

ASTD Northeast Florida
November 9, 2011 Board Meeting Minutes
Location: University of Phoenix



In attendance	Alison Cruess, 2012 VP IT 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 Laura Steigelman, VP Member Involvement Paul Stromberg, Administrator Rachel Stromberg, Director
Absent	Robert Zinsser, VP Public Relations Derree Braswell, Past President
Begin	6:20 PM
End	7:35 9M

AGENDA ITEM	DETAILS	FOLLOW-UP
Sue Raffensperger, President	<p>Call to Order</p> <ul style="list-style-type: none"> - Approval of October Board & Advance minutes was tabled until next meeting. - Position of VP Public Relations for 2012 is still open. Casey Gibson, April Broussard, and Andee Jones were mentioned as possible candidates for appointment. 	<p>Board will approve October's meeting and Advance minutes at the December meeting on 12/14.</p> <p>Sue will explore for interest with these possibilities. Laura will continue to publicize the opening on website and at chapter events until filled.</p>
Ida Gropper, President-Elect	<ul style="list-style-type: none"> - Noted that PR candidate should be proficient in use of social media, comfortable with proofreading and editing content for web pages and email blasts. - Ida introduced the possibility of putting the VP of IT in charge of the chapter's social networking activities and quality control of the website and email blasts, rather than the VP of PR, who is currently responsible for these duties. The board discussed that the activities could logically fall under either VP and did not have objections as long as Alison and Bob were in agreement. Beginning January, IT will be responsible for social media and quality control of website and email blasts. - The Board of Directors agreed to the VP of IT being responsible for the chapter's social networking activities and quality control of the website and email blasts while Alison Cruess holds the position of VP of IT due to her social media expertise. In addition, the Board of Directors agreed that the responsibility may be reevaluated for "fit" (i.e., responsibility compared with board member expertise) as needed. - Rachel expressed concern over how Roles & 	<p>Ida agreed to remove the items she added to Dropbox. Alison will explore alternative collaboration tools and will report back to the board.</p> <p>All board members are expected to submit their 2012 goals and Role & Responsibility descriptions via email to Ida by December 31st.</p> <p>Derree is working with board members to update their processes and procedures.</p>

	<p>Responsibilities were changing and emphasized the importance of ensuring that the board be informed of changes prior to those changes taking place.</p> <ul style="list-style-type: none"> - Ida announced that she had set up an account in Dropbox into which VPs could submit their goals and action plans for 2012. Paul raised objections to using Dropbox because it is currently being used as the backup repository for all chapter archives. Paul explained that the current Dropbox is full and will not accept the new items. He also stated that due to the automatic syncing of shared folders, there is a danger of accidentally deleting or modifying our backup files, thereby causing all original versions of items to be lost. 	
<p>Tina Echeverry, VP Prof Development</p>	<p><u>Big Event Update:</u></p> <ul style="list-style-type: none"> - 133 registered. 31 responded to survey – all positive. - The event brought in about \$1500 more than budgeted and spent (after final bills are paid next month) about \$3500 less than budgeted. This has saved the chapter most of the planned loss of \$5575. - We have 10 Speed of Trust books remaining. Paul reported that there were several paid registrants who did not attend, but that an associate picked up books for some of them. - Tina has looked into several possibilities for next year’s event, such as total quality management, facilitating organizational change, and raising emotional intelligence, but is soliciting other ideas. - Tina hopes to finalize plans earlier next year to allow more time to work out a reciprocal publicity plan with SHRM. - We have an opening for a 2012 event chairperson. <p><u>CPLP Update:</u></p> <ul style="list-style-type: none"> - The last two CPLP Awareness Sessions were very poorly attended. At Darrin Hayes’ suggestion, we will hold virtual meetings using Webex (he has access at work) and our free conference call line. The format will be a 60-minute weekday webinar, either 6:00 PM or at 12:00 noon so people can participate during their lunch break. - We will pay for the Excellence Awards attendance of those who earned their CPLP this year and recognize them there, in addition to recognizing all previous qualifiers who attend. The chapter will also award a one year’s Chapter and National Memberships to each of the new CPLPs. - Darrin Hayes will be CPLP Chair for 2012. <p><u>Mentor Program Update:</u></p> <ul style="list-style-type: none"> - According to the participants, graduation was a huge success. All five pairs completed the program and four were present to be recognized at the Big Event. - We will invite previous graduates to attend next year’s graduation event and share their stories. - A program debriefing was held on November 8. - Allison Turner will continue as Mentor Program Chair for 2012. 	<p>Paul will contact the paid no-shows and Tina will distribute books to those who did not get them.</p> <p>Tina will ask next year’s speaker(s) to promote our event on their LinkedIn page and provide a video clip we can use to promote the event.</p> <p>Darrin is recruiting a new virtual study group to begin in March.</p>

Linda O'Connell, VP Sponsorship	<ul style="list-style-type: none"> - Grand total of in-kind donations: \$5588 Cash sponsorships: \$1100 - Developed 13 new partnerships with sponsors - Had 6 returning sponsorships - For next year: <ul style="list-style-type: none"> o Consider offering an incentive for cash sponsors o Communicate do's and don'ts to sponsors about soliciting at the event o Create post-event evaluation for sponsors 													
Jennifer Jamison, VP of Membership	<ul style="list-style-type: none"> - Current total membership is 302. 94 are dual members (30.8%) 													
Linda Hasselbach, VP of Finance	<ul style="list-style-type: none"> - Linda reported Chapter results as: <table border="1" data-bbox="391 625 911 747" style="margin-left: 20px;"> <thead> <tr> <th></th> <th style="text-align: center;"><u>October</u></th> <th style="text-align: center;"><u>Year-to-Date</u></th> </tr> </thead> <tbody> <tr> <td>Income</td> <td style="text-align: right;">4,015.63</td> <td style="text-align: right;">50,986.20</td> </tr> <tr> <td>Expenses</td> <td style="text-align: right;">(8,980.84)</td> <td style="text-align: right;">(53,975.06)</td> </tr> <tr> <td>Net</td> <td style="text-align: right;">(4,965.21)</td> <td style="text-align: right;">(2,988.86)</td> </tr> </tbody> </table> - She noted that the budgeted deficit to this point was 24074.05, so we are \$21,085.19 better off than anticipated. - The September and October Financial reports were accepted by the board. 		<u>October</u>	<u>Year-to-Date</u>	Income	4,015.63	50,986.20	Expenses	(8,980.84)	(53,975.06)	Net	(4,965.21)	(2,988.86)	<p>Linda is setting up phone conferences with each VP to assist them in budgeting for 2012. She will also assemble an ad hoc committee to propose updates to the plan adopted at the end of 2007 for the use of the surplus for the benefit of the members while retaining at least a 12 month operating cushion.</p>
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Open Discussion	<ul style="list-style-type: none"> - Rachel suggested the chapter appoint a historian to keep track of decisions, projects, etc, to inform future decisions and avoid periodically re-inventing the wheel. Discussion on this topic was brief and no conclusions were reached. - Ida wants to institute an installation ceremony for incoming board members. Board members appeared to be very receptive to idea of having an installation ceremony for the new board of directors each year. 													

Respectfully submitted,
Paul Stromberg
Administrator
11/30/11