

# APMP Pacific Northwest Board of Directors 2021 Strategic Planning Meeting



Date: November 21, 2020

Time | Location: 9:00 AM – 3:00 PM | Virtual

Facilitator: Julie Dyer

Attendance:

Position	Name	Present	Position	Name	Present
Chair	Sheri Waldbauer	No	Communication	Meg Whitehouse	Yes
Vice-Chair	Julie Dyer	Yes	Marketing	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	No			

Agenda:

<b>9:00</b>	<p>Welcome!</p> <p>Review of Mission, Vision, Roles &amp; Responsibilities, and Chapter Bylaws</p> <ul style="list-style-type: none"> <li>Mission and Vision Statements – No changes and approved by BoD</li> <li>Roles and Responsibilities – reviewed/edited the overviews – motioned yes to changes                             <ul style="list-style-type: none"> <li>Move the R&amp;R off of and put into its own document – <b>Action: Julie</b></li> <li>Chair – Sheri to draft document on tasks – <b>Action: Sheri to Julie</b></li> <li>Marketing – Leigh Ann to draft document on tasks – <b>Action: Leigh Ann</b></li> <li>Communication – Send list of questions on surveys for review – <b>Action: Meg</b></li> <li>Secretary – Nomination process should it be this role – <b>Action: review bi-laws</b></li> </ul> </li> <li>Chapter Bylaws – No changes and approved by BoD</li> </ul>
<b>10:00</b>	<p>Self-assessment - Ideas on Improvements</p> <ul style="list-style-type: none"> <li>Pivot away from electronics and more personal – live – in the mail                             <ul style="list-style-type: none"> <li>Coupon code – return the code and enter a drawing or a trinket                                     <ul style="list-style-type: none"> <li>Contact us via email with feedback for entry into drawing</li> </ul> </li> <li>Mailing logistics – expense on budget – Quarterly or every other month</li> <li>Online print vendor – quality work, quality print</li> </ul> </li> <li>Reach out to new members – reach out to longest members                             <ul style="list-style-type: none"> <li>Ask for hot topic or spotlight – need to personally reach out to every member</li> </ul> </li> </ul> <p>Accomplishments in 2020</p> <ul style="list-style-type: none"> <li>Membership – Met – stay aggressive at <b>30% growth from November total</b> <ul style="list-style-type: none"> <li>2021 goal – <b>55 new members – 238 goal</b></li> <li>Seek additional corporate membership</li> </ul> </li> <li>Newsletter – Not Met – <b>30% growth from the 2020 average</b> <ul style="list-style-type: none"> <li>Reach out to other chapters to see what their efforts are – <b>Action: Meg</b></li> </ul> </li> <li>Virtual Events (L&amp;L and Cofee) – Not Met – <b>30% growth from the 2020 average</b></li> <li>Facebook Reaches – Met – stay aggressive at <b>30% growth from the 2020 average</b></li> <li>Linkedin Members – Met – stay aggressive at <b>30% growth from November total</b></li> <li>Motioned yes on 2021 Goals at 30% growth</li> <li><b>2021 goals at end of this document</b></li> </ul>

