

ASTD Northeast Florida
Minutes of Board Meeting January 12, 2011
Location: University of Phoenix



In attendance:	<p>Derree Braswell, Past President Cristina Echeverry, VP Professional Development Marilyn Feldstein, VP of CMSIG Ida Gropper, President-Elect Linda Hasselbach, VP of Finance Jennifer Jamison, VP Membership Lynne Orr-Holley, VP eSIG Sue Raffensperger, President Christy Sharpe, VP Information Technology Karen Sistare, VP Programs Laura Steigelman, VP Member Involvement Paul Stromberg, Chapter Administrator Robert Zinsser, VP Public Relations</p>
Absent	Rachel Wical, Director
Call to Order	Sue called the meeting to order at 6:15 PM.
Board Meeting Minutes	Tabled until next month, as several members had not found the minutes on the Board of Directors page. It was decided by consensus that both Minutes and Financial Reports will be distributed by email. After approval/acceptance, they will be placed on the Board page for the Webmaster to post in the proper places.
Dashboard	Sue briefly reviewed the Dashboard, which will be kept on GoogleDocs. She asked the Board Members to examine their areas and let her know if the metrics included are the right ones or if others would be more useful or meaningful.
Review of Goals for 2011	<p>Sue reported that all VPs had turned in their goals, generally very detailed and in some cases possibly too ambitious. She requested that the anticipated calendar quarter of completion be added to each goal.</p> <p>The Sponsorship role still needs to be filled; it will be a VP position.</p>
Web Site	Christy told the board that she had already opened a number of pages that were previously restricted to members, leaving all but the Membership Directory, Event Materials, and Position Referrals visible to all. Without dissent, the open/restricted status of pages will remain as is for the foreseeable future.
Event Announcement Process	Bob explained that the process for getting regular events posted and announcements sent out needs to begin about 5 weeks prior to the event. He needs three days to review the material and get it to Deb Welsh and Deb needs 48 hours to get it posted. This leaves roughly 4 weeks available for registration.

Update - Monthly Programs	<p>Karen outlined the next six monthly programs: January – Snowden McFall on Optimism and its effect on Corporate Results February – Matthew Barrett on Empowering Genius March – Panel of Excellence Award winners April – Lynn Coggins on Strategic Relationships May – a social media program June – Darryl Draper on Designing Learning.</p> <p>The February and March programs will be at Maggiano’s and the venues for balance of the year will depend on how well the location works out for those programs.</p>
Update - eSIG Programs	<p>Lynne reported that the first eSIG of the year had been a very well-received program on mLearning. Going forward the plans are: February -- Cloud Development March -- Vendor Showcase Tom Kuhlman will do a workshop (possibly a full day) on Articulate later in the year.</p>
Update - CMSIG Programs	<p>Marilyn’s schedule for CMSIG: January -- Time Management by Desirée Ward and Sharon Kimble February – The Future of Work by Candace Moody of Workforce March -- Improv in the Workplace (limited to 16 participants) April -- Résumé Writing May -- Résumé Critiques</p>
Update - Big Event	<p>Tina reported that committee chairs are in place for the October Big Event. Topics under consideration include Brain Functions in Learning and Return on the Training Investment.</p>
Financial Review	<p>Changing the chapter's fiscal year was tabled as a possibility for this year.</p> <p>Linda reported that most of the proposed 2011 budget has been done. She has a few details to complete with Sue, Jennifer, and Laura before it can be distributed. Once the budget has been approved, she can plug it into the December financial reports and she will then distribute those to the board by email.</p>

Respectfully submitted,
Paul Stromberg
Chapter Administrator
ASTD-NEFL
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