

PMI SF Bay Area Chapter Strategic Planning Meeting | 10 April 2010

Agenda and

Action Items

<p>Introductions</p> <p>Board members and their hobbies</p>	<ul style="list-style-type: none"> - Ray Ju - tennis - Bill Dominguez – likes to cook and drink wine, the arts - Tony Appleby – wants spare time - Elaine Law – shops for shoes, purses, classic cars - Kimi Ziemski – downhill skiing - Roseanna Harris – foodie - Joe Lam – fundraising for schools - Neal Cronin – dancer & musician - JP Zingmark – spending time with family and 3-year-old - Natalia Boyadjiev – hiking with family, time with friends - Catherine Dupont – movies, museums - Marina Yurkovskaya – movies, wine, time with kids - Ingrid Linn – fly airplanes (licensed pilot) - Jodi Berry – passion is yoga, and family - Linda Dana – reading - Marlena Hanlon – avid cyclist - Sharawan Connors – relax, watch tv, travel, drink wine - Richa Sharma - Dancing
<p>Definition of Project</p>	<ol style="list-style-type: none"> 1) Defined scope 2) Has a beginning and an end 3) Unique 4) Collective of interdependent activities <p>We are a project team – and together we need to commit to moving the chapter forward, growing it, attracting new members, new sponsors, and offering programs of value for membership, retention, succession planning.</p>
<p>Purpose & Objectives</p>	<ul style="list-style-type: none"> - Inclusion - Communicate goals - Create and inspire passion for what we do so it's contagious - Reduce impediments - Build community - Gain knowledge - Build trust, open communication - Have fun - Align with strategy (top down, holistic) - Reveal interactions (play well together) - Maintain strict scope control
<p>Calendar – April 2010</p> <p>Action: Catherine Dupont CD -Work with existing training and certification partners for marketing ideas.</p>	<p>Calendars include events from UCB and CPrime</p> <p>Catherine said CSM is a certified scrum master certification offered by chapter – higher price probably reason enrollments are coming in slowly – need to give instructor suggestions how to generate more enrollments</p> <p>Ingrid said CPrime doesn't have classes scheduled in next few months so that may help – might be a conflict with San Bruno Happy Hours event</p>

<p>Action: Ingrid Linn IL – Add as communications message email to members.</p> <p>Action: IL – Distribute the Event Registration form to the Board.</p> <p>Action: Board – Check your calendars for when you are available to attend and let PM know.</p>	<p>Catherine wants to keep it consistent as third Wednesday of each month</p> <p>Marlena said she heard it hasn't been promoted very much so might be a good time to change the day and date</p> <p>Catherine said another Sixth Sense seminar coming up on Communications – 9 paid people signed up so far – need to get the word out using social media tools – highly priced so recommend potential students seek out corporate subsidy</p> <p>Neal thought last seminar was fantastic, soft skills he got out of it were superb, really supported principle of needing science and soft skills - manifest the science to practice the art – 12 attended</p> <p>Per Ingrid, San Bruno chapter has happy hour events to draw</p> <p>Tony said we may want to consider putting out a reminder a few days before dinner meeting to trigger volunteer needs</p> <p>Ingrid asked if we want to emphasize how sponsor curriculum is differentiated - sponsors need to get equal exposure (CPrime, UC Berkeley) – sponsorship opportunities, newsletter, website, dinner meetings, etc.</p> <p>Bill D said it's not our job to figure out the differentiation, it's up to the sponsors to define their platform</p> <p>Ingrid said there's an Event Registration/Submission Form where the class providers (sponsors) fill in how they want to be defined</p> <p>Ray said we're breaking new ground with these kinds of projects and some of the functionality is still in beta mode and work in progress</p> <p>Natalia said one challenge is long email chains that people ask to put on the website, but they need to take action for extracting and submitting the specific message or action item</p> <p>Sharawn suggested setting guidelines for when input/changes are due each month/each week to hold people accountable and so there aren't ongoing changes – they will talk offline and take relevant suggestions under consideration</p> <p>Bill said we need to remain focused on who our customers are and what our goals are</p> <p>Catherine said it would be helpful to have extra emails and social media messages blasted more often (and judiciously)</p> <p>Marlena said we're moving toward a content management system</p> <p>Natalia said it's not robust and probably won't be ready until year-end</p> <p>Kimi requested board members show up at the breakfasts and public events to give face time – meeting some of the other membership – can put out volunteer needs for your committees –</p> <p>Catherine said we'd like event numbers to grow, would be nice to get word out on case study topics</p> <p>Bill asked that we be able to see who's attending from what companies in advance</p>
<p>Calendar – May 2010</p>	<p>Tony suggested we not include series classes on the calendar because it looks like there are more events than we actually have, don't want to do too much of one thing, avoid oversubscribing</p> <p>Catherine said three new offerings coming for summer and fall even though in May there looks like an absence of offerings</p>

