



**ASTD NNJ Chapter Meeting Minutes  
Board Retreat  
January 23, 2010**

**Present:** Jack Appleman; Diane Brescher; Scott Cohen; Marty Finkle; Vince Giambalvo; Ken Giglio; Pamela Lambert; Jerry Langlois; Robin Moriates; Fran Morton; Meg Paradise; Hania Qubein; Pam Sammarco; Rich Silkes; Jamie Steiger; Christine Troianello; Vince Varallo; Shellye Young

**Location:** Scot works, Parsippany, NJ

**Start:** Approximately 9:20 AM

**Adjourned:** 3:50 PM

Topic	Motions/Key Discussion Items	Action Item
Welcome and Introductions	<p>2010 marks the year of the member. The goal is to enhance the membership experience. It is also the year of the Board member and volunteer.</p> <p>Essential goals for 2010:</p> <ol style="list-style-type: none"> <li>1. Host well attended events</li> <li>2. Increase number of members and enhance membership experience</li> <li>3. Operate as a financially sound organization</li> <li>4. Create an enjoyable experience for Board and volunteers</li> </ol> <p>Objectives for the retreat:</p> <ol style="list-style-type: none"> <li>1. Come together and better understand roles</li> <li>2. Set 2010 calendar</li> <li>3. Determine strategies, goals, and timeline</li> </ol> <p>Board members discussed anticipated cuts to education in New Jersey and reinforced the importance of building linkages regarding workplace education. The state government is offering training grants which are currently approved in Morris, Somerset, and</p>	

	<p>Warren counties.</p> <p>Awards were distributed to Fran Morton and Jerry Langlois for their outstanding service in 2009.</p> <p>All Board members introduced themselves by describing their role and background.</p>	
Board Business	<p><b>Board Benefits</b> Distributed the handout ‘<i>The Benefits of Board Volunteerism.</i>’ The following three benefits are presented:</p> <ol style="list-style-type: none"> <li>1. Discounted national membership</li> <li>2. Chapter event discounts</li> <li>3. Partial reimbursement</li> </ol> <p>Scott Cohen made a motion to establish written representation of formal benefits for Board volunteerism. Motion was seconded by Rich Silkes.</p> <p>Vince Giambalvo proposed an amendment to the motion. The amendment was to form a committee to address this issue. The committee will report back at the next meeting with a formal proposal. The amendment was seconded by Diane Brescher.</p> <p>Motion was passed by majority vote.</p> <p>Overall, the Board supported the idea of documenting formal benefits. See comments from discussion below:</p> <ul style="list-style-type: none"> <li>• The need for a coupon code was emphasized to allow for discounts using online registration.</li> <li>• Proposed alternatives to discounts included: 1) allow Board members to buy all monthly meetings for a year at a discounted rate; 2) charge a Board member flat fee; 3) offer discount with requirement to bring 2 people who are paying full.</li> </ul>	<p>A committee will be developed to create a formal proposal for documented Board benefits. Who’s on this committee? Can this be determined at the February Board Meeting.</p>

- While the idea of discounts was generally supported, the Board agreed that further information is necessary to understand how this will impact the budget for each committee and for each event. It is important that we maintain a balanced budget. A suggestion was made to fill budget gaps with sponsorships.
- The goals for formalizing benefits are to get people to join the Board and give back as well as to balance active volunteerism with benefits.
- Four complimentary chapter meeting registrations is a lot in addition to the discounts and is under future consideration.
- The idea of offering benefits to members was also discussed. Members could be offered the option to attend events at no cost if they bring two people who pay in full.
- Partial reimbursement for national conferences is a good start yet the focus is ALC and ICE. This should be under consideration as how it fits with marketing.

***Membership***

An overview of the membership fee schedule was provided. As a method of encouraging new membership, a \$10 discount is offered if an individual joins within 24 hours after attending an event. A coupon code is provided as the mechanism to provide the discount. Historically, only two people have taken advantage of this discount.

***New Board Position***

Jack Appleman made a motion to establish a new board position—Vice President of Executive Outreach. The motion was seconded by Shellye Young.

Motion was passed by majority vote.

