



Strategic Planning Meeting

January 18, 2010

8:30 a.m. – 2:00 p.m.

Home of Sue Ebbers

Meeting called by:	Sue Ebbers, President	Type of meeting:	Strategic Planning/Brainstorming
Facilitator:	Sue Ebbers	Note taker:	Monica Lazo
Attendees:	Sue Ebbers, Jennifer Sweeney, Amanda Allen, Dale Weeks, Neal Meadows, Frank Broen, Monica Lazo		
Please read and bring:	National and Tallahassee ASTD websites, job descriptions, Scavenger hunt activities		

Minutes

Agenda item: Scavenger Hunt & National ASTD

Discussion:

- Discussed the answers to the scavenger and answer sheet was provided.
- Mentioned the availability of NAC (National Association Committee) members as resources for our various roles as members of the Board, the Toolkits on the website, free content on the website and T&D magazine.
- We also discussed the importance of promoting the CHIP, CH9111 as a way of generating revenue for our chapter.

Conclusions:

- We don't have to reinvent the wheel.
- Evaluate and utilize existing resources to improve our current chapter.

Agenda item: Vision & Mission

Discussion:

- Discussed three aspects of the vision 1. "premier" 2. "facilitate performance excellence" 3. "training and development community" When discussing these aspects members stressed the importance of being able to "measure" our vision.
- Definitions of meaning for "premier, " included helps organizations be the most productive, reform at the highest levels, employees that feel competent and empowered.
- Definitions of meaning for "facilitate performance excellence," included facilitating ID needs, design values, excellence in service, build capacity to be in top percentage of productivity. When talking about how we can measure our success as a chapter in terms of impact to the organizations attendees are from, we explored collecting information about: having a strategic plan, having a needs assessment process, continuous feedback and evaluation processes, improving learning environments, increasing productivity, improving job satisfaction and retention, continued investment in performance-related activities, workforce strategic plan (for the employees).
- When talking about how we can measure our success as a chapter in terms of impact to the actual attendees/individuals, we explored the various ways we could help the attendees improve the performance results of the organizations they represent. We felt it was necessary to provide attendees with "take aways" such as relevant programs, handouts, tools, tips, websites, job aids

Conclusions:

- Notify the speaker that we will need a take away of some sort
- Process for securing speakers

Agenda item: What organizations seek from ASTD

Discussion:

- Having a strategic plan
- Having a needs assessment process
- Establishing feedback processes and continued growth – need established evaluation methods
- Improving learning environment
- Improving job satisfaction and retention
- Continued investment in performance-related activities
- Establishing a workforce strategic plan

Conclusions:

- Offer programs, tools, resources that address organizational needs
 - Need monthly evaluations that focus on level 2 and 3 as a way of measuring our meeting above needs
 - Promote books on newsletter
 - Possible discounts (membership) for years in the program
 - Measure success using following indicators:
 - Level 1 – satisfaction/happy sheet - 90%
 - Level 2 – learned something – 80%
 - Level 3 – application/SOS – 80%
 - Level 4 – results/organizational impact – 20%
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Agenda item: Defining what we mean by “Help members help themselves and their organizations improve performance”

Discussion:

- Provide good programs
- Provide programs that are relevant to what they do
- Provide tangible results like handouts, tools, tips, website, job aids (notify speaker)
- Meeting flow – make sure it starts and ends on time and fulfills agenda requirements
- Need to revisit process by which speakers are secured within board and committee – should we pay speakers
- Cost effectiveness needs to be considered
- Social aspect/networking – ensure that social aspect is incorporated
- Timely advertising

Conclusions:

- Provide 10 programs
 - Provide 2 formalized socials
 - First blast – 1st day of month
 - Second blast – 2nd Tuesday of month
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Agenda item: Non-program based tools and resources

Discussion:

- Website can be an updated resource
- Under a “member only” section – post member list
- Maybe integrate a wiki
- Provide informal learning via social networking tools
- Sharing best practices
 - Summary handouts
 - Capture what members have done and their phone number
 - Local Tallahassee SOS
- Link to ASTD national – specific urls such as ASTD podcasts, twitter discussions and infoline

Conclusions:

- Improve website functionality and services to members
 - Social networking opportunities online
 - Update job bank and postings
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Agenda item: Professional Growth – New ideas

Discussion:

- Programs
- Networking
- Coursework
- Mentoring/coaching
 - Observation
 - Goal setting
 - Speaker following up
- Web 2.0 – social networking
- Career path – links to job banks/jobs on the website
- Advisement on performance improvement
- List individuals that are members and what they do

Conclusions:

- Develop website sponsorship opportunities and obtain 1 sponsor
 - Market ChIP Code¹
 - Post program presentation/materials/take aways on website following its occurrence
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Agenda item: Connecting Members/Networking

Discussion:

- Harvey McKay is a networking guru
- Facilitate networking event in F2F format – programs, meetings, formal and structured
- Socials quarterly
- Low to no cost
- Explore continue discussions before and after events (moderating our website/discussions)
- Social media – encourage this (Linked In)
- Success sharings – communicate the good things we did (“venting for success”)

Conclusions:

- 3 useful networking contacts
 - monthly member spotlight
 - Provide sense of community and support
 - Utilize social networking tools
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