ University of North Florida - Continuing Education – <i>Platinum</i> ↳ Webster University – <i>Silver</i> ↳ Custom Massage by Cana – <i>Bronze</i> ↳ Promo Depot – <i>Bronze</i> ↳ Right Management – <i>Bronze</i> ↳ Priority Management – <i>Bronze</i> ↳ Get In The Game SE – <i>Bronze</i> (Shared) ↳ Jennifer Connell International – <i>Bronze</i> (Shared) ↳ Flippin' Good Cookies – <i>Bronze</i> (Shared) ↳ Learnologie – <i>Bronze</i> (Shared) ↳ Career Choices Unlimited, Inc. – <i>Bronze</i> (Shared) - Door Prize Sponsors: <ul style="list-style-type: none"> ↳ Nova Southern University ↳ Sweet Pete's ↳ MOCA Jacksonville ↳ State Farm ↳ Jacksonville Magazine 	

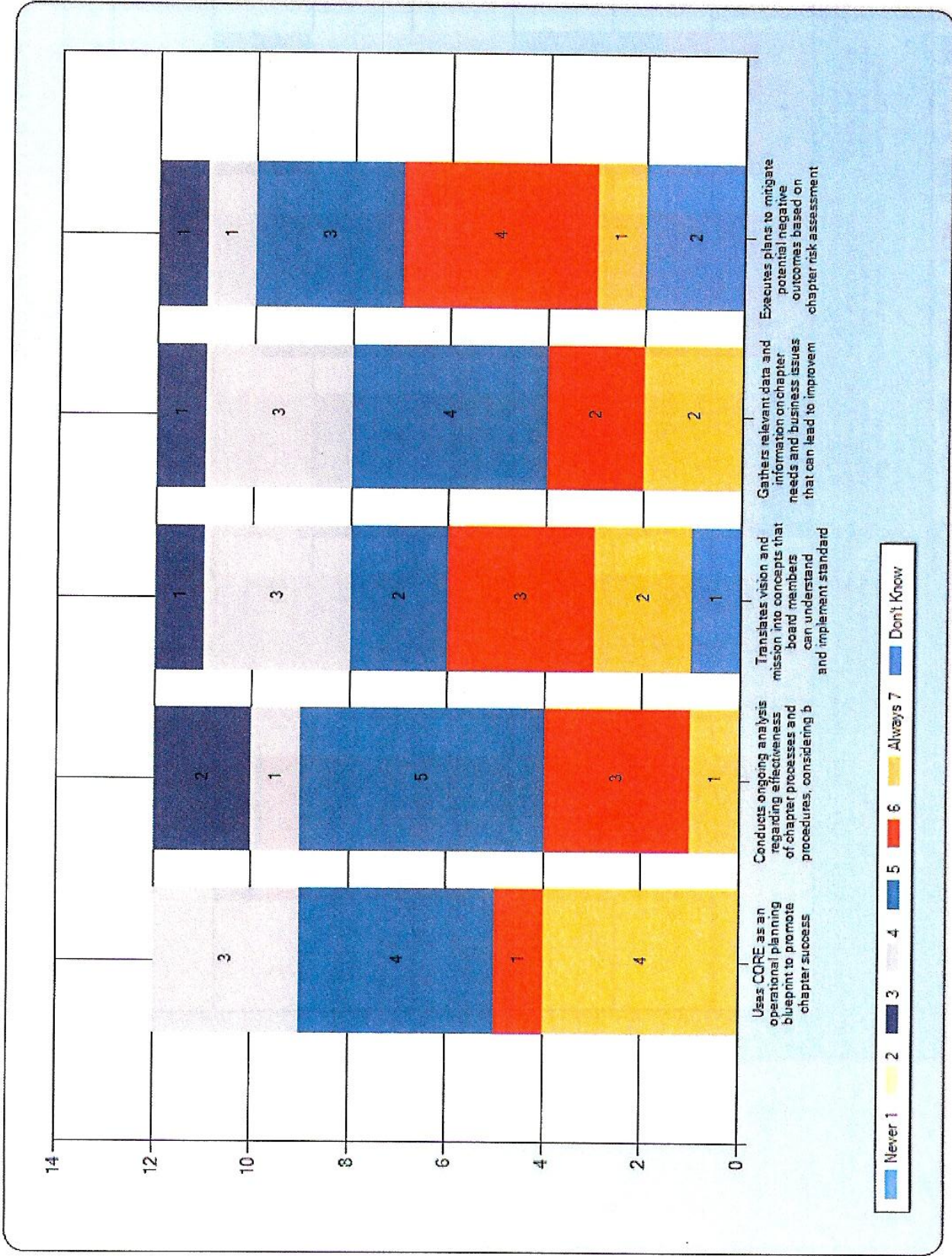
<p>Tina Echeverry, VP of Professional Development</p>	<p><u>Big Event Update</u></p> <ul style="list-style-type: none"> - Sponsors offers two tickets to Wild Adventures, one 60 minutes deep tissue massage and \$50 gift certificate, 1 night stay at the Sheraton Hotel, books, pens, memberships - 91 registered - Bob Zinsser and I promoted the event on NPR's First Coast Connect on 09/06/11. - Last day to accept sponsors is 09/16/11. - Books are to be ordered by 09/22/11 and delivered by 10/10/11. <p><u>Mentor Update</u></p> <ul style="list-style-type: none"> - All mentor/mentee pairs have reported positively towards program - Mentor Program Graduation will be 10/13/11 12:00 – 1:30 pm <p><u>CPLP Update</u></p> <ul style="list-style-type: none"> - Next CPLP Awareness session 10/26/11 at 6:00 pm at the University of Phoenix 	
<p>Karen Sistare, VP of Programs</p>	<p><u>Programs</u></p> <ul style="list-style-type: none"> - September: 72 registered for 09/16/11: Rachel Stromberg at Maggiano's - October – None - November- Bob Zinsser working on Non-Profit Expo - December – UNF Excellence Awards - Pursuing with eSig having ½ day workshop mid-year 2012 - Considering workshop series 	<p>Karen to reach out to UNF to check the status of UNF Excellence Awards and how ASTD can assist</p>
<p>Lynne Orr-Holley, VP of eSIG</p>	<p><u>eSIG</u></p> <ul style="list-style-type: none"> - 20 participants at September eSig program - No program for October - November – Trends in eLearning World and verbal feedback from survey and participant desires - December - not scheduled yet - April 2012, Tom Kuhlmann, Articulate will present a workshop: eLearning and Graphic Design 	<p>Lynne to consult with Derree on November program</p>

