

APMP Pacific Northwest Board of Directors December Board Meeting



Date: April 21, 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	N/A	Marketing Manager	Sharon Miller	No
Treasurer	Maggie Wang	Yes	Events Manager	Roger Campbell	Yes
Membership Manager	Erin Lavery	Yes	Director at Large (Marketing)	Diana Parker	Yes
Secretary	Shirlyn Betts	Yes	Director at Large	Tom Kuhn	No

Agenda:

- 1. WELCOME!**
- 2. Attendance**
- 3. Approve March Meeting Minutes – All**
 - The minutes sent around were approved.
- 4. Vice Chair**
 - Help with duties
 - L&L next one into July – Amber will cover
- 5. Lunch & Learn Events / Proposal Rants**
 - Rest of year scheduled
 - L&L 65 last session
- 6. BPC PNW Events**
 - Individual Chapters getting together at BPC designation on the tables for lunch
 - Maggie the one attending BPC for our chapter
 - 18 identified from our chapter attending BPC
 - Need to get a special letter out on this

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7. PNW Training Day – Roger

o Training Day

Metric	2022 Goal
Training Day Attendees	20

- o First Subcommittee Meeting held
- o Catering and location plans in work – Roger
- o Speakers – Amber
- o Draft schedule in work - Amber
- o Estimated November 11th training
- o Have the annual meeting at the same time (12th)
- o T-shirts and post-Its as part of swag – Maggie
 - Sponsorships, speakers, marketing leader needed
 - Robin Davis will speak, Metre will be a sponsor, - Julie’s contacts

8. Financials – Maggie

- o Current balance: \$12,866.30 after spending \$25 on March L&L Speaker
- o Received 1st quarter rebates 02/17/2022

9. Communications – Meg

- o 12% bounces on last email, all non-deliverable with the exception of 2 “other” and 2 blocked (Insitu)
- o (Amber) Submit info monthly for inclusion in HQ’s monthly news
- o Individual emails via Constant Contact for job openings, etc. that cannot wait
- o Each BoD to submit topic (volunteers needed for Nov and Dec 2022)
- o New BoD Member Features

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	

10. Marketing – Sharon

- o Website and Social Media Updates

11. Membership – Erin

- o Membership updates
- o Two ambassadors are not part of our chapters
 - Jack Kaady – meeting Monday with Erin
 - Erin reaching out to new members

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12. 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	178	179	210
Newsletter Open Rate	20%	19%	30%	31%	30%
Newsletter Click Rate	17%	24%	3%	4%	---
Lunch and Learn	12	5	18	65	36
Coffee Talks		6	4	4	
Proposal Rants		--	--	--	
Live Events		--	--	--	
Facebook Reaches	20	18	Post Views 439	Post Views ???	---
Facebook Engagement	9	16	Active Members 79	Active Members 68	25
LinkedIn Members	230	233	247 (17 active)	247 (64 active)	296
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
- Need to update the website to remove the two that are no longer part of PNW Chapter and reach out to Jack for more of his involvement

Metric	Current	2020 Goal	2021 Goal
Regional Ambassadors	1	4	8
Jack Kaady – White Salmon, WA – (Shirlyn)			
New applicants to reach out to:			

13. Health Check/Round Table

- All doing well

14. Next Meeting

May 12th | 1:00 PM – 2:00 PM PST | Virtual

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15. Adjourn
1:35 PM PST