



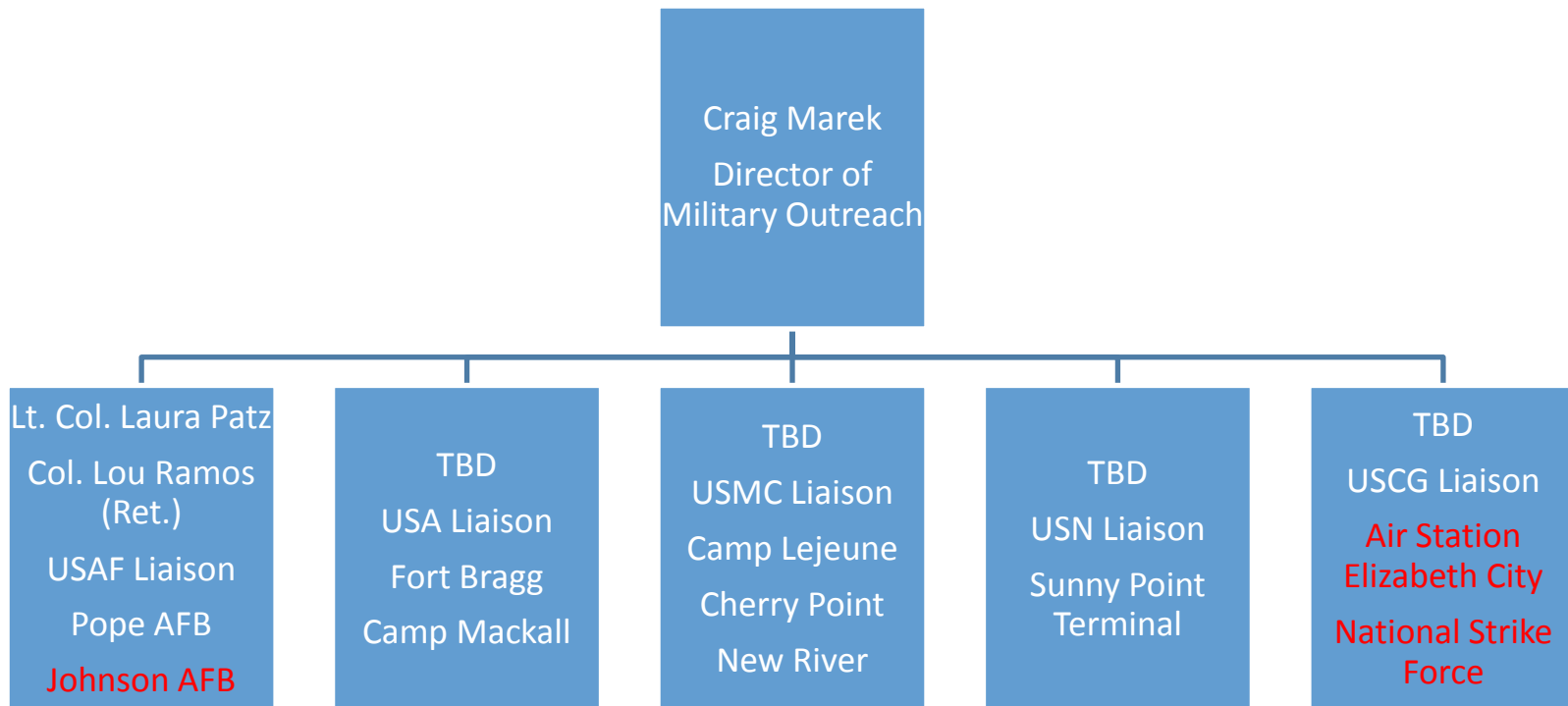
Board of Directors Meeting

October 13, 2015

Agenda

- Welcome w/ Safety & Logistics
- Review & Approve Minutes from August BOD
- Highlights
- To Do Items
- Decisions Needed
- Detailed Reports
 - [Administration](#)
 - [Finance](#)
 - [Marketing](#)
 - [Membership](#)
 - [Professional Development](#)
 - [Programs](#)
- Closing

Military Liaison Role



To Do Items

- All: Updates for financials. Start thinking about budget needs for 2016.
- All: Look at attachment for roles & responsibilities to update handbook.
- All: Submit items for newsletter by the 20th of this month.
- All: Preliminary headcount for Volunteer Banquet (Including guests)
- Robin: Confirmation for Awards to be presented
- Sheetal, Ronda: Plan for Volunteer Banquet
- John, Ronda, Craig, Dwayne, Tonya, Jessica: Provide learnings from LIM
- John, Craig: Provide Dani with information needed for business cards.
- Tom, Craig: Provide Dani with sizing information for chapter shirt.
- Dani: Recovery plan needed to address challenge with Red Pixel Films.