Derree Braswell, Past President	<p><u>Member Survey</u></p> <ul style="list-style-type: none"> - Board members need to review the proposed 2011 Member survey 	<p>Board to review survey for gaps</p> <p>Derree will send survey to Brenda Cohn, who will enter it into Survey Monkey and send to IT for email blast to members</p>
Rachel Stromberg, Director at Large	<p><u>Onboarding for New BoD Members</u></p> <ul style="list-style-type: none"> - Suggest building a matrix of onboarding tools: i.e., Google Docs, Robert's Rules of Order; Voting Guidelines; Board Meeting Schedule; Newsletter expectations; Current Resources <p>Other suggestions:</p> <ul style="list-style-type: none"> - Linda – How to Manage a Budget - Derree – How to Manage a Committee - Christy – How to use Wild Apricot and a directory or outline of using the ASTD site - Ida – add the 40 min webinar on CORE - We will need to figure out what to add and then prioritize by month 	<p>Ida – to send the 40 min webinar on CORE to Christy for posting on Board of Directors page</p> <p>Rachel – to send estimated completion date of matrix draft to Sue, Ida and Derree by 10/14/2011</p>
Jennifer Jamison, VP of Membership	<p><u>Membership</u></p> <ul style="list-style-type: none"> - New members – 14 in last 30 days! - Core Compliance – 31.3% - Still working on adding the logo to the header on the brochure 	<p>Jennifer – add member testimonials to brochure; add logo to the header of brochure; send brochure to board members for input</p>
Linda Hasselbach, VP of Finance	<p><u>Financial Report</u></p> <ul style="list-style-type: none"> - New committee member: Roberta Maddox - The financial reports were accepted by the Board as presented. 	
Open Discussion	<p><u>Google Analytics</u> (Christy)</p> <ul style="list-style-type: none"> - Website traffic up 19% / 600 visits; - 37% have been new people coming to the site - Membership page is in the top five. - Position referral is really busy right now. 	
Adjourned at 8:22 PM		

