

# Minutes

## ISPI Potomac Chapter – March 2010 Board Meeting

Tuesday, March 2, 2010 6:00–7:10 PM CONFERENCE CALL  
712-451-6000, ID Code:  
879720#

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

### Agenda Topics

Owner	Item
Molly/Sarah	March Program Logistics
Molly	April Program Logistics
Molly/Doug Reed	2009-2010 Program Logistics
Catherine/Sarah	2010-2011 Programs
Sophia/Catherine	Workshop Logistics
Molly	Student Member Recruitment
Molly/Catherine	Membership Report
Molly	Finance Report

March Program Logistics		Molly
Discussion	<p>Sarah revised the information for the March program: “Evaluating Executive Development,” with Bill Weech, Ed.D., Leadership &amp; Management School, U.S. Department of State. Due to a work commitment, Sarah will not be able to co-present with Bill.</p> <p>We will have a taco bar for dinner.</p>	
Action Items	Person Responsible	Deadline
Coordinate with Peter Gaumond to retrieve equipment and conduct videotaping of presentation.	Mark Boccia	By 03/09/10
Send follow-up email announcement for March’s program.	Molly	03/03/10
Coordinate with Nixon Peabody regarding meeting logistics and sending the list of participants in advance for the security and receptionist desks.	Molly	Ongoing through 03/09/10
Perform tasks to prepare for registration and write, print, and frame the honorary certificate for Bill.	Molly	03/08/10 and 03/09/10

<b>April Program Logistics</b>		<b>Molly</b>	
Discussion	We will be hosting a webinar with Paul Cook on 04/13/10. Molly is coordinating with Paul and Tim Jones, NetSpeed Learning Solutions, to facilitate Paul's webinar. As soon as she receives the URL from Tim Jones, Molly will send it out to registrants.		
Action Items	Person Responsible	Deadline	
Coordinate with Paul Cook regarding webinar facilitation needs.	Molly	Ongoing through 04/13/10	
Send email announcement for April's webinar.	Molly	03/11/10	
Send follow-up email announcements for April's webinar.	Molly	03/16/10 03/23/10 03/30/10 04/06/10	
Conduct pilot of webinar with Paul Cook, the speaker, and Tim Jones of NetSpeed Learning Solutions.	Molly	04/05/10	

<b>2009-2010 Program Logistics</b>		<b>Molly</b>	
Discussion	<p>Sarah reached out to Doug Reed, who has offered to support program logistics for the rest of the season and to serve as Program Chair for next year to prepare for his role as President for the 2011-2012 season.</p> <p>Tim Jones wrote Molly that April is the last month we can use the services of NetSpeed Learning Solutions for our webinars. Catherine mentioned that she had conducted research for similar webinar technical and pricing requirements before, negotiated those contracts, and will be happy to do the same for us.</p>		
Action Items	Person Responsible	Deadline	
Coordinate with Doug regarding logistics for in-person meetings for the rest of the season.	Molly	03/30/10	
Conduct research on possible webinar alternatives.	Catherine	04/30/10	

<b>2010-2011 Programs</b>		<b>Catherine/Sarah</b>	
Discussion	<p>Usually programs are lined up by May so the calendar can be created and sent as part of the membership renewal process in June.</p> <p>Long-term member and past president, Gaye Mara, is moving out of the area. She had been supplying training events to law firms. Sarah will coordinate with Gaye and Christine White, Chief of Learning/Diversity/Recruitment at Nixon Peabody LLP, regarding the possibility of offering a series of basic topics, such as Intro to Instructional Design and Adult Learning Principles, for next season. We could offer two of these meetings at Nixon Peabody and two at Steptoe &amp; Johnson, both are law firms that are hosting four of our meetings this 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</p>		

	speaker schedule next year.	
Action Items	Person Responsible	Deadline
Coordinate with Gaye Mara, Christine White, and Roz Morgan regarding topics, schedule, and marketing to law firm training departments.	Sarah	04/30/10
Ask expert performers to present to our chapter.	Catherine and Doug	04/22/10

Workshop Logistics		Sophia/Catherine
Discussion	<p>Sarah provided background for Rich Pearlstein's workshop in June and Carl Binder's workshop in July. Rich will be presenting on performing evaluations on higher-order levels of cognition, which is a topic for more advanced practitioners. Carl will be presenting an introductory Six Boxes workshop that lays a foundation for beginning to apply The Six Boxes Approach. Carl also will offer experienced HPT practitioners a plain English vocabulary for partnering with clients to understand and improve performance. So Carl's workshop would be attractive to both new and seasoned professionals.</p> <p>Catherine and Sophia planned to meet on 03/04/10 to review pricing research and devise a pricing strategy. There was discussion about whether board members would be given a reduced registration price, which is another issue for Catherine and Sophia to research and offer options.</p> <p>They plan to touch base with Carl Binder to review his proposed costs. Sophia and Catherine will reach out again to Greg Williams, UMBC HPT Program Chair, to discuss how to meet students' needs.</p> <p>It was mentioned that UMBC HPT workshops and conferences used to attract only 20-25 participants and with Greg's promotional abilities, these events attract around 400 participants.</p> <p>Catherine mentioned that we might be able to offer CPT credits to folks who attend the workshops.</p> <p>Sarah mentioned that there used to be an ISPI chapter in Baltimore and that there used to be quite a number of NSA employees who were active in ISPI years ago.</p>	
Action Items	Person Responsible	Deadline
Develop pricing strategy.	Sophia and Catherine	03/30/10
Develop communications/marketing plan.	Sophia and Catherine	03/30/10
Contact UMBC to request how to earn college credit for workshop attendees.	Catherine	03/30/10
Contact International to request CPT credit for the workshops.	Catherine	03/30/10
Contact NSA regarding how to promote the workshops to Federal government employees and contractors in Maryland.	Molly	03/26/10

<b>Reach Out To Students</b>		<b>Molly</b>	
Discussion	<p>A number of strategies were discussed for attracting students to workshops and to become members. We could offer chapter internships, paid or unpaid, to perform projects for the chapter, profession, or organization. We could ask students to help with logistic for the workshops for a reduced registration fee. Perhaps Greg Williams could offer extra course credit to students who attend the workshop.</p> <p>It was mentioned that there might be interest in forming a student chapter at UMBC and one of the current enrollees of the HPT program might be interested in leading that effort.</p> <p>The chapter could offer student competitions for projects or products. These could be intra- or inter-school competitions; e.g., within a single HPT program or across several schools, respectively.</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 Towson University and other institutions of higher education in the Baltimore region to market the workshops to students in that area.		Catherine and Sophia	05/31/10

<b>Membership Report</b>		<b>Molly</b>	
Discussion	Catherine has been approached by colleagues at Management Concepts about the possibility of a corporate membership comprising of five Professional memberships that could be used on a rotating basis by any Management Concept employee who wishes to attend a meeting. We post the logos of our corporate sponsors on our homepage.		
Action Items		Person Responsible	Deadline
Research logistics of corporate membership.		Molly	03/30/10

<b>Finance Report</b>		<b>Molly</b>	
Discussion	<p>Beginning balance: \$7,876.53</p> <p>Expenses: \$ 613.55</p> <p>Income: \$1,601.89</p> <p>Ending balance: \$8,864.90</p>		
Action Items		Person Responsible	Deadline
Continue to monitor finances.		Molly/Jim Govoni	Ongoing