

Pensacola Area Chapter ASTD

Board Minutes

Date: 03/08/2010

Meeting Place: SkillQ Office

Time: 5:00 pm -7:00 pm

I. Announcements/Miscellaneous Items

A. Announcements

1. Chapter CORE report accepted by National ASTD.

B. Miscellaneous Items/Discussions

1. Discussed last meeting:
 - Venue – too crowded (will be corrected next meeting)
 - Program – SCORM topic was very broad though relevant; speaker provided excellent resources; some participants seemed overwhelmed; moving forward, allow time for Q&A and prepare speaker for engagement

II. Business Discussed

A. Discussion of Goals for 2010

The following discussion points are ideas brought to the table by each board member. Ideas were discussed and expanded. Final discussion will be next board meeting.

Membership (Bob)

1. Increase national memberships
 - a. Use national reminder letters (or variation)
2. Demo a spotlight during monthly meeting (example: National website)
3. Possibility of paying online

Actions:

1. Put online payments on back burner for now
2. Bob and Robert will research requirements

Programming (Jeff)

1. Establish special interest groups (SIGs) – examples: Technology, Leadership, etc.
2. Presentations include local experts and key companies
 - a. Sponsorships from local organizations

Actions:

1. Line up speakers for next 10 months

Technology (Tamika)

1. Create correlation between website and chapter

- a. Possible use of ASTD gift cards
2. Increase volume of material for website
 - a. More Blog writers (Robert has March)
3. Organization presentations at monthly meetings

Actions:

1. Research ASTD gift cards
2. Focus website material/Blog around speaker

Communication (Faith)

1. Expand content of newsletter with relevant T/D material
2. Spotlight a guest contributor each month
 - a. Guest contributor should be a SME
 - b. Could offer linkbacks
 - c. Try to enlist national SMEs
3. Increase contact list by 25%

Finance (Robert)

1. Use debit card for purchases and webhosting/constant contacts
2. Create a system for all expenses/monies by April
3. Change from Bank of America to Penn-Air to save expenses

Actions:

1. Change bank account and include debit card creation (Motion passed)

Operational Plan (Wendi)

1. Demonstrate Social Responsibility by connecting to local non-profit group
2. Group brainstormed some organizations: Ask how this chapter can help
 - a. Homeless
 - b. Boys Club/Girls Club
 - c. Big Brothers/Big Sisters
 - d. The Next Generation Learning Community
 - e. Veteran's Organization (example: Navy League)

Action

1. Bring one group to next meeting for a vote

Attendees:

Officers and Board Members present:

Wendi Ochs	President
Scott Ginnetti	Past President
Tamika Lee	VP of Technology
Faith Chapman	VP of Communications
Jeff Harris	VP of Programming
Bob Laverty	VP of Membership
Robert Kittinger	VP of Finance