

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: March 27, 2020

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	Julie Dyer	Yes	Marketing Manager	Leigh Ann Newman	Yes
Treasurer	Dawn Joao	Yes	Events	Roger Campbell	Yes
Membership	Amber McGlothlin	Yes	Secretary	Shirlyn Betts	Yes
Director at Large	Kim Swentik	Yes			

Welcome!

Approve Last Month's Minutes:

- The minutes sent around from the March 6th meeting were approved

Health Check

2020 Training Day:

- Discussion on our Chapter Training Event
- Consensus was to sit and wait it out, but probably push to 2021
- Continue slow planning

Chapter Leadership Call:

- BPC TBD moved to end September-October
- Continue with May 2021
- Recommended other Chapters do the same thing, push out or virtual

Events:

- **Lunch and Learn: (Julie)**
 - May – Kevin Jans – Targeting in The Federal Government
 - July – Bruce Farrell – TBD
 - September – Kristin Dufrene – TBD
 - November – Robin Davis – TBD
- **Coffee Talks**
 - April – Virtual Tools of the Trade (Leigh Ann)
 - June – Origin Stories (Meg)
 - August – Executive Summary Creation and Content (Julie)
 - October – Kick-off Meetings (Julie)
 - December – Content Management & Software Solutions (Amber)
- **In-Person Events: (Roger)**
 - Portland – 3/26 Hale Pele **POSTPONED**

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Date	Event Type	Topic & Presenter	Registered	Attended	Survey responses	Winner
1/14/2020	L&L	Unrealistic Schedules. Mike Parkinson	33	33	4	Jacqueline Bays-Muchmore
2/11/2020	Coffee	Salary results	N/A	N/A	N/A	N/A
2/26/2020	F2F	Face-to-Face Seattle	7	7	N/A	N/A
3/11/2020	L&L	PowerPoint tips	17	7	1	Amy Klingele

National Scholarships: *(Kim)*

- Email sent to all Scholarship and Ambassador submitters – postponed

Certification Awards:

- Hold off until better timing

Communications: *(Meg)*

- April Newsletter – Schedule and Assignments – going out on 21st
 - General newsletter, hot topic, SME article

Marketing: *(Leigh Ann)*

- Website and Social Media Updates
- Email Update

Finance: *(Dawn)*

- Current Balance \$7157.52
 - \$25 to Richard Goring

Membership: *(Amber)*

- Current members 143

2020 Goals:

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

Metric	Nov 2019	Current	2020 Goal
Membership Count	125	143	156
Newsletter Open Rate	30%	TBD	38%
Lunch and Learn Attendees	35	17	44
Facebook Reaches	20	128	25
Facebook Engagement	Feb: 10	13	
LinkedIn	182	196	227
Coffee Talks	Feb: 8	TBD	
Website	Feb Baseline:		
• Sessions	66	114	
• Users	40	86	
• Page views	222	234	

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- **Regional Ambassador Program:**

Metric	Current	2020 Goal	2021 Goal
Regional Ambassadors Maren Stark – South Seattle – <i>(Leigh Ann)</i> Jack Kaady – Hood River – <i>(Shirlyn)</i>	2	4	8
New applicants to reach out to Patti Lowe – North Seattle – <i>(Dawn)</i> Tracy Johnson – Richland – <i>(Kim)</i>			

- **2020 Training Day:**

Metric	2020 Goal
Training Day Attendees	20

- Committee meetings 2nd Thursday of the month

Next Meeting:

May 1st | 12:00 PM – 1:00 PM PST | Virtual

Close:

12:55 PM PST