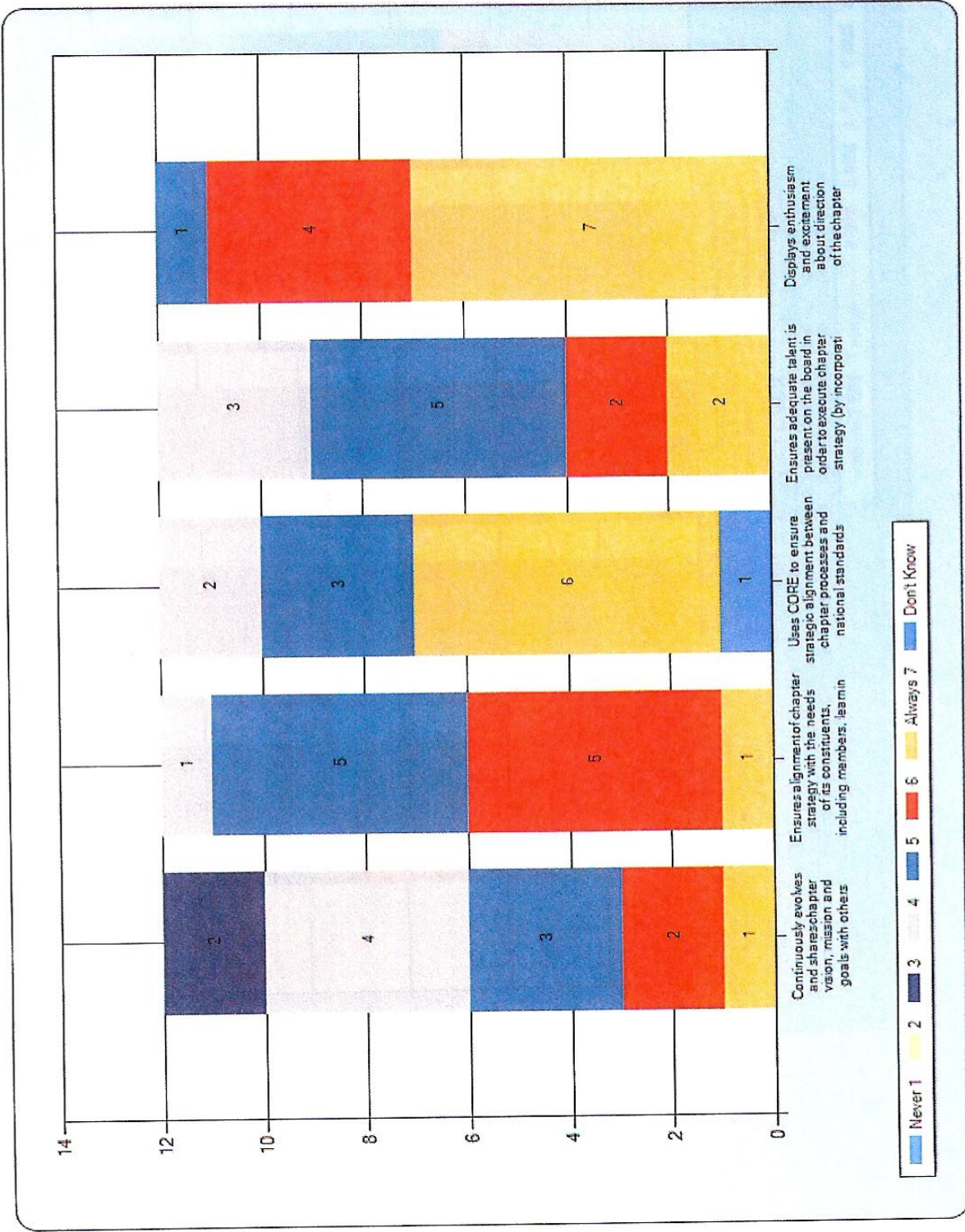
Respectfully submitted,
Donna M. Spera, PHR
Reporter of Minutes
08/23/11

ADDENDUM: Following is the BUSINESS ACUMEN CHAPTER ASSESMENT mentioned above.

OPERATIONAL ACUMEN: OPERATIONAL ACUMEN



STRATEGIC ACUMEN: STRATEGIC ACUMEN



FINANCIAL ACUMEN: FINANCIAL ACUMEN

