

Pensacola Area Chapter ASTD

Board Minutes

Date: 5-11-09

Meeting Place: SkillQ Office

Time: 5:00 pm -7:15 pm

I. Announcements/Miscellaneous Items

A. Miscellaneous Items/Discussions

1. Mary Alice Wilson is going to be joining the Board, but will not be able to attend meetings – however, she would like to be a part of the meetings via telephone.
2. Wendi and Linda are jointly covering the responsibility of copying the requested documents for the upcoming chapter meeting.
3. General review of the last meeting was excellent. There were at least 20 people there, and 10 found it interesting and informative, 8 found the format effective, and 9 said that they would leave with new or valuable information. All others “somewhat agreed” to all of those, which is very positive.
4. Board members were given a tutorial on Wordpress blogging and the new website layout.

II. Business Discussed

A. New Items of Business and Action Proposed

1. Item: On our last CORE report, we never got a chance to talk about whether they accepted the report or not.
Action: To avoid this situation in the future, Wendi would like to divide the report into our respective sections and each be responsible for our own piece.
2. Item: The CORE report mentions requiring a financial audit – whether we had one before and if we’re doing one this year. Wendi assumes this means done by a third party.
Action: Wendi will research what the definition of “audit” means, and who must complete this and how we can pay for it. She will report back with clarification.
3. Item: There have been no new members added within the last month, and a few people have expired since the last meeting. There are 14 national and local members, 8 that are local only, and 4 whom have recently expired.
Action: Bob is sending out emails to those who need to renew their membership, sending them to the necessary resources.
4. Item: Based on the survey, Bob summarized that most people are interested in Instructional design & Development and Web Based Training the most as discussion topics, Discussing Issues and Gathering with like minded people as most valued people, and E-newsletters and national speakers as their most requested chapter services.
Action: We must grow more as a chapter before we can afford to bring in the big-name speakers, and Jeff suggested a similar format as the AdFab meeting for our own – getting sponsors to help cover the cost of bigger-name speakers and/or their traveling expenses, but if we get enough people interested, the restaurant would have enough of a reason to accommodate the event.
5. Item: Wendi is concerned that those who were guests did not get the idea that we wanted them to join the organization. She is wondering why people come but are not joining the chapter.

Action: Linda says if we are welcoming, offer them something of value, and have a personable attitude towards the chapter, those are things that will draw people back. Bob suggests emailing guests the first time they visit and calling them the second time they attend, and Wendi agrees that that is a good idea. Bob will devise a system of monitoring how and when guests are contacted so that no one gets left off the list and no one feels harassed. Bob feels that the information he is receiving via CHAMP is unreliable and is unsure whether people should be contacted immediately.

5. Item: The website needs everyone's attention – need content for home page, and all other page information needs to be checked for relevance, accuracy, and priority.

Action: All members will read over the website, become familiar with the navigation, and report any questions, comments, by May 25, one week prior to our next board meeting.

6. Item: Jeff suggests having SkillQ sponsor a video for the chapter which can be put on the webpage.

Action: Wendi will create an outline, not a script, of the video (approx. 1 minute) by the next board meeting. The meeting may also be held at an earlier time to allow for more time to discuss this topic. Jeff will bring a camera to the next meeting to film the event to use as B-Roll.

Meeting was adjourned at 7:15 p.m.

Attendees:

Officers and Board Members present:

Wendi Ochs – President

Jeff Harris – VP of Technology

Tamika Lee – VP of Communications

Linda Wasserman – VP of Programming

Bob Laverty – VP of Membership

Mary Alice Wilson – VP of Finance (by phone)