



Meeting Minutes

**August 13, 2011
Summer Retreat**

Meeting Leader/Facilitator: Stephen Russell

Minute Recorder: Nancy Reilly

Present: David Freedman, Peter Perrone, Martha McCormick, Denise Mallow, Rue Heron, Christopher Guldner, Katy Butler, Ann Lieberburg, Lisa Ryan and Nancy Reilly

Absent: Natalie Williams

Agenda Topic	Discussion	Recommendations/Action Item	Owner
Review of June 14th Minutes	No changes were made to the June minutes	<ul style="list-style-type: none"> A motion to accept the minutes as is was made by Ann and seconded by David; all present in favor Save this as the official version 	Nancy
Goal Planning and Next Steps	<p>Steve asked each board member to express what direction we want to see the chapter go in. Ideas were as follows:</p> <ul style="list-style-type: none"> Gain visibility at tradeshow Do outreach to other industries such as academia (continuing adult education at area schools), municipalities & healthcare as well as other groups like Junior Achievement, chambers & WIBS How do we get into NY State employee population, Global Foundries, Momentive, GE, Economic Councils, and Workforce Industry Boards? Could we hold a forum/event and invite reps from local business/orgs so they can see what we have to offer to help them? Research certifications that we could help our members attain Offer Train the Trainer, Applied Learning, Technology Training & Compliance Training series Design training events around the CPLP Link resources, blogs and webcasts to our website Videotape training on YouTube and post to our website 	<ul style="list-style-type: none"> Steve suggested leveraging with other companies to put their webcasts on our website as a way to earn revenue for the chapter Steve and Chris will continue to discuss planning workshops around the competency model Rue suggested having skill building workshops for the seasoned trainer <p>Membership goal is to increase 124 members to 150 members by</p>	Steve & Chris

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<p>Goal Planning and Next Steps (continued)</p>	<ul style="list-style-type: none"> • Add a member benefit – post your resume on our website • Branding HMASTD <p>The board focused their discussions on 3 main areas: Membership, Programs & Value Added</p> <p>It was noted that the September workshop will be a sub-topic of Career Planning & Talent Management focus area. Steve will "bucket" the ASTD study guide table of contents into topical groups</p> <p>Chris suggested that we focus on topic ownership - each board member could own a competency area to help integrate other products & services with the monthly workshop offering (i.e. Designing Learning prompts a monthly workshop on a particular sub-topic. This is supported with online resources (white paper, webcast, blog, forum, social network group, SIG, newsletter column, FAQs, book list, other), integration with other services (conference, other events, CPLP support, etc).</p> <p>October workshop to be on CPLP (what it is, benefits, how to achieve, support services / materials available)</p> <p>November (possibly add December) workshop to be sub-topics of Designing Learning, Managing the Learning Function modules</p> <p>Future workshop ideas: Social learning, How to learn, Leveraging both Social Learning & Traditional Learning in the same workshop, Trainer Boot camp (for beginners - includes follow-up resources such as chapter mentor, online resources, certificate, etc), Learning Academy (a series of topics that use the ASTD competencies for more advanced development beyond boot camp)</p>	<p>6/30/2012 (focus on geography of membership, and offer a workshop in an area to gain new members like in the North country: Saratoga & Warren counties)</p> <ul style="list-style-type: none"> • Research using libraries as workshop venues • Marketing will also increase our membership – find a niche of people who conduct training but that don't currently know about us • Do outreach to Community College Workforce Development Directors • Programs – we will reduce the price of the workshops: members/\$25; not-yet-members/\$35; full-time students/\$15 • Do a write up for the September workshop announcement • Press Releases should be more general and demonstrate that the chapter offers the advertized workshop/component as part of an integrated offering of products and services • Use "puppy-dog" approach to entice people to workshops - 1st one free or bring a guest for free, etc. • Chris recommended that we increase our relevancy and transferability 	<p>Katy</p> <p>Steve</p> <p>Nancy to change in newsletter and website</p> <p>Steve & Chris</p>