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10:45	Break
10:55	<p>Board Position Nomination/Submission Updates</p> <ul style="list-style-type: none"> <li>• Chair, Events, Membership, Secretary, Marketing up for re-election</li> <li>• Leigh Ann awarded National position and Marketing position open now</li> <li>• Director at Large additional position</li> <li>• Amended BoD list to include Marketing             <ul style="list-style-type: none"> <li>◦ Send out reminder notification to self-nominate – <b>Action: Meg &amp; Leigh Ann</b></li> </ul> </li> <li>• Compile nominations – <b>Action: Amber because it is going to her email</b></li> </ul> <p>Regional Ambassadors</p> <ul style="list-style-type: none"> <li>• Reach out if they want on BoD or continue with Ambassador             <ul style="list-style-type: none"> <li>◦ Patti and Tracy – <b>Action: Dawn to find out if BoD or Ambassador</b></li> <li>◦ Jack – <b>Action: Shirlyn</b></li> <li>◦ Maren – <b>Action: Leigh Ann</b></li> <li>◦ Morgan – <b>Action: Amber</b></li> </ul> </li> <li>• Revisit the Ambassador position to include virtual assist/newsletter inputs</li> </ul>
11:15	<p>2021 Planning</p> <ul style="list-style-type: none"> <li>• 2-year goals: what, how, project timeline, delegation. Where do we want to go?</li> <li>• Growth – 30% year over year growth</li> <li>• Technology solutions – Zoom / GoToMeeting / 360 Suite / Collaboration             <ul style="list-style-type: none"> <li>◦ Work on options – Dec/Jan BoD meeting – <b>Action: Dawn</b></li> </ul> </li> <li>• Membership rebate how will that affect our budget and plans             <ul style="list-style-type: none"> <li>◦ \$2.00 per membership rebate per quarter</li> </ul> </li> </ul>
11:30	<p>Membership Retention, Growth, and Engagement</p> <ul style="list-style-type: none"> <li>• Mail a “thank you for your membership in 2020” – calendar/highlighter – in December</li> <li>• Mailing a newsletter – <b>Action: Julie check on prices</b> <ul style="list-style-type: none"> <li>◦ Possibly quarterly, additional follow-up discussion on this</li> <li>◦ Set up planning meeting – <b>Action: Julie</b></li> </ul> </li> <li>• Cold call check-in on health and follow up             <ul style="list-style-type: none"> <li>◦ Need scrip, plan, questions, interest in writing article – <b>Action: Leigh Ann</b></li> <li>◦ Follow up discussions on this</li> </ul> </li> <li>• New virtual engagement: Podcast, TedTalk video, 5 min ignite,             <ul style="list-style-type: none"> <li>◦ Website management and engagement – videos and social media connection</li> <li>◦ Forums LinkedIn, website – more discussion and research on this</li> </ul> </li> <li>• Newsletter updates: grammar corner (commas, periods, space, etc.) – <b>Action: Meg</b></li> <li>• Study groups for certification</li> </ul>
12:00	Lunch
12:30	<p>Swag for Engagement and New Members</p> <ul style="list-style-type: none"> <li>• Options on swag for the year             <ul style="list-style-type: none"> <li>◦ Mask or fandan/gator with Orca logo</li> <li>◦ First aid kit or hand sanitizer with logo</li> <li>◦ Backpack with logo</li> <li>◦ Highlighter \$1.19 + \$2 for mailing + branding fee</li> <li>◦ Swag as encouraging the engagement as a reward and to new members</li> </ul> </li> </ul>

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12:50	<p>2021 Training Day</p> <ul style="list-style-type: none"> <li>• Do we plan an event in-person or virtual in the midst of COVID?             <ul style="list-style-type: none"> <li>○ Not for 2021 for live or virtual training event                 <ul style="list-style-type: none"> <li>i. Not enough time/funds/resources, additional restrictions with COVID</li> </ul> </li> <li>○ Maybe look toward and plan for 2020 live event</li> </ul> </li> </ul>
1:10	<p>Virtual Events – Increased Engagement</p> <ul style="list-style-type: none"> <li>• Live Virtual Types – Coffee talks, Lunch &amp; Learns, Happy Hours, Power ½ hour</li> <li>• Cadence – increase or keep the same – times/days             <ul style="list-style-type: none"> <li>○ Time and effort and can we track it for next year’s growth</li> </ul> </li> <li>• Recorded Virtual Types – Podcast, Ted Talks, recorded info, YouTube, Ignite             <ul style="list-style-type: none"> <li>○ On Demand Training – videos/links – on our website or YouTube                 <ul style="list-style-type: none"> <li>i. Organize on demand training – more discussions needed</li> <li>ii. What site and marketing and where to put it</li> </ul> </li> <li>○ Reach out on social media on Podcast/YouTube guru – <b>Action: Leigh Ann</b></li> <li>○ More discussions needed and investigation on platforms</li> </ul> </li> <li>• Make sure recordings are up on the website and promote them             <ul style="list-style-type: none"> <li>○ Pull our events for 2020 and get on website – <b>Action: Julie &amp; Leigh Ann</b></li> </ul> </li> <li>• Highlight the National videos, our L&amp;L, Coffee talks as “On Demand Content”</li> <li>• Part of scrip for our one-on-one calls – reach out on topics, cadence, days</li> <li>• Orca Talks (Ted Talks) – open up to any member to contribute             <ul style="list-style-type: none"> <li>○ Can be short or long – not professional – LinkedIn video as example</li> <li>○ Need to be a set of examples from out BoD                 <ul style="list-style-type: none"> <li>i. Red Team short video – <b>Action: Roger</b></li> <li>ii. Other Ignite videos – <b>Action: Leigh Ann &amp; Julie</b></li> </ul> </li> </ul> </li> <li>• Power ½ hour – use as a 15 min recorded “orca talk” and then 15 min discussion             <ul style="list-style-type: none"> <li>○ Ask me anything session</li> </ul> </li> <li>• New Member Orientation – 1 per quarter – about the Chapter, PowerPoint             <ul style="list-style-type: none"> <li>○ New member orientation sessions – Presentation/scheduling – <b>Action: Julie</b></li> </ul> </li> <li>• Get to know your Board of Directors – 1 time per year             <ul style="list-style-type: none"> <li>○ Before the BoD renewals do a 30 minute for people to get involved</li> <li>○ Do a Q&amp;A for general discussions – not a presentation                 <ul style="list-style-type: none"> <li>i. November 30<sup>th</sup> 8:00 AM and 3:00 PM – <b>Action: Meg send invite</b></li> </ul> </li> </ul> </li> </ul> <p>Mentorship</p> <ul style="list-style-type: none"> <li>• Study groups for certification</li> <li>• Mentorship one on one</li> <li>• Pull what we have done and other information on APMP program – <b>Action: Roger</b></li> </ul>
1:40	<p>Ambassador Program</p> <ul style="list-style-type: none"> <li>• Enhance the program - Improve ambassador engagement</li> <li>• Ambassador involvement in the Virtual Events</li> <li>• Host a meeting once a month every other month with Ambassadors             <ul style="list-style-type: none"> <li>○ Quick tag up now on involvement – <b>Action: Julie</b></li> <li>○ BoD reach out to their Ambassador – <b>Action: Dawn/Shirlyn/Leigh Ann/Amber</b></li> </ul> </li> </ul>