Decisions Needed

- Formal Approval needed to appoint John Rush as VP of Finance.
- Provisional Approval needed to appoint Craig Marek as VP of Administration.
- Volunteer of the Month for November
- Facilitator for November meeting
- Method of Presentation/Acknowledgement for PMIEF scholarship winner

Events From October 13 – November 17

Scheduled

10/15: WLKN: Rich Rodberg
10/17: Wilmington: Yorgos Anagnostopoulos
10/17: Fayetteville: Jennifer Baker
10/20: Charlotte: Randy Englund
10/22: Concord: Rich Rodberg
10/24: PM Expo
10/24: Community Service Event: Habitat for Humanity
10/26: Huntersville: Rich Rodberg
10/27: Kurt Buehlmaier-The Pillars of Dynamic Leadership Seminar
10/28: Hickory: Rich Rodberg
10/29: Webinar: Derrick Allman - What is a WBS?
10/31: Community Service Event: Habitat for Humanity
11/17: Charlotte: Richard Semmes

Missing Details

11/3: Ballantyne: Speaker & Topic TBD
11/3: Fort Mill: Speaker & Topic TBD
11/4: Gastonia: Speaker & Topic TBD
11/5: Mooresville: Speaker & Topic TBD
11/7: Wilkesboro: Speaker & Topic TBD
11/7: Jacksonville: Speaker & Topic TBD
11/14: Fayetteville: Speaker & Topic TBD
11/16: Asheville: Speaker & Topic TBD

Robin Covington

ADMINISTRATION

Scholarship

- Scholarship decisions
 - 1) Will be handled by the by the BOD and not PMIEF
 - 2) Amount will be \$1,000
 - 3) Selection committee will be the past presidents
 - 4) Scholarship to start in 2016

Chapter Awards

- Chapter awards to be present at the year end event.
- Suggested awards:
 - Volunteer of the Year - Complete
 - Project of the Year - Moved to 2016
 - Community Service Project of the Year – Complete
 - Project Manager of the Year - Moved to 2016
- Criteria and application forms on website - Complete
- Submission due date 9/30/2015
- Review team - Complete
- Added to September newsletter - Complete
- Several applications have been received
- Applications have been sent to the selection committee

Chapter Handbook Updates

- Changes by Jennifer, Sheetal and John have been added.
- Gaps noted by Jennifer
 - Dwayne - added info about credit reports for VP Finance and President as we discussed due to banking requirements.
 - Tom – added comments about PDUs, ENACTUS, JA and non-PMP certification classes.
 - Sheetal/Ronda – added comments about PDU processing. Need more definition.
 - Mark/Jessica – added comments about chapter and community meetings. Needs to be reviewed.
 - One thing that came up a few times over the past year is the lack of a job description and procedures for several job roles – everything from processing PDUs to managing community meetings. None of that information is included here. Given the number of comments that we have received. I think that it makes sense to have some sort of documentation to support this

Notes from Strategic Planning Meeting - Administration

- New
 - ~~Chamber of Commerce – Young professional awards~~
 - Blue Diamond – IT-ology – Open for nominations
 - ~~Contact list~~
 - ~~Ask Anne what is expected for us to put on our website~~
 - ~~Post past agendas and minutes from June to November~~

Action Plan

- Weekly
 - Monitor e-mail for request from board, PMI and chapter members
- Monthly
 - Distribute board meeting minutes within 5 days of meeting.
 - Send reminders of deadlines to board
- Yearly
 - ~~Submit CoY award to PMI (due in April)~~
 - Submit other award paperwork as determined by board
- As Needed
 - Maintain board handbook
 - Maintain bylaws
 - Maintain roles and responsibilities document
 - Manage audits

Dwayne Chapital

FINANCE

Finance Status

- Issues – Please review your travel itinerary for accuracy.
- Needing Assistance / Input – Expenses at LIM. Please save your receipts for luggage or any other expenses you may incur. If you stick with Jennifer or myself during the trip, we will cover most/all of the meals.

Current Account Balance as of 9/30/2015: \$162,966.00

Previous Account Balance as of 9/1/2015: \$164,025.92

Note: Upcoming Expenses for October: PDD, PMP Prep,
Monthly Meeting, CPA, LIM Travel/Expenses

September Credits \$22,939.00

Chapter Meeting	\$2,089.00
Satellite	\$336.00
PMP Prep	\$3,475.00
Sponsorship	\$1,200.00
PDD	\$11,514.00
Star Chapter	\$4,325.00
Total	\$22,939.00

September Debits - \$23,998.92

Merchant Fees	-\$551.80
CPA	-\$750.00
Marketing Apparel	-\$369.85
Satellite	-\$1,994.42
Programs	-\$9,751.76
Pro Dev	-\$1,762.69
LIM 2015	-\$7,812.17
Star Chapter	-\$150.00
Kurt	-\$856.23
Total	-\$23,998.92

