



Cascadia Chapter Board Meeting Minutes June 19, 2007

Location	Providence Health System
Board Members Present	Theme Grenz, Sheryl Alstrin, Liza Greene, Julie Bulrice, Kathleen Bergquist, Dion Kerr, Christine Martell, Jessica Morrison, Kim Dunn, Susan Zabriskie, Pat Lake, Kelly Orehovec
Board Members Remote	None
Board Members Absent	Lenny Borer, Rob Porter, Nancy Seebert
Guests	
Minutes Prepared by	Linda Gilman

Item	Discussion	Handout	Followup/Action
Call to Order	By Theme Grenz, President, at 6:15 pm		
Minutes	Approved board minutes from April (no board meeting in May due to mid-year retreat)		Approved unanimously
President's Report Theme Grenz	<ul style="list-style-type: none"> • Announced the Board party was scheduled for 8/29 at his home. Details to come. • Updated board on last week's eTeam meeting. The eTeam reviewed current challenges and brainstormed possible solutions, including possible board restructuring, in light of the need for strategizing about succession planning. 		
Financial Report Dion Kerr	<ul style="list-style-type: none"> • Chapter doing well but needs to increase revenue and decrease expenses. • Had question regarding an Operations Expense of \$5,200 that was not categorized on the Budget vs Actual report. Kathleen responded that she would review it and get back to Dion. • Membership numbers still good at 533. • Financially, we are on track but not "soaring." • Still soliciting offers for a Board representative for the Internal Financial Review Committee. Kelly Orehovec volunteered. Liza emphasized that she found the experience helpful in her board role. 		Financial Report approved unanimously
Mid-Year Retreat Followup Theme Grenz	<ul style="list-style-type: none"> • Asked those who did not have the opportunity to participate in the discussion at the mid-year retreat to provide their responses to the following questions: <ul style="list-style-type: none"> • Why am I here? • How does my role support the mission of the organization? • What kind of support do I need to accomplish my goals? <p>Dion—Being on the Board was good for him by challenging him to stay on track which he needed to keep progressing in an organized fashion. Felt role was observational in looking for opportunities to support</p>		

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	<p>individuals and reach out to different groups. He needed board members to get involved with the Internal Financial Review but in general felt well-supported.</p> <p>Sheryl—On the Board because she needed to stay connected with the industry. Fulfilled her need to support causes and make the chapter successful. As past president, she could contribute historical information and instill passion in others. Needed volunteers for the 60th Anniversary celebration at the EcoTrust building in mid-September or early October.</p> <p>Susan—Involved because of the networking and professional development and because of the associations with everyone and being a part of the professional community. Role supported the mission with a regional conference, a learning event that was a great opportunity to serve the membership and increase credibility and professionalism as a Chapter. Not certain at this time what her needs were as she had been “swamped” since the Conference.</p> <p>Liza—Here because of the relationships (peers, friends, networks within membership and community), as well as for growth (taking on different roles she did not necessarily know about before). She emphasized her past as an active volunteer in a dysfunctional chapter of which this chapter is the antithesis. She needs help with succession planning for the next year and wants to continue the good energy from this year. Needs to know from board members who might not be going to continue or those who would be interested in continuing their roles.</p> <p>Christine—Here because as a business owner, for personal development and to give back. Saw her role as supporting a lot of different parts of the chapter. Her perspective has shifted since the retreat, where she realized she could be more supportive internally and focused more on communication—the reason she started the blog. She needed Board Member interaction to make the blog work.</p>		
<p>Accomplishments Review Theme Grenz</p>	<ul style="list-style-type: none"> • Asked board for a synopsis of the highlights and accomplishments for this year. • Felt it was important to reiterate the good things the board has done and to recognize the impact the board has had on the Chapter. <p>#1. <u>Alignment</u>. Alignment with the national competency model had brought the organization a lot of depth in program intensity. Dion commented this was still in its infancy and we were not seeing the effects fully. Pat agreed we still have not fully implemented or learned to work with the model. Jessica emphasized that, from a marketing perspective, having a theme was helpful for cohesive and consistent branding. Sheryl pointed out it would be interesting to see how the next phase goes.</p>		

