

APMP Pacific Northwest Board of Directors Meeting Minutes



Date: June 5, 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	No	Secretary	Shirlyn Betts	Yes
Director at Large	Kim Swentik	Yes			

Welcome!

Approve Last Month's Minutes:

- The minutes sent around from the May 1st meeting were approved

Congratulations, Meg!!!!

Events:

- Winning The Business Ambassador: (Dawn)**
 - Virtual event – looking for Chapters to be Ambassadors to promote the event
- Lunch and Learn: (Julie)**
 - July – Bruce Farrell – TBD
 - September – Kristin Dufrene – TBD
 - November – Robin Davis – TBD
- Coffee Talks**
 - 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) – TBD**
- 2020 Training Day: (Roger) – TBD**

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
4/11/2020	Coffee	Virtual Tools of the Trade	6	3	N/A	N/A

APMP Pacific Northwest Board of Directors Meeting Minutes



Win Now, Test Later Update: *(Dawn)*

- Mary Ann Reuter – Foundation Certification
- Lori Kropidowski – Practitioner Certification

Communications: *(Meg)*

- June Newsletter
 - Hot Tip – *Leigh Ann*
 - T-Mobile/Elliot Carp highlight – *Roger*
- June Newsletter
 - Goal status and achievements – *Sheri*
 - Winners of the certifications – hold on this for future

Marketing: *(Leigh Ann)*

- Website and Social Media Updates
- Email Update

Finance: *(Dawn)*

- Current Balance \$8,108.52
- Rebate in from National \$1,282.50
- Spent \$331.50 – Certification and banking fees

Membership: *(Amber)*

- Current members 170
- T-Mobile/Elliot Carp Update – *Roger*
 - What needs to they need
 - How can we help them, training, guidance, services
- Ideas on Engagement - Orca Awards
 - Contests – Executive Summary – to engage the Members
 - Orientation to APMP members – *Julie/Meg*
 - Reviews of a proposal for improvements and training

2020 Goals:

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

Metric	Nov 2019	Last Meeting	Current	2020 Goal
Membership Count	125	169	170	156
Newsletter Open Rate	30%	22%	TBD	38%
Lunch and Learn Attendees	35	March: 7	Postponed	44
Facebook Reaches	20	21	43	25
Facebook Engagement	Feb: 10	6	22	
LinkedIn	182	203	208	227
Coffee Talks	Feb: 8	April: 3	---	---
Website	Feb Baseline:			
● Sessions	66	46	TBD	---
● Users	40	40	TBD	---
● Page views	222	103	TBD	---

APMP Pacific Northwest Board of Directors Meeting Minutes



- **Regional Ambassador Program:**

Metric	Current	2020 Goal	2021 Goal
Regional Ambassadors Maren Stark – South Seattle, WA – <i>(Leigh Ann)</i> Jack Kaady – White Salmon, WA – <i>(Shirlyn)</i>	2	4	8
New applicants to reach out to Patti Lowe – North Seattle, WA – <i>(Dawn)</i> Tracy Johnson – Richland, WA – <i>(Kim)</i> Mary Ann Reuter – Boise, ID – <i>(Leigh Ann)</i>			

- **2020 Training Day:**

Metric	2020 Goal
Training Day Attendees	20

Health Check:

Next Meeting:

July 3rd | 12:00 PM – 1:00 PM PST | Virtual

Close:

1:01 PM PST