

Minutes

ISPI Potomac Chapter – April 2010 Board Meeting

Tuesday, April 6, 2010

6:00–7:10 PM

CONFERENCE CALL

712-451-6000, ID Code:
879720#

Participants

Mark Boccia, Doug Reed, Sophia Tade, Molly Wankel, Sarah Ward, and Catherine Zaranis

Agenda Topics

Owner	Item
Molly	April Program Logistics
Molly/Doug Reed	2009-2010 Program Logistics
Catherine/Doug/Sarah	2010-2011 Programs
Sophia/Catherine	Workshop Logistics
Molly	Student Member Recruitment
Molly/Catherine	Membership Report
Molly	Finance Report
Molly	New Business: Request for Advertising on our Home Page

April Program Logistics		Molly
Discussion	<p>We will be hosting a webinar with Paul Cook on 04/13/10. Molly coordinated with Paul and Tim Jones, NetSpeed Learning Solutions, to conduct a pilot on 04/05/10 during which Paul became familiar with the technological options.</p> <p>Molly sent the URL and telecon phone number to registrants.</p> <p>Molly will coordinate with Paul and Tim to conduct the webinar on the 13th.</p> <p>Because Tim has been such an outstanding service provider, Molly asked the Board to approve flowers to be sent to Tim after our last webinar using his services. Sarah made the motion. Catherine seconded it, and the vote was unanimous to approve sending flowers to Tim.</p>	
Action Items	Person Responsible	Deadline
Coordinate with Paul and Tim regarding webinar facilitation needs.	Molly	Ongoing through 04/13/10
Send URL to remaining registrants.	Molly	04/13/10

2009-2010 Program Logistics		Molly/Doug	
Discussion	<p>Don Tosti will not be able to present in August. Sarah is coordinating a session on virtual research technique to be presented by virtual librarians from Virginia Tech and American University for our August presentation.</p> <p>Catherine is still researching a couple of options (using Management Concept's service, an Adobe Connect license through ASTD, etc.) and will present them more formally during the next Board Meeting.</p> <p>Molly needs to coach Doug about the in-person meeting process for May's meeting.</p>		
Action Items	Person Responsible	Deadline	
Coordinate with Doug regarding logistics for in-person meetings for the rest of the season.	Molly	04/30/10	
Conduct research on possible webinar alternatives.	Catherine	04/30/10	

2010-2011 Programs		Catherine/Sarah	
Discussion	<p>Sarah and Doug are finalizing coordination with colleagues in the legal profession regarding the offering of a series of basic instructional systems design (ISD) topics, such as Intro to Instructional Design and Adult Learning Principles, for next season.</p> <p>Catherine, who is President-Elect for 2010, and Doug Reed, who is President-Elect for 2011, are both attending the International Conference (THE Performance Improvement Conference 2010) in San Francisco in April and will reach out to exemplary presenters to ask them to present during webinars as part of our speaker schedule next year.</p>		
Action Items	Person Responsible	Deadline	
Coordinate with Gaye Mara, Christine White, Roz Morgan and others regarding topics, schedule, and marketing to law firm training departments.	Sarah and Doug	04/30/10	
Ask expert performers to present to our chapter.	Catherine and Doug	04/22/10	

Workshop Logistics		Sophia/Catherine	
Discussion	<p>According to the International organization, if the presenter can defend that applicability of a particular standard from the 10 Certified Performance Technologist (CPT) standards to the content of the workshop, we will be able to offer CPT credits. It does not appear that the content of the Carl Binder's Six Boxes workshop applies to a particular standard.</p> <p>Sophia and Catherine are considering a number of communications vehicles by which to promote the workshops: our website, email, telephone, LinkedIn and other social media, flyers, etc.</p> <p>Molly is still trying to find a contact at NSA.</p> <p>Doug is researching local space in which to hold Rich Pearlstein's evaluation workshop. Sarah will reach out to Rich about the possible change in date for his workshop and even his evening presentation, if needed.</p>		
Action Items		Person Responsible	Deadline
Develop pricing strategy.		Sophia and Catherine	04/20/10
Develop communications/marketing plan.		Sophia and Catherine	04/20/10
Call John Chen at International regarding letting us email International members in DC, MD, VA, and DE about our workshops.		Catherine	04/20/10
Contact NSA regarding how to promote the workshops to Federal government employees and contractors in Maryland.		Molly	04/30/10