<p>Action: CD – Look for other possible venues in Bay Area.</p> <p>Action: Sharawn Connors SC – to share contacts with Elaine as recruiters, sponsors and resources.</p> <p>Action: Marlana Hanlon MH – Check with Richa on possible Taproot connection for May 5.</p>	<p>Kimi said San Ramon facility hard to access for Lambert course</p> <p>No date yet for May webinar, Marlana said working with DC chapter to schedule 11 board members so far planning to attending Region 7 meeting</p> <p>Catherine working with Sharawn to start career development courses in near future – more hard skills training coming</p> <p>Kimi suggested get together with Elaine’s team because they’re doing some of that at the career fair</p> <p>Natalia announced volunteer appreciation night in May, some confusion about which volunteers to include for consideration May 5th</p> <p>Natalia suggested we stick to current volunteers and all agreed</p> <p>Marlana talked about Taproot who provide essential project management skills to nonprofits, vetting, mentoring - over 100 overlapping members with their volunteer base, they’ve expressed interest in recognizing some PMI volunteers going through their org</p> <p>Natalia said board needs to ensure volunteer lists are up to date so everyone appropriate gets the invitation – volunteer teams being captured via website</p> <p>Elaine announced career fair May 20 by career central – 2 sessions 4-6pm and 630-9pm – interviews, resume review, interview skills, professional image, PMI table offering new things like mentorship program and to recruit new volunteers – trying a new venue Scottish Rites Temple center in Oakland – need 18 volunteers in next 2 weeks, need training – needs executive quotes what PM means and what PM skills are important – only appetizers, no dinner – areas at fair clearly segmented with ushers for crowd control – registration starts at 330 – learned a lot at last fair and incorporating what they learned – venue contract just signed so now outreach will kick in</p> <p>Kimi clarified companies are participating with JOBS, not potential career opportunities – participation open to career development orgs, recruiters, vendors, non-profits (who can participate free) – company registration responsibility of their PMI point of contact</p>
<p>Calendar – June 2010</p> <p>Action: Ray Ju RJ – Get this onto the calendar for heads up and with NB to consolidate into one calendar.</p> <p>Action: Kimi Ziemski KZ – To provide syllabus of proposed course to CD.</p> <p>Action: Natalia Boyadjiev NB – Get Webinar schedules</p>	<p>June 16 dinner meeting theme is cost management</p> <p>Annual membership meeting on June 21st for all chapter membership, we present summary of annual report, what’s in the works, stakeholders make presentations – Public Speaking for project managers</p> <p>Catherine needs to see syllabus</p> <p>Kimi said not publicizing until after Roder class is closed so there’s no conflict of interest, it’s not a money-making effort – -</p> <p>Kimi asked what are “placeholders from Tony’s calendar”</p> <p>Tony said concept is to continue to provide low and no cost opps for members to earn PDUs, few ways discussed:</p> <ol style="list-style-type: none"> 1) onboard webinars manager 2) lunch & learn events for sr. practitioners 3) OfficeWorks SW Tools Tips Techniques presents and pitches their products <p>Kimi said she’ll do Advanced Risk Management</p> <p>Catherine mentioned sister chapter launching webinars, can we track metrics of who attends and use those stats to attract other speakers for lunchtime seminar - if we make it more</p>