Notes from Strategic Planning Meeting - Finance

- Continuing
 - TBD
- New
 - ~~• Possibly learn QuickBooks~~
 - Tightening of contracts
 - Inventory of stuff – look at storage facility
 - ~~• Credit card – use points for airline miles to LIM~~
 - ~~• Review fees and classes of service with bank~~

Action Plan

- ~~• New Credit Cards that received miles for purchases. We can use the miles to offset our travel/hotel expenses for R5 and LIM.~~
- ~~• Rent a storage facility for BOD to access 24X7 for shirts, class materials, old computer equipment, etc.~~
- ~~• Hire a Comptroller to maintain the storage facility via inventory controls.~~
- Comptroller to present finance actuals on a quarterly basis.
- ~~• Possibly change merchant processing to see if anyone has excel reporting. With the excel reporting we should be able to see deposits and debits as they occur and not guess from conglomerate charges.~~
- ~~• Take a class on QuickBooks and lower our monthly cost with the current CPA. He charges \$250 per month to input our bank reconciliation statements into QuickBooks.~~
- ~~• Get deposit debit cards only for VP Membership and VP of Programs. This will allow them to make deposits from the chapter registration desk and program events. Will create a process for them to follow.~~
- ~~• Try to change the current process of printing out all finance documents and placing them into a large binder. Would like to go fully electronic. Must create a process.~~
- Present travel cost of R5 and LIM at the 1st BOD meeting of every year.
- Create a process book for the next VP of Finance. Smoother transition.

Dani Beckman

MARKETING




Marketing



10/2015

- Met with REDPIXEL Films owner Mark Kitchens to discuss options for our filming and photo opportunities/initial meeting to review vision for video and how the two organizations could help each other for future benefit
- Go Pink Article on the “Go Pink” Website for breast cancer awareness – Race for the Cure cancelled due to Hurricane
- Communication Chair identified to send reminder emails for the Community meetings, will be training him this week
- Lots of great information learned from LIM – will be sharing what I gained from it that fits with more that marketing with all of you as it pertains!

Notes from Strategic Planning Meeting - Marketing

- Continue
 - Newsletter
 - Monday PDU Opportunities for the week
- New
 - Rebranding
 - Marketing plan 
 - Website 
 - Social media 

Marketing - LIM

- **Elevating Your Chapter through Servant Leadership** – this class focused on the servant leader being the most important aspect of serving on the board – the leadership needs to be about “we” not “me” and if you are out to seek the me, and not the we, you are in the wrong place. Servant leadership is an understanding and practice of leadership that places the good of those lead over the self interest of the leader.

a good quote that came out of it was “We (board) are here for them (members) and I (pres.) and here for you (board)” – one of the panel speakers

another one – “what can I do to help you?”

Marketing - LIM

- **Succession Planning** – Create an onboarding notebook with frequently used resources – links, numbers, etc...
 - Standard operating procedures – easy to pass along the day to day activities in writing
 - Having a tiered structure of replacements – deputies or assistants ready to step in and serve
 - Slate of candidates in mind for certain positions
 - Prime your volunteers for certain positions

Marketing - LIM

- **Marketing and Communications Panel Discussion: Best Practices from around the World** – Salary report is no longer a member only item, it can now be shared with the outside member community. A Toolkit for Marketing is being added to the Marketing Portal and will be announced in Friday Facts. There is also a business cards template being added. Go to marketing.pmi.org to view.
- Some items that have been implemented in other chapters is to add the CCR change dates to their calendars on the websites (good idea) – they are emailing members about the upcoming changes; separate emails about the triangle, one about leadership, one on the strategic component, etc... we can order the cards about it for free on pmi.org (already ordered) and link the video explanation on our website as well (getting that to Baillie)
- Break messages into pieces – attention spans are short
- Survey your members

Marketing - LIM

- **Tailoring Your Communications to Social Media Platforms to Engage Current and Potential Members** - first let me say, this one could have been 2 sessions long!
- They had a video made on how to apply for PMP
- Blog postings are a big hit, some topics – letters to a younger PM, in a series of them – do not copy blog posts, but summarize and then link to the original blog post to cause traffic and then have text on your site for filtering
- Add social media members and outlets; you tube, Instagram, Pinterest, and Facebook are the ones we are not using others are
- Events/services they are “posting” – events/activities, prep courses, networking, job opportunities, information/publicities, partnerships

Marketing - LIM

- **Speak to Me: Increase Your Marketing Effectiveness through Targeted Communication** – This presentation was difficult to understand but I did gain a lot out of it.
- Maintain a marketing calendar that contains communications and when they go out and what they contain. We currently send out communications on the fly and that will not only get confusing for our members but also for us.... This will need to stop. I will set up this calendar and we will maintain it in the marketing space and if you need something send out, we will do it or you will need to have it on the calendar.
- There was a great idea to counter the large push for PDD one end of the year and then the other end of the year they did PM Week, which was 5 small events in the evenings to get a broader group of attendees around the areas. I am going to look into this as something we can do for 2016. It sounded like a great idea and with the larger footprint we have, it makes a lot of sense to spread out and offer smaller events for PDUs as well.

