

In Attendance	Tom Speer, Past President Casey Gibson, President Heather Horner, President-Elect Isabel Graf, VP Finance and Operations Linda Campbell, VP of Marketing and Communications Jennifer Jamison, VP of Professional Development Angela Castiel, VP of Member Relations Gretchel Vasquez, eLearning chairperson Quorum established
Absent	Dr. Tina Echeverry, VP of Programming
Begin	8:30 am
End	1:00 pm

Agenda Item	Details	Follow-up
Casey Gibson, President (Welcome and Minutes)	--Casey called the meeting to order. --Casey directed everyone to review the April 14, 2016 Board meeting minutes. <u>Corrections to the BOD minutes:</u> None - Motion passed (<i>unanimous</i>). Casey also discussed the minutes on the ATD NEFL website.	Susan Abraham will save the Board minutes in PDF format for 2015 to 2016 and email them to Debra Riley (webmaster) to upload to the www.atdnefl.org website
Isabel Graf, VP Finance and Operations	<p><u>Financial Update (Handout1 and Handout1.5):</u></p> <p>ATD NEFL is currently under the revenue budget for 2016. There is no sponsorship funding for 2016, and UNF was unable to make a cash donation, as it has in prior years.</p> <p>Program revenues are low, and there are four monthly meetings remaining in 2016.</p> <p>Membership revenues also decreased from last year.</p> <p>The eLearning and Career management programs have broken even.</p> <p>Monthly programs expenses are higher than last year.</p> <p>HyperOffice remains to be a continuing expense of ATD NEFL.</p> <p>The year-to date net loss of \$604 is attributed to decreased sponsorship funding and decreased attendance at the monthly meetings. The lower attendance at the meetings may be affecting the decreased membership revenue.</p> <p>ATD NEFL did not conduct a member survey since</p>	

	<p>2014.</p> <p>The Board discussed communication that is being delivered to program participants. Specifically, is the chapter engaging/grabbing the attention of the recipients in the announcements?</p> <p>Are the chapter programs adding value to attendees? What takeaways does the program offer its participants?</p> <p><u>Website Updates:</u></p> <p>Isabel discussed the web pages that need to be reviewed and eliminated from the website.</p> <p>There are no standard guidelines to make sure the website is working and updated.</p> <p>For the website clean-up, the Board discussed if it needed all these pages under the categories. For example, do all the pages under the Membership section, Professional Development section, and Resources section need to be included?</p>	<p>Casey and Linda will review and evaluate the quality and necessity of the ATD NEFL web pages.</p>
<p>Casey Gibson, President</p>	<p><u>Proposal to Move Sponsorship from the Marketing Committee to Programming:</u></p> <p>Tina will oversee the sponsorship function in her area of responsibility--Programming. The Board discussed whether or not this function should be moved. Isabel suggested to temporarily move sponsorship to programming until the end of the year to see how the sponsorship function works. The Board can figure out who will oversee sponsorship next year.</p> <p>Cynthia Farmer will fill the position on the blog committee for the Marketing Committee.</p>	<p>Tina and Linda will partner together to fill in the sponsorship committee chairperson position. Linda will also work with Tina to understand how the role works.</p> <p>Isabel will talk to Tina about sponsorship. Linda will talk to Bob about whether or not he is interested in remaining in this role through the end of the year. Both will accomplish this by Friday, 6/10/16.</p> <p>Casey will update the organization chart by 6/10/16. Casey will also provide support and share her research on a blog with Linda and Cynthia by 6/10/16.</p>
<p>Casey Gibson, President</p>	<p><u>CARE Dashboard:</u></p> <p>The following items were discussed and decided by the Board regarding the CARE dashboard:</p>	<p>Casey emailed the updated CARE Dashboard document to Susan who will upload it to HyperOffice.</p>

	<ul style="list-style-type: none"> • Review vision, mission, and bylaws and adjust if needed by 7/29/2016 • Create an annual operational plan by 6/17/16 • Review the Risk Management Assessment by 7/13/2016 (Tom Speer) and report findings to the Board. • Complete VP and Chair descriptions due by 6/30/16. • Mention Power Membership at every event. • Heather will identify an additional 4 power member activities by 6/30/2016 	
Heather Horner, President Elect	<p><u>Highlights from ICE (Handout 2):</u> Heather met with NAC group (South Florida and Suncoast chapter). The NAC discussed getting national members and offering a free local membership to the national membership. The South Florida chapter said that chapter membership dropped as a result of GIG's (Geographic Interest Groups). More people attend the local area events.</p> <p>On Chapter Leader day, the participants had a best practices activity where they discussed managing membership, Rocking CARE, Managing Volunteers, and Promoting Power Memberships. Heather has provided a complete list of the discussion items in the best practices activity to the Board and asked them to consider what activities could be implemented by ATD NEFL.</p>	
All Board Members	<p><u>Announcements and Open Discussion:</u> Lisa Mills is no longer the CPLP committee chair position. Kristin Molina will fill in the position as CPLP committee chairperson.</p> <p>There is a Programming issue regarding event registration. ATD NEFL website has clarified to users that they need to be registered as website guests or logged in as a member in order to successfully register for an event.</p> <p>The Monthly Program Committee chairperson said that the next monthly program hasn't been advertised yet on the website.</p>	
Casey Gibson, President	<p><u>Plus/Delta Activity (Handout 3 and Handout 4):</u> <u>Plus (What are we Doing Well as a Chapter?)</u> Planning ahead for programs, specifically the roles/responsibilities</p>	

	<p>Organized programs(staying in touch with presenters; location host; communications to webmaster to ensure timely communication)</p> <p>WebEx board meetings</p> <p>Restructuring BOD work (less demanding; small board getting stuff done)</p> <p>Website redesign (complete rebranding requirements)</p> <p>Dedicated, well-intentioned Board</p> <p>Administration (PayPal transfers; responsive to members and guests; invoicing)</p> <p>Partnership with Webster</p> <p>Alternative locations for monthly meetings</p> <p>Combined events</p> <p>Pine Castle community outreach</p> <p>Creative risk-takers, try new things</p> <p>Flexibility</p> <p>Annual Event approach/format</p> <p><u>Delta (What Could We Change as a Chapter?)</u></p> <p>HyperOffice emails; document control; value vs. cost is questionable</p> <p>WA email issues</p> <p>Business model(pricing for membership; sponsors; targeting members; value proposition; strategic; re-evaluate the current model)</p> <p>No/little strategic plan</p> <p>Onboarding/transition into new roles</p> <p>No/little/outdated SOP's</p> <p>Accountability</p> <p>Scope/job descriptions</p> <p>New Board member orientation</p> <p>Succession planning</p> <p>New member orientation</p> <p>Set expectations for non-profit board positions</p> <p>Not engaging new members</p> <p>Emails not catching attention or getting action</p> <p>Not leveraging technology</p> <p>Annual operations plan</p>	
	<p><u>Wrap-up and Next Steps:</u></p> <p>The Board agreed to meet with Casey before July 13th</p>	

	<p>for a special task meeting.</p> <p>The first meeting will focus on sponsorship as the outcome. The Board will discuss the lost sponsorship funding from UNF and how Annual event will be funded. In addition, the Board will discuss sponsorship packages. This meeting will take place on 6/22/2016 at 5:00 pm at Webster University(Handout 5).</p> <p>The second meeting is on 7/13/16 at noon, which will be a WebEx meeting.</p>	
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Respectfully submitted

Susan Abraham

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Chapter Administrator

June 4, 2016