<p>from Dhiraj and post on calendar.</p> <p>Action: RJ – SAS track it</p> <p>Action: Bill Dominguez BD – Collaborate with Ops on Marketing efforts.</p> <p>Action: CD - get more details on joint Silicon Valley events coming up</p>	<p>public and put on calendar it'll be more visible</p> <p>Tony said for July calendar SAS (Strategic Alignment Scorecard) is due</p> <p>Bill said Community Relations job is to communicate relevant info and events – need more marketing collateral to let companies know what offerings we have</p> <p>Natalia said use the newsletters – Bill said that doesn't work, needs something more tangible</p> <p>Ray encouraged all to meet offline to discuss further and share info</p> <p>Ingrid said sister chapter initiative needs to be better shared</p> <p>Marina said newsletter content is good and needs to be formatted</p> <p>Marlena working on new template</p> <p>Elaine said Microsoft "Elevate" event should be in June</p> <p>Catherine announced dinner meeting in Fremont in August</p> <p>JP raised issues about electronic calendar consistency and portfolio view</p> <p>Tony said Miles is doing portfolio with some volunteers</p> <p>Bill said we have a Sharepoint resource that is free until 2020 and suggested we join forces to implement</p>
<p>Strategic Planning Goals</p>	<p>1) Meet the needs of our members</p> <ul style="list-style-type: none"> - Our members need jobs – career development and career fair – - We need to document how we use our members' money and provide member value – are members getting return on their investment – how do we communicate that value to members – board is best ambassadors to membership – - Side note – keep open discussion – if you hear something in conflict with what you're doing please speak up – How we meet our strategic objectives will be "graded" by GOC – so your input is key - We're not the only beneficiaries of speakers and sponsors – they're getting something out of it - We're not seeing a fast enough rise in "recognition of the value of PM" – need to individually and collectively work on this more aggressively - We have the opportunity to demonstrate by example – the better managed our organization and calendar are, the better we look as professionals and as an effective chapter – some chapters have already finished their calendaring for 2010 and already working on 2011
	<p>2) Provide more diverse offerings to our members</p>
	<p>3) Increase chapter's brand awareness and avoid commoditization</p> <ul style="list-style-type: none"> - We all need to be singing from the same songbook - Bill said we're becoming known as the "green" chapter – do we want that to be our "brand"? Kim said we could position as PMI's "partnership" chapter – with green orgs, with non-profits, with companies, with other orgs - Neal expanded "green" to "sustainability" as in environmental and economic

<p>Action: VPs – Provide list of 2010-11 strategic initiatives to Kimi by 4/20 and start to define measurement criteria.</p>	<ul style="list-style-type: none"> - Marlana said we’re trying to expand “green” moniker to include relationships, partnerships, and more - Linda said “brand” is education, proactive - Jodi suggested topics revolve around the brand position, ie “how be a green member” – what’s metric for a successful dinner? Some chapters getting 250-400 people, we average 100 - Richa said 3 reasons volunteers join (1) they want experience as PMs, (2) they want to network, grow their career, (3) grow their expertise - Marina suggested a board where people post what they’re looking for - Kimi asking for readout of what each team wants to do to achieve strategic initiatives – each VP to provide back to KhZ within 10 days
	<p>4) Increase level of collaboration with other organizations</p> <ul style="list-style-type: none"> - Want to ensure partners are being treated fairly – equitable among new vs longer term partners
<p>Discussion of: Membership demographics and how to increase membership base</p> <p>Action: MH – Research which online survey tools we might use with Ops and PD Teams.</p> <p>Action: All – Keep eyes and ears open at Region 7 for Best Practices on member growth and retention.</p>	<p>Sharawn asked who is our “average” member?</p> <p>Tony said most are new to profession, younger in age</p> <p>Kimi said where we’ve lost ground construction members, but getting new IT members – database of participants (DEP) – we have a lot of members who are not as active as they can be – big component of life sciences and bio sciences – 2,000 national PMI members who are not local members – feedback has been offerings are “boring”</p> <p>So what is our membership focus – keeping newer members interested? Or bringing back “older” members?</p> <p>We’ve dropped from 9th largest to 18th – lost 800 members – need to see survey results to define what members want</p> <p>Bill said caveat is same people who attend events are ones who fill out survey – need to hear from the other 90%</p> <p>Marlana asked why aren’t we using readily available online survey tools – need to make sure we’re asking the right questions – if board represents our base, what do WE want? While we want to touch base with our members, we might want to create a market for some of the things we’re offering – we need to be innovators, not just responders</p> <p>Elaine suggested we tap into PMI international to look at ideas they’re generating, these are not new ideas</p> <p>Neal is creating metrics from surveys and analyzing trends</p> <p>Bill suggested outreach to chapters who are successfully building memberships, find out what they’re doing, take action!</p> <p>Neal said they pick their moments to collect survey/data, ie dinner meetings get 75% response cause it’s on the spot</p>