Marketing - LIM

- **Building and Running a Certification Study Group in Your Chapter –**
This was an amazing presentation and would be something our chapter would benefit from tremendously as I am constantly being asked about it.
- Promotes PDUs for facilitating the meetings, promotes knowledge sharing, gives the opportunity to those members that are willing to become future teachers or leaders in the chapter
- They opened it to 30 chapter members for free and then noticed high absence rates so then decided to charge a fee up front that members would be refunded depending on attendance. If you come to all the sessions, you get your money back, minus half. If you miss a meeting, you get a certain amount taken out, etc....
- They have a structure for the program, a PM and instructor in place along with a teaching plan and class schedule – very well laid out

Action Plans

- Rebranding – (6 months – 1 year)
- Develop new Logo
 - Work with Graphic Designer 👍
 - Incorporate the geographic locations
 - Appeal to younger crowd, make it “hipper”
- “We are PMI”
 - Add tagline to website
 - T-shirts
 - Publications
- Get our name into the Community
 - Attend more Chamber Events as a Group 👍
 - Chamber YP 👍
 - Sponsor Tables
 - Partner with other groups
 - Meet with Companies to show them how PMs help their business 👍
 - “Brand” us as something good in the Community
 - Volunteerism
 - **Race for the Cure – I have already registered as Captain again**
 - Cancer Walks
 - Habitat
 - Reading initiatives
 - Food drives
- Identify our Audiences
 - Millennial/40s/etc. ✓
 - Create targets spots for those audiences
 - Determine which media for each target
 - Initiate the media
 - Research the options
 - Determine pricing/budget
 - Formulate a plan for each media outlet
 - Set timeline for all media
 - Website 👍
 - Social Media 👍
 - Develop a new cadence for Twitter, and LinkedIn 👍
 - Skill Fest ✓

Sheetal Puri

MEMBERSHIP

VRMS

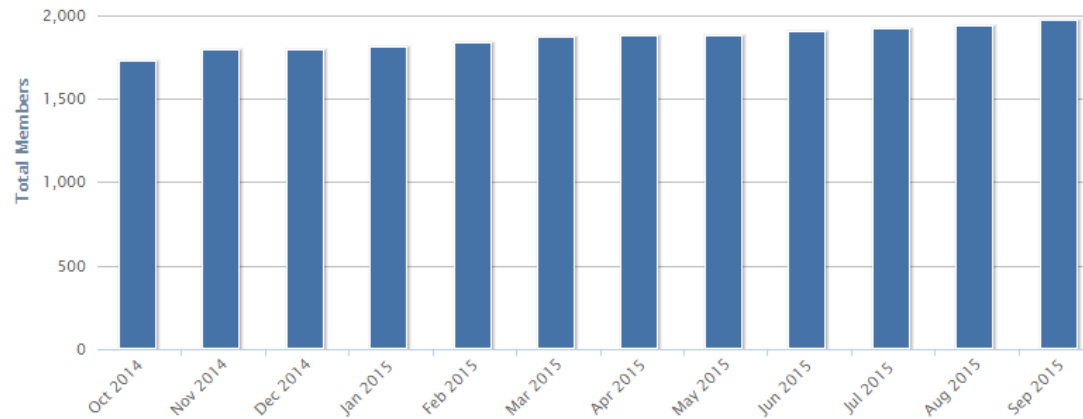
List Opportunities

These are the 66 most recently updated Opportunities

ID	Name	Status	Copy	Edit	Delete	View
4854	Director of Professional Development – Eastern NC	Posted	Copy			View
4855	Director of Professional Development – Western NC	Posted	Copy			View
5163	Western NC-Speaker Chair	Posted	Copy	Edit	Delete	View
5175	Book Club Moderator	Posted	Copy			View
5433	Community Co-Chair - Fayetteville	Posted	Copy	Edit	Delete	View

- 4855- Sherrel Brown applied, awaiting decision from Joe
- 4854- William Riverbark applied, awaiting decision from Joe
- 5163- no applicants yet
- 5175- Tom Cooper working with one, still collecting more applicants
- 5433- no applicants yet

Monthly Membership Levels- almost there...1970..!



