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| West Michigan ATD Board Meeting Minutes | June 4, 20204:00 p.m. |

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

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

# Call to Order

Jeff called the meeting to order at 4:00 p.m. on June 4, 2020.

# Welcome and Good News

#### Welcome! Good news: Tony introduced a brand-new program for Advanced Machine Operators; it was a great success.

# Agenda

# May Program Debrief

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| Description: | **Debrief** | Presenter: | Jeff |

**Discussion:** The program seemed to go off without a hitch again. Valerie: It did not feel like a second-best approach. Maggie: The virtual approach may be a way to offer additional sessions on topics perhaps not of interest to everyone. Marcia: Survey results were few, but positive. Perhaps we can increase our response rate by making the survey part of the experience, via something like a QR code on screen before end of meeting.

# Learning Revolution Plan

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| Description: | Activity Progress, Next Steps | Presenter:  | Valerie and Jeff |

**Discussion:** We reviewed the schedule of events. Some staffing is still needed. Chayva said she could likely to the Thursday emcee role. We penciled in Krystal to see if she could do tech on Thursday. Valerie volunteered to close both days. This hopefully fills all slots. We will do a tech run-through the Wednesday before the event (the day before). Fill in notes later. Jeff proposes adding a few year-end questions to the survey. Will post on slack.

| Action items | Person responsible | Deadline |
| --- | --- | --- |
| * Get copies of slides from all presenters
 | Valerie and Team | Immediately after next week’s team meeting |
| * Schedule and conduct the technology run-through
 | Valerie and Team | Now, 6/17 |

# Web Site Review

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| Description: | Activity Progress, Challenges, Next Steps | Presenter:  | Christina |

**Discussion:** Christina reviewed the in-process web site revisions. Jeff asked if we can add graphic design elements, like shared earlier. Jeff asked Christina to put together a list of pages to be reviewed. Christina will identify her recommendations. We have a URL for West Michigan; we can flip it over.

| Action items | Person responsible | Deadline |
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| * Compile recommendations for content revisions and ask for Board input
 | Christina | TBD |
| * Review assigned content and suggest revisions
 | Various Board members | After receipt of recommendations |

# Kalamazoo GIG

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| Description: | GIG Updates | Presenter: | Molly |

**Discussion:** The GIG steering team is meeting with Christina on Monday to talk about their web page. They will have more updates on timing of their first meeting after their next team meeting on June 10. They have at least three speakers signed up, and these individuals are open to fall also.

| Action items | Person responsible | Deadline |
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| * Meet with Christina to discuss web page
 | GIG team members | 6/8 |
| * Conduct GIG meeting
 | GIG steering team | 6/10 |

# VP and Committee Reports

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| Description: | Activity Progress, Challenges, Next Steps | Presenter:  | Jeff and VPs |

**Discussion:**

* **Technology** (Christina): Christina has found out we can have a forwarding service for email, per GoDaddy, so we only have to check email in one place.
* **Membership** (Jeff, for Amanda): ATD National had a webinar on membership. It was recorded, so Jeff will listen to it for strategies we might incorporate. Networking events are something we can look into related to building membership.
* **Marketing** (Maggie):Marketing has a communication plan that they will begin to implement within the next several weeks. (Due to conflicting work schedules, they have not been able to meet.)Maggie cannot still get into LinkedIn. Jeff will investigate why.
* **Education** (Marcia): Are we recording Learning Revolution? Yes. We will do each day separately. We need to check settings to ensure emcees can record, and that we are recording to the Cloud. Program for next year: we need to start kicking into high gear in finding presenters; people are not responding to Marcia’s asks. Jeff hopes Ken will do a full session. We need to think about our first event in September – we talked about a five-year celebration, maybe in the evening, maybe a known speaker. Marcia: can we set some specifics in place to approach speakers with? Jeff: It would be a similar program experience, but maybe add things like switching to evening.
* **Operations** (Valerie): Valerie is doing CARE planning next week, and will pull together a list of tasks and where information will come from.

| Action items | Person responsible | Deadline |
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| * Implement the forwarding service
 | Christina? | TBD |
| * Listen to Membership webinar
 | Jeff (and others as desired) | TBD |
| * Begin implementation of communication plan
 | Maggie and Krystal | June 2020 |
| * Review 2020 CARE requirements and establish plan for achieving them
 | Valerie | Week of 6/10 |

# Other “Unique” Business

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

**Discussion:** Tony: Will we get together this summer? Yes; Jeff offered SDI as a location.

| Action items | Person responsible | Deadline |
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| * Plan Board meeting/get-together
 | Jeff and others | TBD |

# Adjournment

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

#### Minutes submitted by: Valerie Brown