Reach Out To Students		Molly	
Discussion	<p>Catherine still plans to discuss with Greg Williams, UMBC HPT Program Chair, student's receiving college credit for attending the workshop, for producing a capstone product for the chapter, or for conducting an internship with the chapter.</p>		
Action Items		Person Responsible	Deadline
Continue to work with Susan Grunin to begin performing tasks as Academic Liaison.		Molly	Ongoing
Coordinate with Greg William, UMBC, to propose options for attracting students to our workshops.		Catherine and Sophia	05/31/10
Contact UMBC to request how to earn college credit for workshop attendees.		Catherine	04/20/10
Contact Towson University and other institutions of higher education in the Baltimore region to market the workshops to students in that area.		Sophia	05/31/10
Continue to coordinate with Dr. Susan Grunin, Academic Liaison, to promote the chapter and our programs to local students.		Molly	Ongoing

Reach Out To Jeffrey Zeints, Chief Performance Officer		Molly
Discussion	Molly provided Zeints' contact information to Kathleen Weiss. No word on whether she has been able to reach out to him yet. The purpose of making contact with Zeints is to learn his vision for performance, how he plans to implement the vision, and if ISPI as a whole or the Potomac Chapter in particular can play a role in that implementation.	
Action Items	Person Responsible	Deadline
Make contact with Zeints.	Kathleen Weiss	05/31/10

Membership Report		Molly
Discussion	<p>The Corporate Membership type has been established. Catherine will let the interested party know.</p> <p>We have 84 active members.</p> <p>Molly is continuing to send out emails to promote the 100 Members in 100 Days campaign.</p> <p>Molly is seeking a volunteer to follow up with companies who post open positions on our website about how many hired chapter members.</p> <p>It's almost time for elections. Molly requested Catherine and Doug to provide bios. Molly will coordinate with those who are volunteering to run for office. Molly will ask Sandy Henderson to run our election through SurveyMonkey for us.</p>	
Action Items	Person Responsible	Deadline
Inform colleague about Corporate Membership type.	Catherine	04/30/10
Continue to promote 100 Members in 100 Days campaign.	Molly	Ongoing through 06/03/10
Solicit volunteer for job postings follow-up.	Molly	04/30/10
Provide bios.	Catherine and Doug	04/07/10
Contact volunteers to run for offices.	Molly	04/30/10
Contact Sandy Henderson to run our election.	Molly	04/16/10

Finance Report		Molly
Discussion	<p>Beginning balance: \$8,864.90 Expenses: \$ 35.85 Income: \$ 628.73 Ending balance: \$9,457.78</p> <p>Sarah provided background on what's considered a prudent reserve. Ten years ago, the chapter had about \$20,000 in our account. For several years after that, the chapter had \$15,000 in our account. Last year we had about \$4,000 in our account after major expenditures to rebuild our website and for other necessary operations. We feel more comfortable having about \$15,000 in our account, which is why we'd like to hold workshops as fundraisers.</p> <p>It was brought up and voted on to have International dues paid for by the chapter. Molly is a lifetime member, so she is not involved in this benefit. International dues will be paid for Mark, Doug, Sophia, Sarah, and Catherine.</p>	
Action Items	Person Responsible	Deadline
Continue to monitor finances.	Molly/Jim Govoni	Ongoing
Pay International dues.	Mark, Doug, Sophia, Sarah, and Catherine.	As per their renewal dates

New Business—Request for Advertising on our Home Page		Molly
Discussion	<p>There was a request by Linkstar to advertise on our website. Given the amount of chapter business menu items that requires most of our real estate, we voted not to allow advertising on our web site. We do place corporate sponsor logos at the bottom of our website.</p> <p>The group did discuss that we would allow companies who post jobs on our jobs listing page to advertise on that page.</p>	
Action Items	Person Responsible	Deadline
None.		