

# APMP Pacific Northwest Board of Directors December Board Meeting



**Date:** March 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	Yes	Marketing Manager	Sharon Miller	Yes
Treasurer	Maggie Wang	Yes	Events Manager	Roger Campbell	Yes
Membership Manager	Erin Lavery	Yes	Director at Large (Marketing)	Diana Parker	No
Secretary	Shirlyn Betts	Yes	Director at Large	Tom Kuhn	Yes

## Agenda:

1. **WELCOME!**
2. **Attendance**
3. **Approve February Meeting Minutes – All**
  - o The minutes sent around were approved.
4. **Lunch & Learn Events / Proposal Rants**
  - o Cancel based on no attendance in January?
  - o Update from other members who reached out to other Chapters
    - Roger connected – but not much information form them
  - o What have we learned from other chapters?
    - More social media pushing needed, add into national events email
    - Maybe a questionnaire survey
    - Tom to step up on LinkedIn more
5. **PNW Training Day – Roger**
  - o **Training Day**

Metric	2022 Goal
Training Day Attendees	20

- Notionally planning for early Training on the 4th of November /2022
- Have the annual meeting at the same time (5th)
- T-shirts and post-Its as part of swag
- Sponsorships, speakers, marketing leader needed
  - Sharon, Maggie, and Amber interested in supporting subcommittee
  - Robin Davis will speak, Metre will be a sponsor, - Julie’s contacts

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## 6. Vice Chair Position

- o Amber and Julie to discuss

## 7. Financials – Maggie

- o Current balance: \$12,891.30
- o 1<sup>st</sup> quarter rebates on 01/10/2022 – received for 170 members

## 8. Communications – Meg

- o (Amber) Submit info monthly for inclusion in HQ’s monthly news
- o Each BoD to submit topic (volunteers needed for Nov and Dec 2022)
- o New BoD Member Features
- o Content submitted from BoD team

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	

## 9. Marketing – Sharon

- o Website and Social Media Updates

## 10. Membership – Erin

- o Membership updates
- o Engaged with members about to expire on APMP
- o Slight improvement on engagement

## 11. 2022 Goals

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

Metric	2021 Average	Oct 2021 Baseline	Last Meeting	Current	2022 Goal
Membership Count	193	177	184	178	210
Newsletter Open Rate	20%	19%	30%	---	30%
Newsletter Click Rate	17%	24%	3%	---	---
Lunch and Learn		5	0	??	36
Coffee Talks	12	6	4	??	
Proposal Rants		--	--	--	
Live Events		--	--	--	
Facebook Reaches	20	18	Post Views 439	Post Views ??	---
Facebook Engagement	9	16	Active Members 47	Active Members 79	25
LinkedIn Members	230	233	246	247 (17 active)	296

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Website	Average	July:			
• Sessions	35.5	31	--	??	---
• Users	34.5	21	--	??	---
• Page views	67.2	78	--	??	---

○ **Regional Ambassador Program.**

- Need to reassess
- Need more structure around this program to better involve the Ambassadors in Board initiatives/events
- Need to create the governance around the program, reset the program
- Maybe reach out to new members also – currently the RA don't know that there are new members,
  - **Action:** Erin to send an email to the Ambassadors to also reach out to the new members
- Check into additional CEUs for them? Connect the dots on this

Metric	Current	2020 Goal	2021 Goal
<b>Regional Ambassadors</b>	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>			
<b>New applicants to reach out to:</b>			

**12. Schedule Virtual Scavenger Hunt Event**

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

**13. Health Check/Round Table**

- Discuss certification scholarship next month

**14. Next Meeting**

April 14<sup>th</sup> | 1:00 PM – 2:00 PM PST | Virtual

**15. Adjourn**

1:58 PM PST