Date	Total Members
October 2014	1730
November 2014	1794
December 2014	1793
January 2015	1812
February 2015	1833
March 2015	1869
April 2015	1877
May 2015	1883
June 2015	1904
July 2015	1925
August 2015	1940
September 2015	1970

Book Club

- Kicked of Book Club in September, preliminary reviews from attendees were very positive, several of the BOD members attended a session too.....what did they think?

Transition Plan

- Review Roles and Responsibilities in handbook with Ronda-complete
- Provide templates to Ronda-PDU submittal process, how to register an individual for a meeting-complete
- Get Access to VRMS(sheetal contacted Migela), CRS(Jennifer to request), (Star Chapter-already has access)
- Train Ronda in VRMS-put in a request with PMI Global to get some formal training.
- Review current membership organization chart, Ronda to contact members and introduce herself to team-complete
- Review 2015 Budget with Ronda
- Transfer computer and signs to Ronda

Notes from Strategic Planning Meeting - Membership

- Membership Continuing
 - Submit and evaluation for mid-year survey- complete
 - Plan for outreach (Voice)- ongoing
 - 2015 volunteer appreciation event-initiated communication with Byrons, will start reviewing menu.
 - VRMS management-ongoing
 - Submit PDU's for monthly chapter meeting in Charlotte- ongoing
 - Membership retention survey (survey is on website)-Completed
- New
 - QR reader for special events for registration and networking – what would it take to put the QR on a badge-M.Cichonski researching
 - Learn CRS – take formal training-complete
- OTHER
 - Book Club-support as needed-complete
 - Membership to take ownership of PDU submittal process for community and chapter events-complete
 - Support Chapter guest pass initiative-complete

Dr. Joseph Griffin

PROFESSIONAL DEVELOPMENT

Professional Development Day

Financials

- Total Revenues: \$23,270.00
- Total Expenses: \$19,300.24
- Net Profit: \$3,969.76
- Gift Bag Value Created: \$118,841

Stats:

- 203 Registered
- 175 Attendees
- 28 No-Shows
- 20 Sessions Delivered
- 54 Surveys Returned

Immediate Actions:

- Review viable date for 2016

Professional Development Day

Lessons Learned:

- UNC Charlotte facility can accommodate 200 attendees plus 50 Speakers & Sponsors - Will limit registration to 200.
- Late registration habits created excessive risk to the event profitability. Plan of action is to incorporate escalating fees and an earlier registration close.
- PMI-LIM dates have changed to 9/22-24 and it may present an opportunity to move PDD to June/July
- Discount scheme did not achieve the intended results. It was supposed to drive 5+ registrants per company (w/more than 10 PMs). This was not equitable to all chapter members. Incorporating reduced rates for early registration will be more equitable and aid in reducing event financial risk.
- Six tracks proved a challenge to manage across multiple floors. Recommend reducing tracks down to 4, shortening the sessions and adding in an additional session per track (from 6x3 to 4x4 proposed). This increases the number of live sessions that can be attended.
- Reducing track count will eliminate the need for the small theatre and the awkward use of the auditorium for non-keynotes.
- Networking among attendees needs to be more structured and a defined networking time outside of the lunch and between session breaks will be incorporated.
- Lunch Keynote while popular proved awkward given the food, eating/seating, and courtesy to the speaker and the audience. Reconfiguring lunch to the first floor open space with round tables and moving catering to the first floor will improve the food service experience, make room for more vendors and networking on the second floor, and relieve the crowded main floor.
- Speaker management was a challenge even though only 1 of 24 cancelled. It would be better to reduce the count and increase the quality/focus.