See comments below:

- It is envisioned that this position will handle Executive

	<p>Breakfasts, focus on the Executive Advisory Council, and other related activities. This position is a good way to get high level people involved and possibly increase membership as a result.</p> <ul style="list-style-type: none"> <li>• It was confirmed that there aren't restrictions on the size of the Board. However, any changes will need to be formally changed in the by-laws.</li> <li>• Board members agreed that as members, executives may not attend all meetings. Executive Breakfasts are for seasoned professionals and we need to consider their needs as well. Executives can also join the Chapter under the corporate membership option.</li> <li>• It was confirmed that there are currently 18 corporations who are members of the Executive Advisory Council.</li> <li>• A role for a person in this proposed position is to recruit companies as members and assess their learning needs.</li> </ul>	
<p>Improving Board Communication/Streamlining Board Meetings</p>	<p><i>'Email Guidelines to Improve Board Communication'</i> was distributed by Jack.</p> <p>Its key points:</p> <ul style="list-style-type: none"> <li>• Avoid sending unnecessary thank yous.</li> <li>• Write "NRN" in subject lines when a reply is not necessary.</li> <li>• Provide any updates in a weekly or biweekly email rather than immediately after each event.</li> <li>• When feeling pressure, reach out to someone in the president's trio.</li> <li>• Include necessary decision makers on one email to keep things concise.</li> </ul> <p>Future Board meetings will be 90 minutes. Members can begin to arrive at 5:45. The meeting will begin at 6:15 and end promptly at 8 pm. Meeting agendas and related documents will be distributed in advance. Comments made during the meetings should be succinct. Board meetings are for strategic decision making.</p>	

	<p>Tactical planning should happen outside the Board meetings. Jack Appleman and Scott Cohen will serve as the timekeeper for each meeting.</p> <p>According to the by-laws, there must be a minimum of six Board meetings each year. Members must attend at least three of the six meetings. Attendance will be taken.</p>	
<p>Achieving CORE Compliance</p>	<p><b>CORE Compliance</b> The Chapter needs to be in compliance with the national standards of ASTD. The chapter's goals and expectations are to be 100% compliant. Diane Brescher has begun to compile the necessary information related to CORE compliance and has reached out to Board members for needed information. She will continue to reach out, if needed. The process is completed annually. The report must be submitted electronically by January 31<sup>st</sup>. Geoff Woliner (<a href="mailto:gwoliner@astd.org">gwoliner@astd.org</a> or 703-683-8166) is our assigned Chapter Coach.</p> <p><b>sCOREcard</b> The 2010 NNJ-ASTD sCOREcard handout was distributed again. This was introduced and developed in 2009. It combines national CORE requirements with the requirements set by each VP of the Chapter. It is an internal document that highlights what each VP holds his/her unit accountable for.</p> <p>2010 CORE changes were discussed. One Board member commented that VP of Professional Development should be changed to VP of Programs on the handout. Another change related to this is that programs are offered monthly.</p> <p>Diane Brescher emphasized that the Chapter has the ability to measure what we want. Committees need to determine their own internal metric for the sCOREcard before the work begins. By the</p>	<p>Diane will follow up with Board members regarding information needed from each committee related to CORE compliance, if needed. Report will be submitted by January 31<sup>st</sup>.</p> <p>By the February 25 Board Meeting, confirm the 2010 metrics for your committee with Diane.</p>

	<p>February meeting, confirm the 2010 metrics for your committee with Diane.</p> <p>The idea of publishing the sCOREcard was considered as a method of getting publicity for all of the extra work that the Chapter does.</p> <p><b><i>Master List of Board Members and other Volunteers</i></b> Diane Brescher circulated a master list of contact information for Board members and another list for Volunteers. We discussed the role of the Executive Advisory Council. Diane suggested that the contact information from the Executive Advisory team be a third roster to post on the web.</p> <p>A concern was raised that the current Board of Directors listings and pictures on the web is outdated and the pictures are not of equal professional quality. At a later time, the Board will discuss uniformity of photos on the website.</p>	<p>Diane will send the newly updated 2010 Board Roster and 2010 Volunteer roster to the team and to Pam to update the Web by January 31.</p> <p>Vince Varallo to send Diane the existing Executive Board Roster so that can be updated and dispersed to all as well by Feb 25.</p> <p>Pam is in the process of updating the board bios and will post to the web.</p>
<p>Financial Report/Committee Budget Working Sessions</p>	<p><b><i>Status as of December 2009</i></b> \$7,632.01 in checking account \$5,255.28 in interest bearing account \$16,049.57 in 18 month, opt-up CD \$28,936.86 TOTAL ASSETS</p> <p>Shellye informed the Board that Scott Cohen's company sent a thank you for the Chapter's donations.</p> <p>For CORE compliance Shellye Young confirmed that we have insurance. Jack Appleman has a copy of the certificate. The aggregate limit is \$2 million.</p>	

