

# Minutes

## ISPI Potomac Chapter – May 2010 Board Meeting

Tuesday, May 4, 2010

6:00–7:40 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
Doug	May Program Logistics
Molly/Doug/Catherine	2009-2010 Program Logistics
Sarah/Doug/Catherine	2010-2011 Programs
Sophia/Catherine	Workshop Logistics
Molly/Catherine/Sophia	Membership Report
Molly/Jim	Finance Report
Molly	Reach Out To Jeffrey Zeints, Chief Performance Officer

May Program Logistics		Doug
Discussion	<p>Doug is coordinating program logistics for May. Molly suggested that he ask the caterer to make 1/3 of the meals vegetarian.</p> <p>Mark will not be able to attend so there will be no recording of the presentation. Sarah might coordinate recording of the presentation.</p>	
Action Items	Person Responsible	Deadline
Send email announcements.	Doug	05/05/10
Coordinate with caterer.	Doug	Ongoing through 05/10/10
Coordinate with onsite personnel.	Doug	Ongoing through 05/11/10
Print flyers of June meeting for May's participants.	Doug	05/11/10
Coordinate with Sarah regarding videotaping of the presentation.	Doug and Mark	By 05/11/10
Bring envelop with change for attendance fees.	Doug	05/11/10
Bring receipt book.	Molly	05/11/10
Coordinate with Bill Bruck including creation of Certificate of Appreciation since Dr. Bruck already is an honorary member.	Molly	05/11/10
Send follow-up emails.	Doug	05/12/10

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2009-2010 Program Logistics		Molly/Doug/Catherine	
Discussion	<p>Doug will need to coordinate logistics for June's session as Molly will not be able to attend. Catherine is coordinating with Carl Binder regarding July's presentation and whether it will be in-person, if we offer the workshop the next day, or a webinar, if we don't offer the workshop, or none at all because Carl cannot do the webinar for free.</p> <p>Doug will take over coordination from Sarah with Terry Goodwin regarding August's 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>		
Action Items	Person Responsible	Deadline	
Coordinate with Doug regarding logistics for in-person meetings for the rest of the season.	Molly	Ongoing through July	
Coordinate with Catherine regarding logistics for in-webinars for the rest of the season.	Molly	Ongoing through July	
Conduct research on possible webinar alternatives.	Catherine	05/14/10	
Coordinate logistics for June's monthly presentation.	Doug	Ongoing through 06/09/2010	
Coordinate logistics for July's monthly presentation.	Doug and Catherine	Ongoing through 07/14/2010	
Coordinate logistics for August's monthly presentation.	Doug	Ongoing through 08/11/2010	
2010-2011 Programs		Sarah/Doug/Catherine	
Discussion	Sarah and Doug reported on the calendar for the coming year. Please see the attached document.		
Action Items	Person Responsible	Deadline	
Finalize calendar regarding topics, presenters, schedule, and locations for 2010-2011 season.	Sarah and Doug	05/14/10	
Workshop Logistics		Sophia/Catherine	
Discussion	<p>Catherine presented the price points for the Carl Binder Six Boxes workshop. She will start marketing it. If we don't have 30 registered folks by June 14<sup>th</sup>, we will not hold the workshop and we will not have to pay any money. Catherine is confirming the No Go date of June 14<sup>th</sup> works for Carl.</p> <p>Molly provided a contact at NSA to Catherine and Sophia.</p>		

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	Sarah reached out to Rich about the possible change in date for his workshop. He can hold the work shop only on a Saturday. It appears October 2, 9, or 23 will work for him. Catherine will research whether we can use a room at Management Concepts in which to hold the workshop.	
Action Items	Person Responsible	Deadline
Implement communications/marketing plan.	Sophia and Catherine	05/05/10 through 06/14/10 and perhaps until 07/14/10
If workshops are held, coordinate with John Chen at International regarding emails to International members in DC, MD, VA, and DE about our workshops.	Catherine	Ongoing until date of workshop
Ask Carl Binder which CPT standard(s) relate to his workshop content.	Catherine	05/03/10
Coordinate with Carl regarding his travel requirements and cancellation policy.	Catherine	05/14/10