Professional Development Day

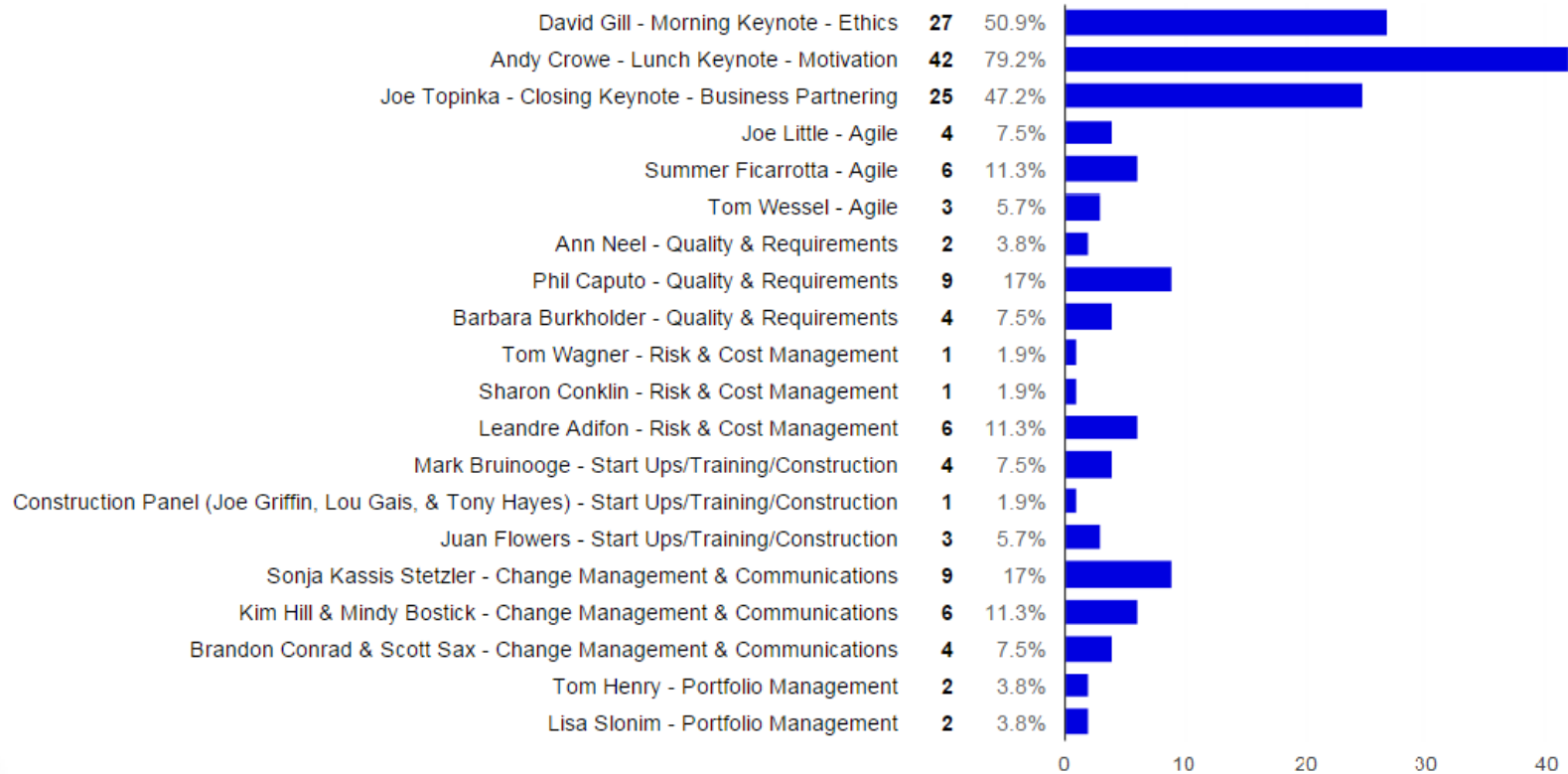
Lessons Learned (Continued):

- Badging system worked well – Will use this as a backup plan to bar code scanning if it can be reliably implemented.
- Event guide, gift bag, and free book were well received. The book giveaway was a high cost item which may be eliminated or considered with sufficient sponsorship. The gift bag was self-funded so it should be included again. The event guide may be smaller to reduce cost but there are sponsor opportunities that can be exploited if done correctly.
- Recording sessions posed a high risk even though all recordings were viable. Post processing time for the videos was more than 40 hours. If this is incorporated in future PDD events the recorded sessions need to be a premium add-on; \$30+ and can be purchased either prior to or post PDD with a \$20 with registration cost and a \$30-40 post event cost.
- Increased sponsor integration (activation) needs to be incorporated into the program. Including the active promotion by the sponsors (RGP, ettaingroup, etc.) talking up the event with their client base.
- The number of volunteers was too high and needs to be paired down. With the interest in participating in the event volunteer engagement will be driven by the ability to participate throughout the planning and prep stages and not just the at-event activities.
- Eliminating a keynote and two tracks poses a reduction of \$2,000 in sponsorship opportunity. This will need to be replaced with more creative sponsorship through the following: Banner placement (over the mezzanine), Gold, Silver, Platinum event sponsorship, event guide official sponsor, buy the page sponsorship (in the guide), the Networking sponsor, etc.
- The event planning and tasks will be divided such that they can be distributed across the volunteer team. Any activity that is not supported may not be preformed. As an example, post editing of videos is highly important and without ownership it will not be part of the event.