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	<p>Pat commented we haven't really examined whether that was the best way to approach the model, that a lot of the other chapters were just using the center section, which was very limiting, and a lot we had done would not fit in those tracks.</p> <p>#2. <u>Programs</u>. The Programmatic side was communicating more often. Christine emphasized that what we are giving members is better organized in the past six months. She also indicated everything we offer should match up visually. Julie discussed a marketing decision that would do this. Jessica suggested a package program that could be developed like the CPLP.</p> <p>#3. <u>Marketing</u>. Had been doing an incredible job and Jessica and her committee was offered kudos by Theme for the job they were doing.</p> <p>#4. <u>SIGS</u>. Because they were small, people had been very engaged and the new Learning Leaders SIG was really taking off.</p> <p>#5. <u>Finance</u>. Was stepping up and doing a lot.</p> <p>#6. <u>More Cultural Diversity</u>.</p> <p>#7. <u>Senior Forum</u>. Continues to be very successful for that particular audience.</p> <p>#8. <u>Volunteer Fair</u>. The January volunteer fair run by Kelly brought in a lot of new volunteers.</p> <p>#9. <u>Current mix of short- and long-term focus</u>. Dion mentioned the new volunteer for the Finance Committee, LaToya Seawood, and attributed that to Theme's speaking at PSU stimulating her interest. Theme agreed, emphasizing he was selling the idea of getting more students.</p> <p>#10. <u>Conference</u>. Susan was still waiting for evaluation results from Lori, the evaluation volunteer. Julie felt the conference has more of a regional focus. Pat said that an attendee at the eLearning program mentioned that the keynote speaker, Marc Rosenberg, had really increased her interest to get more involved.</p> <p>#11. <u>Speakers</u>. In particular, the caliber. RFP process put together for the conference was huge and successful in attracting national speakers.</p> <p>#12. <u>Addition of administrative staff</u>.</p> <p>#13. <u>GIGS</u>. Eugene is "rocking." Salem also met. Bend is inactive. Lenny has worked hard to get things moving. New model in Eugene is working well, charging a fee of \$5 for nonmembers, providing some revenue.</p>		

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	<p>#14. <u>The Podcasts</u>. Give a good overview of what is going on and consistently gets 100 people downloading every two weeks. It is very high traffic on the website, above Programs and below the Job listing.</p> <p>#15. <u>The Blog</u>. Thanks to Christine for moving forward on this major project.</p> <p>#16. <u>Membership podcasts are good</u>. Stimulating new members and providing good information.</p> <p>#17. <u>Executive Team</u>. Their ability to take care of complex issues arising from restructuring and growth. They are a responsive team making things go smoothly, being pro- rather than reactive. Dion stated that the support has been subtle but no support would have been bad given everything else that changed this year.</p> <p>#18. <u>Membership keeps growing</u>. 529 last year at this time. 15-20 new members a month for many months. Last month was the smallest growth in a while.</p> <p>#19. <u>COO</u>. Giving continuity, support, organization.</p> <p>#20. <u>Communication</u>. The board has been able to really discuss difficult issues. The team has a sense of synergy and support. Theme remarked this was the first time he had heard the phrase “the team” being used. Pointed out the successes are all team-related. Leadership has been willing to try changes, take risks to change and grow. Shows dynamic spirit within the group.</p>		
<p>Goal-Setting for the Remainder of the Year Theme Grenz</p>	<ul style="list-style-type: none"> • Alluded to the large number of goals initially set possibly being part of the “chaos” that had occurred in association with the new structure. • Concerned about such a large number leading to “burn-out”. • Asked the Board to focus on a single goal for the remainder of the board term. • Mentioned one related challenge had been communication between Programs and Operations. • Stressed that chaos was “normal” considering the dynamics with all the changes and innovations, and that he was personally comfortable with chaos and felt growth would result, but understood not all were. • Reassured the Board the eTeam was working to tweak the current structure to improve communication. • Emphasized we should look at our goals and choose one to work on through the end of the year to feel successful. <p>Theme—To support Liza in succession planning and enable the Board to feel successful.</p>		

