

APMP Pacific Northwest Board of Directors December Board Meeting



Date: February 17, 2022

Time | Location: 1:00 – 2:00 PM | Virtual

Facilitator: Amber McGlothlin

Attendance:

Position	Name	Present	Position	Name	Present
Chair	Amber McGlothlin	Yes	Communications Manager	Meg Whitehouse	Yes
Co-Chair (exiting)	Julie Dyer	No	Marketing Manager	Sharon Miller	Yes
Treasurer	Maggie Wang	Yes	Events Manager	Roger Campbell	Yes
Membership Manager	Erin Lavery	No	Director at Large (Marketing)	Diana Parker	Yes
Secretary	Shirlyn Betts	Yes	Director at Large	Tom Kuhn	No

Agenda:

1. **WELCOME!**
2. **Attendance**
3. **Approve January Meeting Minutes – All**
 - The minutes sent around were approved.
4. **Lunch & Learn Events**
 - Cancel based on no attendance in January?
 - Should we charge for the event?
 - What have we learned from other chapters?
 - **ACTIONS: Diana and Amber** to reach out to other chapters
 - **Roger** to reach out to California Chapter
 - **Maggie** to contact the reporter to publish our events
5. **Dawn's Thank You Gift**
 - Easy button is the plaque
 - Pack of 6 journals personalized - This is the best choice for her
6. **Financials – Maggie**
 - Current balance: \$11,616.30
 - Spent about \$100 on the state filing and 990 filing \$40
 - L&L presenter \$25
 - Rebate application sent on Jan 10th and they are processing the rebate but haven't received yet

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7. Communications – Meg

- **ACTION** (Amber) Submit info monthly for inclusion in HQ’s monthly news
- Individual emails via Constant Contact for job openings, etc. that cannot wait
- Any Member Feature
- **ACTION** Diana to get over a topic story on hiring
- **ACTION** Roger rant topic – concise words
- Each BoD to submit topic (volunteers needed for Nov and Dec 2022)

Month	Board Member
January	Julie Dyer
February	Amber McGlothlin
March	Diana Parker
April	Shirlyn Betts
May	Erin Lavery
June	Meg Whitehouse
July	Roger Campbell
August	Sharon Miller
September	Maggie Wang
October	Tom Kuhn
November	
December	

8. Marketing – Sharon

- Website and Social Media Updates
 - Sharon to get copied on any new job postings
- Meg to send PDF of newsletters to post to the website - email
 - Meg to make a folder in basecamp

9. Membership – Erin

- Membership updates

10. 2022 Goals

- **The 30 in '22 Plan.** We will increase membership engagement by 30%.
- **Metrics:**

Metric	2021 Average	Oct 2021 Baseline	Last Meeting	Current	2022 Goal
Membership Count	193	177	172	184	210
Newsletter Open Rate	20%	19%	30%	30%	30%
Newsletter Click Rate	17%	24%	0%	3%	---
Lunch and Learn Coffee Talks Proposal Rants Live Events	12	5 6 -- --	18 ---	0 4	36
Facebook Reaches	20	18	Post Views 419	Post Views 439	---
Facebook Engagement	9	16	Active Members 28	Active Members 47	25
LinkedIn Members	230	233	233	246	296
Website	Average	July:	Nov:		
• Sessions	35.5	31	--	--	---
• Users	34.5	21	--	--	---
• Page views	67.2	78	--	--	---

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○ **Regional Ambassador Program.**

- Need to reassess
- Need more structure around this program to better involve the Ambassadors in Board initiatives/events
- **ACTION: Shirlyn** to reach out to Jack on a short conversation about his experience with Capture Practitioner Cert

Metric	Current	2020 Goal	2021 Goal
Regional Ambassadors	3	4	8
Jack Kaady – White Salmon, WA – <i>(Shirlyn)</i>			
Morgan Miller – Anchorage, AK – <i>(Amber)</i>			
Tracy Johnson – Richland, WA <i>(Kim)</i>			
New applicants to reach out to:			

○ **Training Day**

Metric	2022 Goal
Training Day Attendees	20

- Notionally planning for 9/2022
- **ACTION: Roger** to provide update 03/2022;
- t-shirts and Post-Its as part of swag
- Sharon, Maggie, and Amber interested in supporting subcommittee
- Julie has a potential speaker for the event

11. Schedule Virtual Scavenger Hunt Event

- Ideas
 - Call for recipes to create PNW Chapter Cookbook
 - Host virtual bingo, trivia, scavenger hunt, Name That Tune

12. Health Check/Round Table

- Discuss certification scholarship next month

13. Next Meeting

March 10th | 1:00 PM – 2:00 PM PST | Virtual

14. Adjourn

1:57 PM PST