Professional Development Day

Survey Feedback

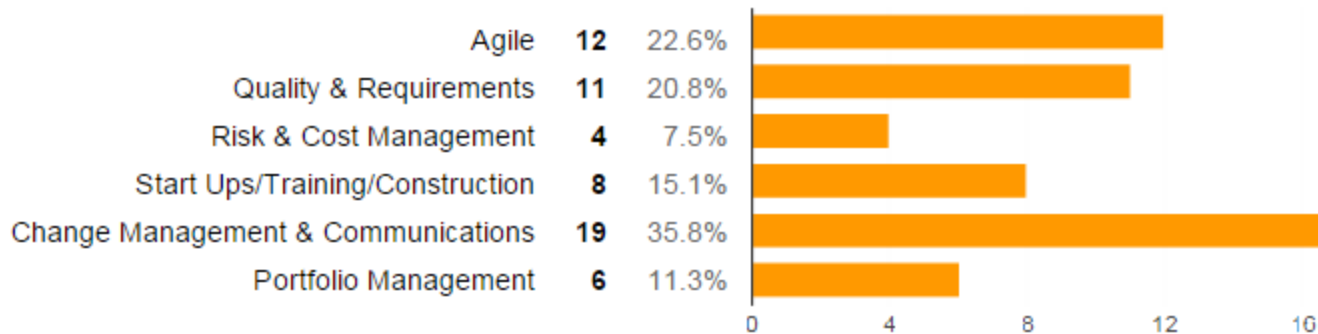
Which speakers did you enjoy the most?



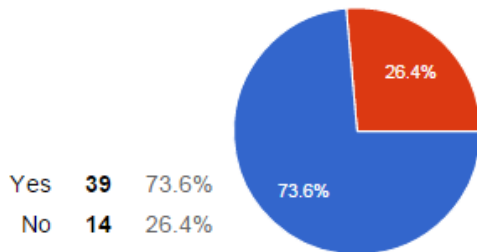
Professional Development Day

Survey Feedback

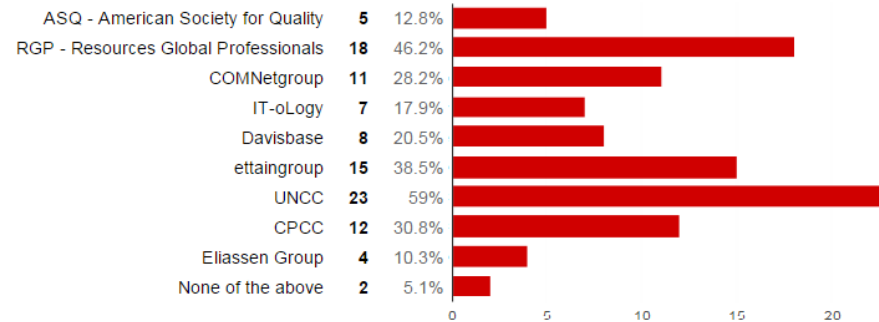
Which tracks did you get the most out of?



Did you speak with any of the vendor partners?



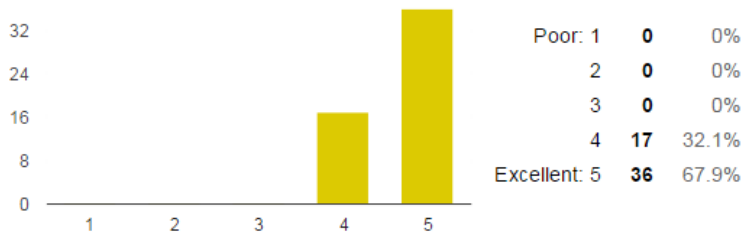
Which vendor partners did you speak with?



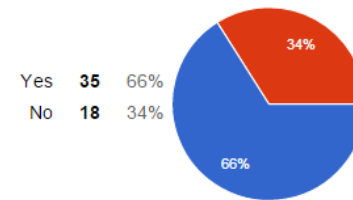
Professional Development Day

Survey Feedback

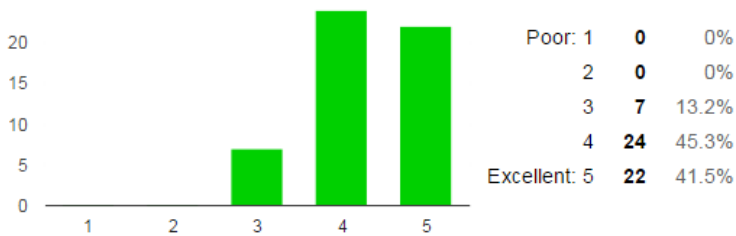
How would you rate the facility for this PDD event?



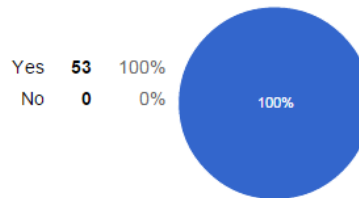
Have you attended a PDD event before?



How would you rate the catering (food services) for this PDD event?



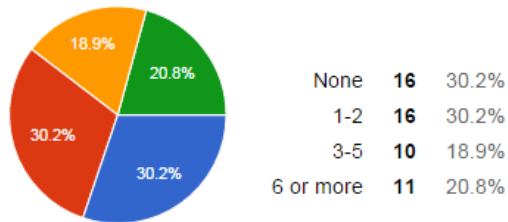
Based on your experience at this PDD event, will you attend again?