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	<p>Jessica—Wanted to wait to select her goal until her next committee meeting so she would have a consensus from them, but emphasized her passion was putting together a database of possible marketing communities and identifying the audiences.</p> <p>Kim—Wanted to review survey results from last year to create programs that best suited their wants and needs. Felt she was “shooting in the dark” and wanted to determine what brought different people to different programs. Summarized this as looking at the information from the past to build a program platform that would increase attendance at programs in 2008.</p> <p>Pat—Will continue to deliver the regular series offerings. Wants the Managing Training program to be a credit program through PSU. Wants to start the process of developing and owning the program content and will use the Managing Training program as a model.</p> <p>Dion—Get the foundation and structure down for the endowment which means actually having the funds set aside.</p> <p>Linda—Continue her learning and mentoring with the COO.</p> <p>Kathleen—Continue to build the support infrastructure for the Chapter.</p> <p>Christine—The blog. Committed to posting consistently, providing the energy to launch it, and putting a variety of content on it. Wants to find out what board members are interested in and would be experimenting with different kinds of posts.</p> <p>Kelly—To find a community partner for the 60th anniversary party.</p> <p>Liza—Seamless transition for the 2008 Board and partnership with the current Board. Wanted to finalize the next Board by August, having the transition month be October, with a joint meeting and possibly a retreat.</p> <p>Susan—Continue mentoring the new VP of Conference, setting a date for the conference.</p> <p>Sheryl—Plan the 60th Anniversary party and use the next six months to have fun with our history. Marketing includes using the Podcasts to let members know about the anniversary activities.</p> <p>Julie—Still wants to have a rolling 18-month calendar for programs. Plans to work with each VP to get events on the books for the remainder of this year and into next year so the new VPs aren’t left high and dry. Also wants to plan something around the competency model and CPLP certification.</p>		

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	<ul style="list-style-type: none"> • Regarding thoughts on modifying the board structure, Theme indicated a draft model had been discussed. • This new structure would facilitate succession planning for new board members and would highlight Director positions as another way of fostering succession planning. • Dion asked if current board positions would be restructured, Theme confirmed this was part of the discussion but nothing was set in concrete. • The current board would have input on any new structure and such information would be sent before the next board meeting. • Julie elaborated on a discussion about a overall program strategy which she is developing with the eTeam and her program VPs. Part of the proposed program strategy would be to reduce the number of offerings by the Chapter in order to help with the overwhelmed feeling of many VPs. • Theme advised an overview of this compiled strategic plan would be sent out for comment before the next Board meeting. 		
Blog Discussion Christine Martell	<ul style="list-style-type: none"> • Didn't know when public blog was going up. • Currently an orphan link and COO working on getting a link to the main site • Comments posted on the mock-up would be ported to the live site if asked. • Will send a live link again to the entire board. • Might mesh well with eLearning Strategies. • Blogs really taking off across the nation, especially East Coast. • The live blog will have a link from the home page as well as various other web site pages to drive users to the blog. 		
Business Office Closure Kathleen Bergquist	<ul style="list-style-type: none"> • Kathleen announced the closure of the business office for one month, beginning 7/27. • Advised during this time, the administrative assistant would continue to perform basic business services such as responding to routine emails, doing basic data entry in QuickBooks and reconciling credit/bank accounts. • Reminded the Board there was little or no program activity in August. • Asked that information for September activities would need to be forwarded to her no later than mid-July, due to the limited administrative support that would be available in her absence. • Various members of the eTeam would be assigned to the admin asst during Kathleen's absence. • Information regarding the closure would be posted on the website and disseminated to the membership and would be characterized as an extended absence. 		

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Adjourn	The meeting adjourned at 8:03 pm.		

NEXT MEETING:

Hosted by Jessica Morrison

David Evans and Associates
2100 SW River Parkway
Portland, OR 97209