Membership Report		Molly/Catherine/Sophia
Discussion	<p>We have 94 active members. Doug and Catherine reported that when we get 100 members, we'll be in the top 10% of the chapters.</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>Sandy Henderson will run our election through SurveyMonkey for us.</p> <p>Molly will ask the Board members if there are any changes needed to the layout of the Membership Directory.</p> <p>Catherine began discussions 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> <p>The Board held initial discussions about how to fairly offer \$165.00 reimbursement to Board members and committee chairs for International membership or subscription. The topic will be covered more fully during the next Board meeting.</p>	
Action Items	Person Responsible	Deadline
Continue to promote 100 Members in 100 Days campaign.	Molly	Ongoing through 06/03/10
Solicit Position Referral Service committee chair for job postings follow-up.	Catherine	06/30/10
Run elections.	Sandy Henderson	05/31/10
Forward Membership Directory changes to John Faucher.	Molly	06/03/10
Continue to coordinate with Greg William, UMBC, to	Catherine and	Ongoing

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propose options for attracting students to our workshops and for how to offer college credit for workshop attendees and interns.	Sophia	
Continue to coordinate with Towson University and other institutions of higher education in the Baltimore region to market the workshops and our monthly programs to students in that area.	Sophia, Chair, Education Committee	Ongoing
Continue to coordinate with Dr. Susan Grunin, Academic Liaison, to promote the chapter and our programs to local students.	Sophia	Ongoing
Coordinate with Jim Govoni for reimbursement for International dues or subscription.	Mark, Doug, Sophia, Sarah, Catherine, and Molly	As per their renewal dates

<b>Finance Report</b>		<b>Molly/Jim</b>	
Discussion	Beginning balance: \$8,864.90 Expenses: \$1,101.52 Income: \$ 999.23 Ending balance: \$8,762.61		
<b>Action Items</b>		<b>Person Responsible</b>	<b>Deadline</b>
Continue to monitor finances.		Molly/Jim Govoni	Ongoing

<b>Reach Out To Jeffrey Zeints, Chief Performance Officer</b>		<b>Molly</b>	
Discussion	No word from Kathleen Weiss on whether she has been able to reach out to Jeffrey Zients regarding 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.		
<b>Action Items</b>		<b>Person Responsible</b>	<b>Deadline</b>
Make contact with Zeints.		Kathleen Weiss	05/31/10