	<p><b>Reimbursements</b> To be reimbursed for expenses, complete the <i>Check Request Form</i> that was distributed by Shellye Young. VPs can sign the form for their committee. Reimbursements for VPs must be signed by the President or Treasurer. Electronic signatures are acceptable. Receipts must be submitted along with the forms. Electronic images of receipts are acceptable. The forms are available on the website under Chapter documentation.</p> <p><b>Budgets</b> Shellye Young distributed budget forms for 2010 to each committee. Each committee should reconcile their budget and return it to Shellye. Completed 2009 budgets were emailed last week. Return 2010 budgets to Shellye by the next Board meeting. When possible, build in sponsorships and discounts. Ignore last two columns for now. Call Shellye or predecessors with any questions.</p> <p>For every event, track the following information and email it to Shellye with a cc to Jack:</p> <ol style="list-style-type: none"> <li>1. Number of people in attendance</li> <li>2. Money spent</li> <li>3. Money made</li> </ol>	<p>Return 2010 budgets to Shellye before February 25<sup>th</sup> Board meeting.</p> <p>For every event, track number of people attended, money spent, and money made. Send to Shellye with a cc to Jack.</p>
<p>Chapter Event Calendar/Review of Event Communication Process</p>	<p>Jerry and Christine emphasized that any publicity for the Chapter in <i>NJBIZ</i> is important.</p> <p><b>Marketing Tools</b> The <i>Events Calendar</i> was distributed at the meeting and will be the main vehicle for communications. Seventeen events are already featured on the calendar for 2010. It should be distributed at all events and posted on the website and will be mailed to all members on a quarterly basis. Sponsorship of the calendar is possible. Montclair State University has already offered to sponsor a mailing.</p>	<p>Email feedback about the layout and content of the <i>Events Calendar</i> to Jerry and Christine by when?</p>

	<p>The <i>Weekly Update</i> email serves as a secondary marketing tool. This includes event information and hot topics.</p> <p><b><i>Sponsorships</i></b> Jerry and Christine are looking at what is on the website and what is available in print to attract sponsors. The goal is to create a package for sponsorship. Board members offered the following ideas: 1) physical sponsorships such as making presentations; 2) adopt a mailing; 3) free attendance at events with corporate membership; or 4) sponsoring Executive Breakfasts. One Board member commented that Toys R Us already sponsors the Executive Breakfast. Before the opportunity to sponsor the Executive Breakfasts is offered to others, we need to determine what their position is on this.</p> <p><b><i>Social Media</i></b> Facebook, LinkedIn, and Twitter create marketing opportunities for the Chapter. It was emphasized that the Chapter needs to get a social media policy in place before this is further explored.</p> <p><b><i>Contacts</i></b> Lists of members and other contacts should be put into MS Excel to determine the current communication base. The Communications Committee is creating this document to be uploaded into Constant Contact. For the future, we need to determine what fields of information we want from people. Sign-in should be made mandatory all events. Attendees should provide name, address, and telephone number. There are currently ~1700 contacts on the master list however; a lot of this information is outdated.</p> <p><b><i>Communications Schedule</i></b> A schedule of email communication should be established. On average, three Chapter emails are sent each week. 12% of these</p>	<p>Email Jerry marketing ideas related to sponsorships ongoing.</p> <p>Email Jerry with ideas about alliances that we need to forge by when?</p>
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	<p>emails are opened. The Communications Committee aims to increase the open rate with the benchmark being 18%. The spam report is low and the opt-out rate is also low. While contacts are not unsubscribing from the listserv, they are not opening the messages either.</p> <p><b><i>Communication and Marketing Process</i></b> Distributed a laminated handout ‘<i>Communication and Marketing Process for Events</i>’. The objective is to improve timing and create ease of use. A PDF of the announcement template will be sent as a blueprint for all committees. Step 4 on the handout is new. Once event information is posted on the website, a flyer needs to be created. Each event owner can advertise as appropriate. A best practice is to use double marketing—send out an email blast and a personalized email from the event owner.</p> <p><b><i>Other</i></b> Video emails will be explored for future use.</p>	<p>Communications team will send the file out to the Board and committee by when?</p>
<p>Defining Our 2010 Theme: Creating a Superior Membership Experience</p>	<p>Board members brainstormed ideas to increase new membership and enhance membership experience. After the brainstorm, Board members divided into two groups who completed three exercises that resulted in the development of goals and action steps related to the two focus areas described above</p> <p><b><i>Group One: To enhance the membership experience:</i></b> Goal 1: Create an environment and community in which all members feel involved and feel a sense of camaraderie.</p> <p>a. Create new member packet and orientation Complete within 6 months. Jack &amp; Hania</p> <p>b. Develop a Chapter Ambassador Program Complete by end of quarter Ken &amp; Rich</p>	<p>Jack and Hania will lead efforts to create new member pack and orientation within next 6 months.</p> <p>Ken and Rich will lead efforts to develop Chapter Ambassador</p>

