



**APMP Pacific Northwest Board Meeting
January 10, 2020**

1. Attendance

2. Welcome Julie and Kim!

3. Events

- Lunch and Learns – *Julie*
 - 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
 - September – Kristin Dufrene – TBD
 - November – Robin Davis – TBD
- Coffee Talks – *Sheri*
 - February – Salary Survey Results and Discussion
 - 2020 Topics and Facilitator Discussion
- In-Person Events – *Roger*
 - Seattle – 2/26 MOX Boarding House (Roger)
 - Portland – 3/25 Hale Pele

4. Communications – Meg

- January Schedule and Assignments
 - Membership profile infographic
 - New Board Members
 - 2020 Goals Overview

5. Marketing – Leigh Ann

- Website and Social Media Updates
- Email Update

6. 2020 Goals

- **The 25 in '20 Plan.** We will increase membership engagement by 25%.

Metric	November	Current	2020 Goal
Membership Count	125		156
Newsletter Open Rate	30%		38%
Lunch and Learn Attendees	35	TBD (14 th)	44
Facebook Reaches	20		25
LinkedIn	182		227
Coffee Talks – revamp			
Website – establish a baseline			



- o **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	2020 Goal	2021 Goal
Regional Ambassadors	4	8
Maren Stark – South Seattle (Leigh Ann) Dianne Harris – Redmond (Dawn Joao) Jack Kaddy??		
Anything from O British Columbia – Heather Naicker – Amber O Portland – Mike Hurst – Sheri O Anchorage – Rachel Thompson – Amber		

Next Steps: January Training, pair up with Board member

- o **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); Roger to reach out to Diane Harris to gauge interest in committee

7. Outstanding Planning Meeting Action Items

- o Shirlyn: newsletter article on experience with mentorship
- o Sheri: Reach out to Rick Harris – bring back Bronze level – 6 people
- o Sheri: Can we get notified by National on PNW certifications

8. Finance – Dawn

9. Membership – Amber

10. Health Check

11. Close