

## 2012 NEOK ASTD Board Retreat

Saturday, November 5, 2012

### **Present:**

Teri Aulph, VP of Programs  
Stacy Boone, Web and Communications  
Sam Dutro, President-Elect  
Jill Easterday, Accommodations  
Skip Eller, Membership  
Myra Fanning, Past President  
Susan McMurray, Secretary, Student SIG  
Michelle Riggs, Special Programs  
Chris Woodard, President  
Vera Pell, Director, Consultant's Directory

### **Absent:**

Brian Darnell  
Walt Hansmann, Treasurer  
Jim Rhea

Chris Woodard opened the meeting at 9:15 a.m.

### 1. **Vision Statement**

The first agenda item was to brainstorm the Vision statement for the 2012 year. The board members present decided upon the following vision statement:

***The NEOK ASTD Chapter is committed to building a sustainable, engaged learning community.***

### 2. **Mission**

The second agenda item was to brainstorm the chapter's mission for the 2012 year. The board members present decided upon the following mission:

***Providing Value by...***  
***Fostering Innovation***  
***Igniting Learning***  
***Reaching Beyond***  
***Empowering People***

3. After the mission was decided, board members spent quite a bit of time discussing the chapter's goals for the 2012 year. The ideas generated were then grouped into three overriding goals for the year:

1. Improve operational effectiveness through:
  - a. Increased financial stewardship
  - b. Technical effectiveness which includes:
    - i. Policy and procedures
    - ii. CORE
    - iii. Web/social Media
    - iv. By-laws
    - v. Wild Apricot
    - vi. Nomination committee
    - vii. Event calendar/time-line
  - c. Increased dedication of board and committee members
2. Build an engaged membership through:
  - a. Web/social media
  - b. Diversity
  - c. Resources & tools on web
  - d. Mentoring for new members and students
  - e. Reach out to students through the student SIG and scholarships
  - f. Provide a new member orientation
    - i. Welcome packet
    - ii. Organizational chart
3. Increase visibility and build community through:
  - a. Increasing awareness of our chapter
  - b. Partnering with other professional organizations (special programs)
  - c. Adding diverse meeting venues
  - d. Delivering cutting edge content
  - e. Increasing advertising (Web & Social Media)
  - f. Posting job and volunteer opportunities
  - g. Providing member networking opportunities
  - h. Providing mentoring for new members and students

**Action Items:**

After the above goals were set the following assignments were given for all board members:

1. Each board member should write two to three specific, measurable goals (that pertain to their area of service) from those listed above. These should be emailed to Chris by December 1<sup>st</sup>.
2. Board members should also express interest in what committees they would like to serve on and think about specific ways to get the chapter membership involved in their committee.

Myra reminded board members to register for the November 11, 2011 meeting and the December 1, 2011 Winter Gala.

The meeting was adjourned at 12:02 p.m.