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| West Michigan ATD Board Meeting Minutes | March 5, 20204:00 p.m. |

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| Meeting called by: | Jeff Hoxworth | Note taker: | Valerie Brown |

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| Other Attendees: | Valerie Brown, Chayva Chau, Laura Eiler, Marcia Genzink, Connie Halvorsen, Jake Herrera, Jeff Hoxworth, Krystal Hurne, Christina Stevens.  |
| Absences:  | Maggie Baker, Roxanne Buhl, Tony Datema, Juston Espinoza, LeAndra Fisher, Tracy Meendering, Mandy Rogers, Betsy Simpson, Amanda Wendling. |

# Call to Order

Jeff called the Board meeting to order at 4:02 p.m. on March 5, 2020.

# Welcome and Good News

#### Kalamazoo GIG has its first speaker, Dr. LaPointe, scheduled. Dr. Peter Dams is scheduled for November.

# Agenda

# General Updates

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| Description: | **Updates** | Presenter: | Jeff |

**Discussion:** Tracy has asked to no longer be a Board member at large. Becky Goodwin asked about sharing at the next program that the national conference is in May – she is looking to see if there are five people who could form a group for a group discount. Jeff wants to know who would coordinate generic Board member emails – addresses that can go from one incumbent to the next, so people do not need to use business addresses. Talk to LeAndra? Member Interest Survey results are on Slack: 18 responses. Topics of interest are communications, emotional intelligence, learning sciences, evaluation, organizational culture. Good information to help inform Learning Revolution and next year’s programming.

| Action items | Person responsible | Deadline |
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| * None
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# February Program Debrief

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| Description: | **Status Update** | Presenter:  | Jeff |

**Discussion:** We had a great turn-out. People seemed to enjoy the session. Most of the feedback was “strongly agree” or “disagree” on whether the program was worthwhile. People enjoyed the bingo networking; they would like us to encourage people to get up from tables. One person wanted a less-structured networking time. They asked for “more cowbells” (Saturday Night Live) reference. One person wanted more explanation of empowering questions.

| Action items | Person responsible | Deadline |
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| * None
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# Kalamazoo GIG Updates

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| Description: | **GIG Updates** | Presenter: | Laura Eiler |

**Discussion:** The GIG now has a LinkedIn page (Kalamazoo ATD Geographic Interest Group), with 18 members. We can go and join. The GIG has three 2020-2021 meeting dates: April 24, September 25, November 13. The GIG is still looking for the September presenter. They are aligning their sessions with ATD Capability Domains. Each meeting will have a speaker session plus facilitated discussion re: the presentation (by GIG Steering Committee member). Jeff sent the logo for the GIG to use. Jeff: what can we do to support? Chayva suggested we could mention the GIG at the next meeting and on our LinkedIn page; Laura suggests that we wait to announce sessions until all are booked. GIG will try to have someone there. Connie plans to be at GR meeting. Carla Torgerson may speak in GR – might also be an option for Kalamazoo?

| Action items |  | Person responsible |  | Deadline |
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| * None
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# VP and Committee Updates

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| Description: | **Including March Program Preview** | Presenter: | Jeff |

**Discussion:** Jeff has been meeting with the board members to discuss their operating plans. Has also been reaching out to other Michigan chapters, ISPI, and one other organization. All other groups do evenings. They talked about cross-promotion. Perhaps do a joint networking event in late fall, perhaps Lansing. ATD Presidents said they reserve a block of Tiger baseball tickets – they are able to include us. In the past, they were only informed of the game date a couple of days before. We can consider this. Jeff is presenting at an HRD event in May on development and retention; he will mention WMATD. We got a national contact list with all national members in Michigan; we will do a sort on that to direct West Michigan members to the chapter/GIG.

* Valerie: **Operations**: Valerie is looking for a subcommittee for CARE. She plans to work on CARE achievement all year long; however, we can’t finalize plans until we get our 2020 report results. Learning Revolution: the committee met, and has a design. We will expand to 4 30-minute sessions; the entire meeting will run from 8:00-10:30 a.m. Jeff is having his staff work on an online application that will export cleanly into Excel. Valerie is pulling together a spreadsheet with all our presenters by year, aligned to the ATD Capabilities. We discussed virtual options in case we are still social distancing in June. Question: Do we want to do outreach again? We might share a portion of meeting proceeds with the nonprofit.
* Krystal: **Marketing** is focused on getting our social media platforms active – LinkedIn, Facebook, Twitter. Jeff will send Twitter info. We can tweet at next program. Maggie and Krystal will split up social media communication strategy. Outside of just letting people know what’s going on, we can encourage them to mention articles, etc. to share with members. Tony is excited to reach out to subcommittees. We might distribute a flyer with coupons so new people can visit without paying – on Slack. Kalamazoo GIG is being supported (space) by KVCC; this give the GIG access to student populations. We should think about whether we want to extend attendance at GIG events to chapter members – do we increase Chapter membership fees? Kazoo-only people do not need to join WM chapter; but we should encourage them to join the larger chapter. We will need to work together to coordinate.
* Marcia: **Education**: Chayva and Marcia met; the biggest priority is to get speakers for next year. We should all keep our eyes open and get names of potential speakers; then forward names to Marcia or Connie. Presenter for 5-year anniversary – what can we spend? Jeff has people to do Diversity and Inclusion – test waters at Learning Revolution?
* Jeff: He wants to explore funding model – gave it to Roxanne as task, but is all of us. E.g. what could we invest in a speaker? Jeff will schedule offline meeting.
* Next program is in 2 weeks: Esther Jackson. We need to get the word out. Marsha will get message to Marketing so they can send out message soon, on recurring postings – but we should do so within our personal networks.

| Action items | Person responsible | Deadline |
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| * Continue to work on operating plan implementation
 | All Board members | Ongoing |

# Other Business

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| Description: | **Items Brought to the Board by Members** | Presenter: | Jeff |

**Discussion:** None.

| Action items | Person responsible | Deadline |
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| * None.
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# Adjournment

#### The meeting was adjourned at 5:02 p.m.

#### Minutes submitted by: Valerie Brown