



In attendance	Derree Braswell, Past President Allison Cruess, 2012 VP IT Marilyn Feldstein, VP CMSIG Ida Gropper, President-elect- Mark Greeley, Webmaster Jennifer Jamison, VP Membership Linda Hasselbach, VP of Finance Lynn Higgison, CMSIG Committee Member Linda Davis O'Connell, VP Sponsorships Lynne Orr-Holley, VP eSIG Roberta Maddox, understudy for VP Finance Christy Sharpe, VP Info Tech Karen Sistare, VP Programs Tom Speer, 2012 VP Programs Donna Spera, Recorder of Minutes Laura Steigelman, VP Member Involvement Paul Stromberg, Administrator Rachel Stromberg, Director Jennifer Tomarchio, National Advisor to Chapters Robert Zinsser, VP Public Relations
Absent	Sue Raffensperger, President Tina Echeverry, VP Professional Development
Begin	9: 45 AM
End	4:15 PM

AGENDA ITEM	DETAILS	FOLLOW-UP
Ida Gropper, President Elect	<p><u>Call to Order</u></p> <ul style="list-style-type: none"> - Ida opened the meeting with a welcome and Introductions. Current board members and incoming 2012 members were present. All members participated in an Icebreaker exercise -"Bingo" as facilitated by Laura Steigelman 	
Ida Gropper, President Elect	<p>Mission, Vision and Values / Board Expectations</p> <p>Review and discussion</p> <p>Tips for Successful Committees</p> <p>Some additional ideas contributed by the members present:</p> <ul style="list-style-type: none"> - Be clear about this role and the competencies it will help build. - Keep committee engaged. Do not go months without doing something. 	

	<ul style="list-style-type: none"> - Determine WHAT you need them to do. - Translate what the commitment really is. - Set deadlines. - Get to know people at chapter meetings. Encourage them to become involved. - Notice who comes to the meetings regularly. - Fill out the committee Form (posted on the website) Send to Mark and copy Laura - Follow up on surveys when people volunteer to serve - Keep members busy - Find a good match – something they enjoy doing – - Treat others the way you want to be treated! 	
Derree Braswell, Past President	<p>2011 Member Survey Results</p> <ul style="list-style-type: none"> - 65 people responded to survey (sent to database over 900) Membership is 300+ - It was suggested to call the “monthly chapter event” something else? Such as luncheon program ? - It was suggested to consider sending survey to membership only, not entire database - Consider breaking down the profile to include their roles also include in newsletter a suggestion to continuously update your profile. 	<p>Derree to send to Board members link to survey on Survey Monkey</p> <p>Derree - Add contact information to the question regarding would you like to be a sponsor?</p> <p>Bob –increase Linked-In activity with forms</p>
Jennifer Tomarchio, NAC National Advisor to Chapters	<p>Encourage all Board members to visit the website:</p> <p>http://www.astd.org/membership/ChapterLeadership/ChapterManagement/sharingOurSuccess.htm</p> <ul style="list-style-type: none"> - See what other chapters have done to improve their chapter <p>Discussed the chapter relationships with the National organization</p> <p>Board members broke out into groups using the Next Level Tool. This tool helps the Board determine where we need to improve.</p>	

<p>Ida Gropper, President- elect</p>	<p>Draft 2012 Chapter Goals and Dashboard/ Planning Session and discussion</p> <ul style="list-style-type: none"> - It was suggested to add a new goal: Membership Value - Increase membership satisfaction by % based on the membership survey. Provide services, events and resources that promote value to our membership community. - Measurements to add: number of hits to the newsletter - The percent of “likes’ and ‘friends’ we have - Sponsorships need to show also ‘in kind’ - Linda O – added sponsorship from UNF continuing education - Membership: we need to have a way to measure renewals -- Wild Apricot sends a copy of the renewal letters but by request they are no longer being forwarded to VP Membership. 	<p>FOLLOWUP – It was suggested to Send out Dashboard prior to monthly Board meeting to facilitate structure of discussion at the meeting.</p> <p>FOLLOWUP - all VP’s for your area: Send an electronic copy to Ida of your streamlined ideas and suggestions and/or revision of goals.</p> <p>Followup by December 1: Ida Needs: revised items on the goal sheets by 5 days - Nov 4th New revised dashboard Goals for your areas - Nov 11th dashboard and VP goals</p>
<p>Linda Hasselbach, VP of Finance</p>	<p>Presented a review of monthly Financial Reports, how to interpret them, and how to use them in constructing next year’s budget.</p> <p>Past audit reports are available upon request.</p> <p>Documentation is in Dropbox and avail for the past 6 yrs</p>	<p>VP’s are to create and submit their 2012 budgets by 12/1/11. Linda is available for assistance.</p>
<p>ALC update -</p>	<p>Bob –suggestions: Recruit students. Great volunteer base. A student SIG. Have a student as a Board member. ASTD have a board description on their website. Need internships from corporate members.</p> <p>Alison - Need to leverage social media. Wild Apricot – want to take a look at how we are using it.</p> <p>Laura – We are ahead in membership. PowerPoint slide thanking members. Hand-written thank you notes. We need work in succession planning and onboarding documentation for new board members. Determine what we need to do to support succession planning.</p> <p>Linda O- Attended session on CORE.</p>	

	<p>There is a webinar on the national site as well as a handout that explains CORE. Session on Sponsorships: 1). Look at similar organizations and get a sense of best practices.</p> <p>We need to create a branding strategy consistent with their sponsorship programs. Tracking tools- we need to make sure that the details are managed, obtain best practices on tracking from other chapters.</p> <p>Tom – ideas: Establish a learning advisory board. Create an avenue of input for our chapter as to what is important to them. Establish sister chapter relationships – share ideas, resources, video conferencing, program exchange, shared newsletters, How to set up a great program – suggest punchcard: attend 4 events get the 5th one for free....</p> <p>HRCI accredited chapter – can we offer more programs to appeal to that market?</p> <p>Bring your manager – have them attend at ½ price.</p> <p>ROI half sheets – fill out what we talked about at each meeting....pull out at the end of the year and evaluate what you achieved</p> <p>Discussion of Bylaws by Marilyn tabled to January meeting</p> <p>November meeting – 11/09</p> <p>December meeting – 12/14 location TBD</p>	<p>Ida to send out schedule for 2012.</p>
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Respectfully submitted,
Donna M. Spera, PHR
Reporter of Minutes
11/08/11