



CH 8029

CASCADIA CHAPTER BOARD MEETING MINUTES



Date/Time	June 12, 2010, 9am to 2pm
Location	Architectural Heritage Center
Board Attending	Melinda, Grant, Suzanne, Holly, Vikki, Michele, Pam, Kathleen,
Remote	
Guests	Lilian Tsai
Board Absent	Kelly
Documents	Member Services handout, Marketing handout

Action Items		
Person	Item	Due Date

Notes:

Member Services Role (carried over from May)

[\(see handout for details of presentation\)](#)

Some of the ways that we let members know about volunteer opportunities include:

- flyers at events that list our needs,
- checklist of interests on our membership application lets us know who is willing to volunteer and what they are interested in

Question: what happens to member interest information when we don't have a current need? Is it stored in a global list that we can reference at a later date? If not, how can we make that happen?

Michele brought several interesting ideas back from ICE related to how to engage members and increase volunteerism. Some things she would like to implement:

- Rewards point system for members who volunteer throughout the year. Points could be used at an auction
- Participation incentives (see handout)
- Speedmeets at regional conference
- Volunteer recognition event at regional conference

Focus Area Accomplishments

- Interest Groups
 - There is now common pricing for attending GIGs
 - The Salem group has been reactivated and Todd has been a great mentor for coordination
 - Board member presence at GIGs has been much better
 - We do need to provide more help for Todd in Salem
 - The ELearning SIG is floundering a bit. Vikki had been trying to give them direction, but we need someone to continue ushering it along – Melinda volunteers to do this
- Diversity and Inclusion Committee
 - Continued work on developing and improving succession planning
 - Continued work on developing and improving the nomination process
 - D&I group feels a need to continue the push for reaching underserved markets and groups
 - There was a long discussion about where D&I fits and what our true goals are. Lilian has notes from that discussion. Lilian will work with Michele and Grant to come up with a more focused plan
- Programs
 - Series has reached 73% of its income goal for the year. Susan is doing a great job. The 2011 schedule is set
 - We have 7 monthly programs plus the pre-conference event. We have program topics lined up out to January 2011.
 - The succession for volunteers is weak, we need to start thinking strategically about how to keep things moving
 - Conference speakers are confirmed. Committee succession is a bit weak. Also need to spend time on future planning for the group.
- Secretary
 - Worked with Business Manager to implement Huddle, train users, migrate documents from web site, etc
 - Moved the CE application process from committees to the Secretary position to ensure consistency and knowledge transfer
 - Participated on Conference team as Co-Keynote Speaker Coordinator
- Finance

- Refined the budget process
- Created financial templates that break data down by month for easier use by VPs and Board
- Conducted annual finance review
- Conducting mid-year financial review
- Working with Business Manager on financial policy review
- Working on a business interruption plan focused on the absence of a Business Manager
- Business Manager
 - Exploring the expansion of CEU offerings
 - Worked with web team to refresh the look and feel of the chapter web site
 - Is working with the tech team which came over from the former Communications team. Currently focused on geographic content distribution
 - Continuing to work on providing better operational support for SIGs and GIGs
- President
 - Has been working with National regarding support for local chapters
 - Continued work on developing and improving the onboarding process
 - Providing ongoing coaching and feedback to support VPs and others
- Marketing (see handouts)
 - The former Communications group completed their goals for the year
 - Grant is moving back to focus on becoming the premier training organization in our region
 - There is now an event information form to be used for all events to request marketing support
 - Grant will work with event coordinators to customize marketing for each event

Progress on Board-Level Strategic Goals

- Member Services (see previous handout)
- Marketing (see previous handout)
- Programmatic Goals
 - Inventory Processes
 - Gene Mills has volunteered to assist and is working with Kathleen
 - Learning Directors Forum
 - Vikki and Suzanne met with them
 - Have had discussion about where LDF fits into our structure
 - Price for events has been set based on actual cost estimates

- LDF wants to better coordinate with monthly programs
 - LDF will be moved from Interest Groups to Programs
- We have developed criteria to drive programmatic decisions
 - The team is close to finalizing tools and information
- There is now a pricing structure which will be presented to the Board in July
- There is an improved method of speaker selection
 - Conference is finished
 - Monthly programs is working
 - Series is undetermined

Some comments on our Board-Level Strategic Goals in general:

- Vikki expressed that someone from Interest Groups be more involved in working on strategic goals in the future
- We did well on setting the goals, but didn't move deep enough into the "how" of accomplishing them. More support needed in that area next year

A discussion about what "inclusion" means was had and it was expressed that the term seems to get used as a catch-all buzzword. We should have an understanding of what it is if we're going to use it. Lilian spoke up as our teacher.

Outreach Discussion

This was a long and often passionate discussion of what outreach is, who it targets, and how it's utilized.

We defined outreach as "connecting different groups in unique ways".

Our objectives for utilizing outreach methods are:

- Recruiting new members
- Reaching underserved groups

The discussion ended with an agreement that Michele and Grant will work with Lilian to develop an outreach strategy and bring it to the Board at a future date.

Focus Area Goals for Remainder of the Year

- Marketing
 - Get feedback and refine marketing processes
 - Act as AVP of Conference and focus on conference marketing
- Interest Groups
 - Consolidate feedback on criteria for starting a new SIG or GIG and send to the Board
- President

- Recruiting for new Board for 2011
- Support LDF transition to Programs group
- Act as interim VP of Interest Groups
- Programs
 - Strategize programs for 2011
 - Work on process for starting new programmatic group (SIG, GIG, etc) for 2011
 - Complete and present program pricing structure
- Finance
 - Assist in centralizing volunteer database and processes
 - Develop financial business interruption plan
- Member Services
 - Build and refine volunteer recruitment process
 - Grow membership from conference
 - Lead volunteer recognition event at conference
- Business Management
 - Oversee tech team and keep them on target and on task
 - Work with Secretary to refine onboarding process
- Secretary
 - Continue to improve onboarding process and use it for recruitment and succession management
- Diversity and Inclusion
 - Develop best practices for D&I and educate Board and Directors at all levels on what it entails. Create common understanding of definition and goals.
 - Assist with Expo planning and execution

Parking Lot:

- Can we create a central database of members interested in volunteering? Holly and Melinda will help Michele
- How can we reconnect with renewing members? Holly will explore.
- At some point, we should have a discussion about length of Director terms

Next Meeting	
Date/Time	July 20, 2010, 6pm
Location	Standard
Notes	