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Goal Planning and Next Steps (continued)	Criteria for workshops going forward: 1) Have supporting resources (online resources: blog, forum, white paper, other...); 2) includes a follow-through activity on how to transfer the program learning to the workplace; 3) overt plan of engagement of the participants by the presenter; 4) skills practice / level 2 evaluation in context of workshop; 5) overt plan to make the intervention appealing to the learner	<ul style="list-style-type: none"> Follow-through each workshop with WLP application for attendees Provide reward for follow up feedback / response / participation 	
SWOT Analysis	The board members brainstormed on our strengths, weaknesses, opportunities & threats (See template, next attachment)		
Adjournment	<p>Rue suggested that future agendas for board meetings show the deliverables – what we will accomplish at each meeting</p> <p>A motion to adjourn was made by Ann and seconded by Rue; all present in favor</p>	<ul style="list-style-type: none"> Add deliverables to agendas <p style="text-align: center;">12:25 pm</p>	Steve

Next Board Meeting

Tuesday – September 13th at 5:00 @ TBA

SWOT Analysis Template

State what you are assessing here **Hudson-Mohawk Chapter of ASTD – August 13, 2011**

(This particular example is for a new business opportunity. Many criteria can apply to more than one quadrant. Identify criteria appropriate to your own SWOT situation.)

criteria examples

Advantages of proposition?
Capabilities?
Competitive advantages?
USP's (unique selling points)?
Resources, Assets, People?
Experience, knowledge, data?
Financial reserves, likely returns?
Marketing - reach, distribution, awareness?
Innovative aspects?
Location and geographical?
Price, value, quality?
Accreditations, qualifications, certifications?
Processes, systems, IT, communications?
Cultural, attitudinal, behavioural?
Management cover, succession?
Philosophy and values?

criteria examples

Market developments?
Competitors' vulnerabilities?
Industry or lifestyle trends?
Technology development and innovation?
Global influences?
New markets, vertical, horizontal?
Niche target markets?
Geographical, export, import?
New USP's?
Tactics: eg, surprise, major contracts?
Business and product development?
Information and research?
Partnerships, agencies, distribution?
Volumes, production, economies?
Seasonal, weather, fashion influences?

Strengths

- **Longevity of the chapter**
- **Core group – smart, committed & passionate**
- **Best Practices chapter**
- **Flexible to change**
- **Demographics – large footprint to increase membership**
- **Stable economy in our region**
- **Flexible website**
- **Great workshop facility**
- **Work ethic of the board**

Opportunities

- **Lower membership costs?**
- **Expanding our footprint**
- **Mentors**
- **Technology**
- **Have other companies put training on our website**
- **Gateway to CPLP (Leadership Academy)**
- **Every other month hold workshops that hit on competency focus**
- **Certificate Programs**
- **Transfer of learning (so many sessions)**
- **Align conference with workshops**
- **Marketing**
- **Target different age groups**
- **Build webinars**
- **Change format of presentations**
- **Affirmative action audit**
- **Track training (career pathing)**
- **More than 1 event per month**

Weaknesses

- **Lack of active membership**
- **Lack of time to participate**
- **Not reaching outlying areas & inlying areas**
- **No diversity in demographics & programs**

Threats

- **Lack of capacity to do it all**
- **Price of workshops too high – consider dropping prices by \$5 across the board**

criteria examples

Disadvantages of proposition?
Gaps in capabilities?
Lack of competitive strength?
Reputation, presence and reach?
Financials?
Own known vulnerabilities?
Timescales, deadlines and pressures?
Cashflow, start-up cash-drain?
Continuity, supply chain robustness?
Effects on core activities, distraction?
Reliability of data, plan predictability?
Morale, commitment, leadership?
Accreditations, etc?
Processes and systems, etc?
Management cover, succession?

criteria examples

Political effects?
Legislative effects?
Environmental effects?
IT developments?
Competitor intentions - various?
Market demand?
New technologies, services, ideas?
Vital contracts and partners?
Sustaining internal capabilities?
Obstacles faced?
Insurmountable weaknesses?
Loss of key staff?
Sustainable financial backing?
Economy - home, abroad?
Seasonality, weather effects?