	<p>c. Offer more networking events Event in July already scheduled.</p> <p>d. Create member list. Complete by end of quarter Jack and Hania</p> <p>e. Incorporate ice breakers into events Begin at February 18 meeting with one from either Vince G. or Diane</p> <p>Goal 2: Enhance individuals skills, career, and business opportunities by building networks, providing valuable information and building knowledge</p> <p>a. Create resource table at events Ken and Rich</p> <p>b. Create a community of experts Vince and Diane</p> <p>c. Networking Networking event in July. Presentation by Diane on social networking in second half of year.</p> <p>d. Great speakers with access to takeaways Begin with next event with speakers Ken and Rich</p> <p><i>Group 2: To increase membership</i></p> <p>Goal 1: Target key corporations</p> <p>a. Identify top 20 firms Fran and Marty</p> <p>b. Vet/qualify</p> <p>c. Create 2 person teams and assign to companies</p> <p>d. Create talking points By February 25<sup>th</sup> meeting Christine</p> <p>NOTE: In talking points, ask contacts to be a part of the community of experts (described above)</p>	<p>Program by the end of the first quarter.</p> <p>Jack and Hania will lead efforts to create a member list by the end of the first quarter.</p> <p>Vince or Diane will incorporate an ice breaker into February 18<sup>th</sup> meeting.</p> <p>Ken and Rich will lead efforts to create resource table by first quarter.</p> <p>Ken and Rich will lead efforts to offer resource tables at upcoming events by first quarter.</p> <p>Vince and Diane will co-lead efforts to develop a community of experts to begin late first quarter end by third quarter.</p> <p>Diane will try to present on social networking in fourth quarter.</p> <p>Ken and Rich will lead efforts to solicit takeaways from speakers to begin immediately.</p>
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	<p>e. Conduct training session (use role plays) f. Begin outreach</p> <p>Goal 2: Target northern New Jersey graduate programs with relevant concentrations</p> <p>a. Identify top 10 programs Jack</p> <p>b. Vet/qualify</p> <p>c. Create 2 person teams and assign to schools</p> <p>d. Create talking points By February 25<sup>th</sup> meeting Christine NOTE: In talking points, ask contacts to be a part of the community of experts (described above)</p> <p>e. Conduct training sessions f. Begin outreach</p>	<p>Fran and Marty will identify top 20 firms by when?</p> <p>Fran and Marty will identify top 10 academic programs by when?</p> <p>Christine will create talking points by February 25<sup>th</sup>.</p>
<p>Miscellaneous Announcements/Q&amp;A</p>	<p>Results from the 2009 Chapter Member Survey were distributed. Board members were encouraged to review results. Pam requested the names and contact information of the 6 respondents who identified that they were interested in volunteering.</p> <p>Marty provided an overview of the services offered by Scotwork. The space at Scotwork is available for future use by the Chapter.</p>	<p>Send Pam names and contact information of survey respondents who indicated an interest in volunteering.</p>
<p>Upcoming Meeting Dates</p>	<p>Chapter Meeting on February 18<sup>th</sup>: The previously identified speaker on action learning is ill and the Programs Committee is in the process of securing a replacement speaker. Heather Maytree was one recommendation made by the Board.</p> <p>Board Meeting on February 25<sup>th</sup>: Location TBD.</p>	<p>Send contact information for possible Chapter Meeting speakers to Ken or Rich – ongoing.</p> <p>Jack will confirm the location for the next Board meeting.</p>