

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: December 13, 2019

Time | Location: 12:00 PM – 1:00 PM | Virtual

Facilitator: Sheri Waldbauer

Attendance:

Position	Name	Present	Position	Name	Present
Chair	Sheri Waldbauer	Yes	Communication	Meg Whitehouse	Yes
Co-Chair	Edgardo Berrios	Yes	Marketing Manager	Leigh Ann Newman	Yes
Treasurer	Dawn Joao	Yes	Events	Roger Campbell	
Membership	Amber McGlothlin	Yes	Secretary	Shirlyn Betts	Yes

Board Positions – Nomination Confirmation:

- Communications – Meg Whitehouse – Approved
- Marketing – Leigh Ann Newman – Approved
- Vice Chair – Julie Dyer – Approved
- Director at Large – Kim Swentik – Approved
- **Action:** *Sheri* reach out and confirm their nominations and get photo/bios
- **Action:** *Edgardo* work with transition of Co-Chair with Julie Dyer

Events:

- Lunch and Learns
 - January – Mike Parkinson – Real Solutions to Unrealistic Schedules
 - March – Richard Goring – New PowerPoint Functions in Office 365
 - May – Kevin Jans – Targeting in The Federal Government
 - July – Bruce Farrell – TBD
- Coffee Talks
 - December – Onboarding New Proposal Writers (Sheri); 8 attendees
 - February – Salary Survey Results and Discussion
 - **Action:** *Sheri* add to January agenda
- Send out letter asking what topics they members are interested in (*Meg/Leigh Ann*)
- In-Person Events
 - Seattle – MOX Boarding House (Roger)

Communications:

- Newsletters
 - December Assignments
 - Hot tip – (*Leigh Ann*)
 - Highlights of Edgardo's service – (*Meg/Sheri*)
 - January Schedule and Assignments
 - Membership profile infographic – (*Sheri/Amber*)
 - 2020 Goals Overview

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- Social Media and Website (Leigh Ann)
 - Review google analytics
 - Discussion on personalizes email for PNW Chapter – email essentials approved

2020 Goals:

- **The 25 in '20 Plan.** We will increase membership engagement by 25%. We measure membership engagement using metrics such as membership count, lunch and learn attendees, and newsletter, LinkedIn, and Facebook read metrics.

Metric	Nov 2019	Current	2020 Goal
Membership Count	125	132	156
Newsletter Open Rate	30%		38%
Lunch and Learn Attendees	35		44
Facebook Reaches	20		25
LinkedIn	182	182	227
Coffee Talks – revamp			
Website – establish a baseline			

- **Regional Ambassador Program.** We will implement a Regional Ambassador Program and identify four Regional Ambassadors who will facilitate networking and social events to enhance member experience and grow membership.

Metric	Current	2020 Goal	2021 Goal
Regional Ambassadors	2	4	8
Maren Stark – South Seattle – Leigh Ann Dianne Harris – Redmond – Meg			
Anything from:			
<ul style="list-style-type: none"> • Jack Kaddy – still TBD – Shirlyn • British Columbia – Heather Naicker – Amber • Portland – Mike Hurst – Sheri • Anchorage – Rachel Thompson – Amber 			

- *Next Steps:* January Training, pair up with Board member (**Leigh Ann/Meg**)
- **Action:** **Sheri** finalize description

- **2020 Training Day.** You spoke, we've listened. Survey responses tell us you want more training and more networking opportunities. We'll give you both by bringing at least 20 members together for a training day of fun, learning, and networking.

Metric	2020 Goal
Training Day Attendees	20

- *Next Steps:* Begin committee meetings (**Leigh Ann, Amber**);
- **Action:** **Roger** to reach out to Diane Harris to gauge interest in committee
- **Action:** **Sheri** to discuss committee with Roger

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Outstanding Planning Meeting Action Items:

- **Amber and Leigh Ann:** to coordinate on reaching out to the new members both through email and through LinkedIn
- **Shirlyn:** newsletter article on experience with mentorship – estimate Feb/March
- **Sheri:** Reach out to Rick Harris – bring back Bronze level – 6 people
- **Sheri:** Can we get notified by National on PNW certifications

Finance:

- Balance \$5,510.27
 - Planning meeting and constant contact paid out
 - \$3,900 expenses for the year
 - \$3,517 income for the year
 - Need to send out November thank you cards

Membership:

- Member count = 132
 - 2 new members this month

Health Check:

Sheri Waldbauer	Good	Meg Whitehouse	Good
Edgardo Berrios	Good	Leigh Ann Newman	Good
Dawn Joao	Good	Roger Campbell	Good
Amber McGlothlin	Good	Shirlyn Betts	Good

Next Meeting:

January 10th | 12:00 PM – 1:00 PM PST | Virtual

Close:

1:00 PM PST