**Draft Calendar for 2010-2011 Programs – ISPI Potomac Chapter (Aligned with ISPI Standards)**

<p><b>June 2010</b>  <i>Evaluating PI—Making the Case to Upper Management</i>                  Rich Pearlstein                  (Live, hands-on mini-workshop)  <b>*ISPIS 1,2,4,10</b></p>	<p><b>July 2010</b>  <i>The Six Boxes</i>                  Carl Binder                  (Virtual, hands-on, mini-workshop)  <b>ISPIS 1,2,3,4,5,6</b></p>	<p><b>August 2010</b>  <i>Marvels of Today's Online Research</i>                  PI Research Prof. Terry Goodwin, VT Grad Librarian Heather Moorefield-Lang, Virtual Librarian, American Public Univ. <i>(Virtual or hybrid panel?)</i>  <b>ISPIS 3</b></p>	<p><b>September 2010</b>  <i>Performance Architecture</i>                  Roger Addison                  (Virtual, hands-on mini-workshop)  <b>ISPIS 1,2,3,5,6,7</b></p>	<p><b>October 2010</b>  <i>Create Your Own App &amp; Other Cool Online Marketing Tools</i>                  Daniel Odio                  (Live, hands-on mini-workshop)  <b>ISPIS 1,2,4,5,7,8,9</b></p>	<p><b>November 2010</b>  <i>Flowcharting for PI Practitioners</i>                  Karolyn Smalley                  (Virtual, hands-on, mini-workshop)  <b>ISPIS 1,2,3,6</b></p>
<p><b>December 2010</b>  <i>Job Aids and Performance Support</i>                  Allison Rossett                  (Virtual, hands-on mini-workshop)  <b>ISPIS 1,3,5,6,7,8,9</b></p>	<p><b>January 2011</b>  <i>Intro to PI Part I: Concepts &amp; Models</i>                  Joyce Kozuch, Jeff Parks                  (Hybrid, hands-on mini-workshop)  <b>ISPIS 1,2,3,4,5,6</b></p>	<p><b>February 2011</b>  <i>Intro to PI Part II: Case Studies</i>                  Joyce Kozuch, Jeff Parks                  (Hybrid, hands-on mini-workshop)  <b>ISPIS 1,2,3,4,5,6,7,8,9,10</b></p>	<p><b>March 2011</b>  <i>Learning Technology All Stars</i>                  Doug Reed, Mark Boccia, Daniel Odio                  (Live, hands-on mini-workshop)  <b>ISPIS 1,2,4,5,7,8,9</b></p>	<p><b>April 2011</b>  <i>World's Best Intro to Evaluation &amp; Using It for Performance Appraisals</i>                  Terry Goodwin                  (Live, hands-on mini-workshop)  <b>ISPIS 1,6,10</b></p>	<p><b>May 2011</b>  <i>Savvy Start</i>                  Michael Allen or Ethan Edwards                  Allen Interactions                  (Virtual, hands-on mini-workshop)  <b>ISPIS 1,3,4,7</b></p>
<p><b>June 2011</b>  <i>Competency Models for PI</i>                  Gaye Mara                  (Live, hands-on mini-workshop)  <b>ISPIS 1,2,3,4,5,6</b></p>	<p><b>July 2011</b>  <i>Performance Management</i>                  Al Folsom                  (Live, hands-on mini-workshop)  <b>ISPIS 1,6,10</b></p>	<p><b>August 2011</b>  <i>Adult Learning Principles &amp; Engagement Techniques</i>                  Sarah Ward &amp; Doug Reed (Live, hands-on mini-workshop)  <b>ISPIS 1,3,7,8,10</b></p>	<p><b>September 2011</b>  <i>Case Studies in Successful Leadership Development</i>                  Bill Weech, State Dept., Marilyn Figlar, Lockheed-Martin, Chief of Leadership Development, USCG                  (Live, panel discussion)  <b>ISPIS 1,2,3,4,5,6,7,8,9,10</b></p>	<p><b>May 2011 – Day 1</b>  <b>LEARNING EXTRAVAGANZA</b>  <b>General Sessions</b>  <b>Keynote: Dr. Dan Siewiorek, CMU CS ?</b>  <b>Chapter Members Presentations:</b>                  Adriano P. ...his model                  Master Class in Applied Evaluation: Rich Perlstein  <b>Closing Speaker: Michael Allen?</b>  <b>ISPIS 1,2,3,4,5,6,7,8,9,10</b></p>	<p><b>May 2011 – Day 2</b>  <b>LEARNING EXTRAVAGANZA</b>  <b>Technology Track:</b>                  Mark Boccia, <i>Presentation Workshop</i>                  Daniel Odio, <i>Aps &amp; Mo'</i>                  Doug Reed...  <b>ISPIS 1,2,4,5,7,8,9</b>  <b>Learning Workshops</b>                  October 2010                  Rich Perlstein, <i>Practical Evaluation</i></p>

**Keys**

\*ISPIS = ISPI Standards (see following page)

<b>Performance Analysis</b>	<b>Cause Analysis</b>	<b>Intervention Selection and Design</b>	<b>Implementation and Change Management</b>	<b>Evaluation</b>	<b>Learning Technology</b>
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**ISPI's 10 Standards**

1. Focus on results and help clients focus on results.
2. Look at situations systemically taking into consideration the larger context including competing pressures, resource constraints, and anticipated change.
3. Add value in how you do the work and through the work itself.
4. Utilize partnerships or collaborate with clients and other experts as required.
5. Be systematic in all aspects of the process including: The assessment of the need or opportunity.
6. Be systematic in all aspects of the process including: The analysis of the work and workplace to identify the cause or factors that limit performance
7. Be systematic in all aspects of the process including: The design of the solution or specification of the requirements of the solution.
8. Be systematic in all aspects of the process including: The development of all or some of the solution and its elements.
9. Be systematic in all aspects of the process including: The implementation of the solution.
10. Be systematic in all aspects of the process including: The evaluation of the process and the results.