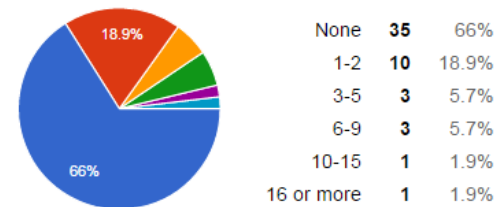
Professional Development Day

Survey Feedback

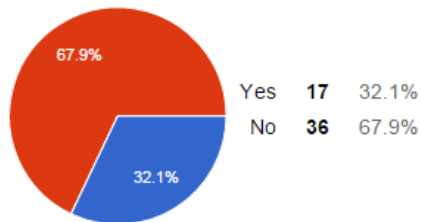
How many monthly Chapter meetings have you attended this year?



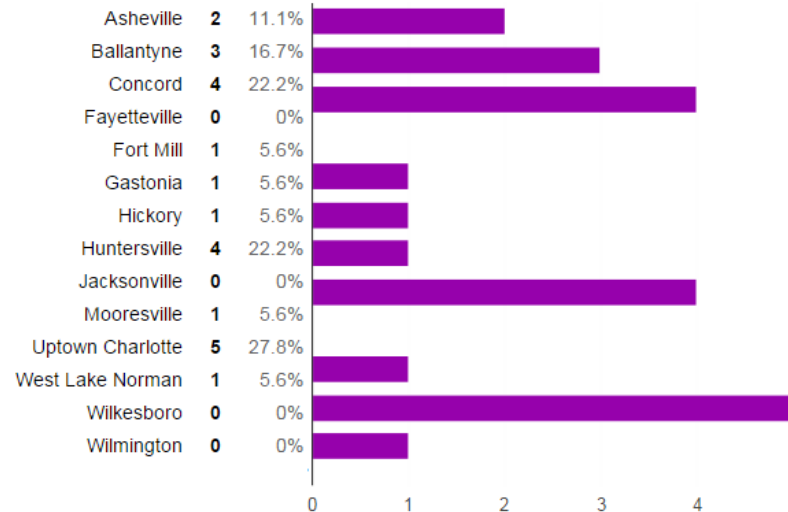
How many Community meetings have you attended this year?



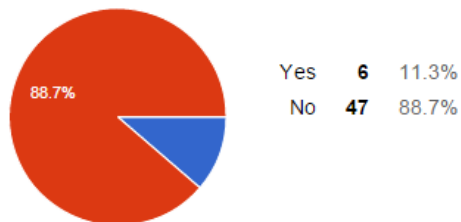
Have you attended any free Saturday PDU events this year?



Which Community or Communities did you attend this year?



Have you attended SkillFest this year?



PMP Prep

Active Session:

- Scheduled to Start 10/3 (Weather Impacted)
- Rescheduled to Start 10/10
- 15 Registered
- Revenue: \$10,575
- Expenses (Materials): \$3,554.22
- Training Expenses: TBD

Lessons Learned:

- Make sure the list of registrants (with contact information) is provided to Sacha in advance.
- For schedule changes make sure a plan is in place, that it is communicated, and that emergency contact numbers/email are available.

Saturday PDUs

- Event proposed for November 21st has been cancelled
- Will work with Prera to build out a schedule for 2016

Mentoring

- No activity for mentoring has occurred
- Program review to begin over the next month

Notes from Strategic Planning Meeting – Professional development

- Continuing
 - Saturday PDU Events – 4 per year/Quarterly
 - PMP 3 per year
 - PDD 1 per year - September
 - PgMP – 1 per year
 - Mentorship
- New
 - Special initiative – ASQ Pilot at their PDD – We are helping them by providing speakers and offer PDU's to people. We are R.E.P. At our PDU event, we are providing table so they can be an exhibitor

Mark Cichonski

PROGRAMS

Membership

- No Status Provided

Chapter Meeting Agenda

The facilitator for the meeting will be **NEED A NAME**. The meeting agenda for the chapter meeting is as follows:

- Welcome & Introduction
- Congratulations to our newest Credential Holders
- Welcome to newest PMI Metrolina members
- Volunteer of the Month – **NEED A NAME**
- Volunteer Opportunities
- Corporate Partnership
- PDU Opportunities
- Upcoming Events
- Speaker Presentation
- Closing

Notes from Strategic Planning Meeting - Programs

- Continuing
 - Submit PDU for community meetings
 - Community meetings
 - Talent triangle program
- New
 - TBD



1985



2015

METROLINA CHAPTER

30 Years of Project Management Excellence

THANK YOU FOR ALL THAT YOU DO!!!