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<b>2:30</b>	<b>Budget Review</b> <ul style="list-style-type: none"> <li>Reviewed the Finance Records</li> <li>Motioned to approve 2021 budget – <i>2021 budget at end of this document</i></li> <li>Remove Sheri form the bank account – Motioned to approve – <b>Action: Dawn</b></li> <li>Still have one certificate for a scholarship for certification           <ul style="list-style-type: none"> <li>Draw as a random to anyone not Foundation Certified</li> <li>Pull the list of people without Foundation – <b>Action: Amber</b></li> <li>Add the announcement in December newsletter – <b>Action: Meg</b></li> </ul> </li> </ul>
<b>2:45</b>	<b>Review Action Items and Close</b> <ul style="list-style-type: none"> <li>December board meeting schedule and agenda – <b>Action: Julie</b></li> </ul>
<b>3:02</b>	<b>Adjourn</b>

## 2021 Goals:

**We will increase membership engagement by 30%.**

Metric	2019 Nov	2020 Goal	Nov-20 Baseline	2021 Goal	2021 Goals
Membership Count	125	156	183	238	Increase total Nov by 30%
Newsletter Open Rate	30%	38%	23% Average	30%	Increase average by 30%
Newsletter Click Rate	N/A	---	17% Average	Metric only	
Newsletter Bounce Rate	N/A	---	11% Average	Metric only	
Newsletter Unsubscribe Rate	N/A	---	0% Average	Metric only	
Lunch and Learn Attendees	35	44	13 Average	17	Increase average by 30%, - Make as "Virtual Event Attendees: and combine L&L and CT
Facebook Reaches	20	25	80 Average	104	Increase average by 30%
Facebook Engagement	Feb: 20	---	27 Average	Metric only	
LinkedIn Members	182	227	228	296	
Coffee Talks	Feb: 8	---	3 Average	Metric only	
Website	Feb:		Average	Metric only	
• Sessions	66	---	64		
• Users	40	---	50		
• Page views	222	---	168		

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2021 Budget:

	2021					
2020 Budget	Q1	Q2	Q3	Q4	2020 Totals	2020 Variance
\$0.00					\$0.00	\$0.00
\$125.00				\$125.00	\$125.00	\$0.00
\$200.00				\$200.00	\$200.00	\$0.00
\$30.00					\$0.00	-\$30.00
\$10.00					\$0.00	-\$10.00
\$0.00					\$0.00	\$0.00
\$0.00					\$0.00	\$0.00
\$0.00					\$0.00	\$0.00
\$0.00					\$0.00	\$0.00
\$0.00					\$0.00	\$0.00
\$0.00					\$0.00	\$0.00
\$0.00					\$0.00	\$0.00
\$1,470.00	\$270.00	\$660.00	\$270.00	\$270.00	\$1,470.00	\$0.00
\$1,000.00	\$1,000.00				\$1,000.00	\$0.00
\$700.00			\$700.00		\$700.00	\$0.00
\$700.00		\$700.00			\$700.00	\$0.00
\$150.00				\$150.00	\$150.00	\$0.00
\$50.00	\$50.00				\$50.00	\$0.00
\$30.00	\$30.00				\$30.00	\$0.00
\$4,465.00	\$1,350.00	\$1,360.00	\$970.00	\$745.00	\$4,425.00	-\$40.00
2020 Budget	Q1	Q2	Q3	Q4	2020 Totals	2019 Variance
\$1,756.00	\$380.00	\$440.00	\$460.00	\$476.00	\$1,756.00	\$0.00