<p>Discussion of: Dinner meetings needing improvement to draw more than 200 members per month</p> <p>Action: KZ – Take offline with a smaller leadership focus group to further develop thoughts and actions around.</p>	<p>Marlena said format of dinner meetings isn't effective, has some ideas to improve and hook to draw</p> <p>Ingrid said online presence and dinner meetings are key vehicles, dinners aren't great, online presence competes with PMI and companies</p> <p>Kimi said dinners should be "edu-tainment" speakers should have charisma, be a draw, not just endured – speakers should <u>not</u> be someone in training, should be professional and compelling – up the game for entertainment value – speakers need to be vetted before booked</p> <p>Linda and Catherine responded that the speakers are vetted and they maintain that speakers should not have being entertaining as a key criteria – the PDU component makes it education and Linda in particular stressed that education need not be entertaining to be valuable.</p>
<p>Committee Reports</p> <p>Finance</p> <p>JP Zingmark</p>	<ul style="list-style-type: none"> - Down from seven volunteer analysts to five – need two new volunteers <ul style="list-style-type: none"> o Jodi Berry, Deputy VP o Joe Lam, Controller o Kiran Darsha, Deputy VP - Explained roles of the team – contact info on Sharepoint - 2010 Objectives: <ul style="list-style-type: none"> ▪ support 2010 strategic objectives of the chapter by funding approved initiatives ▪ ensure and maintain operational efficiency, prompt service, ethical business practices ▪ practice professional financial management ensuring the long-term financial wellbeing of the chapter - Even though economy was challenging last year, chapter had increased net profit - Impediments/challenges <ul style="list-style-type: none"> ▪ incomplete volunteer team - ▪ lack of funds (deficit spending) – spending that does not ultimately support member value ▪ lack of adherence to financial best practice, eg, written financial policies - Chapter currently has three years operational capital in the bank
<p>Committee Report</p> <p>Operations</p> <p>Natalia Boyadjiev</p>	<ul style="list-style-type: none"> - Overview of team structure and functions <ul style="list-style-type: none"> o Ingrid Linn, Director Communications o Neal Cronin, Director of Membership o Richa Sharma, Director of Volunteers o Marina Yerkovsky, Director Special Projects o Dhiraj Dogra, Advisor / Director of Programs - Had successful volunteer outreach through LinkedIn - 2010 Objectives: <ul style="list-style-type: none"> o Help OP teams become sustainable and bring them to the next level o Website redesign, information architecture upgrade, content update – make it a goal for all committees o Provide infrastructure for team collaboration, process capturing and knowledge transfer - Impediments/challenges

	<ul style="list-style-type: none"> ○ Penny wise, pound foolish ○ Slow process of bringing volunteers up to speed ○ Lack of support from board ○ Ineffective communications ○ Time constraint – 24 hours not enough - Communications team <ul style="list-style-type: none"> ○ newsletter, website, social media – need 2nd webmaster, need deputy director of communications – social media managers – newsletter, copy editor, layout editor, proofreader – content manager for website ○ inter-team PM – tactics streamlining event registration process, fill volunteer openings, website redesign ○ impediments/open volunteer positions, not enough transparency between committees, need more cross-functional meetings
<p>Committee Report</p> <p>Professional Development</p> <p>Catherine Dupont</p>	<ul style="list-style-type: none"> - Introduction of Team members and functions <ul style="list-style-type: none"> ○ Sharawn Connors, Director Career Development ○ Linda Dana, Director Program Event Speaker Series/Webinars ○ Roseanna C. Harris, Director of Speaker Development ○ Carolyn Crockett, Director of Dinner Meetings ○ Kathy Watson, Director of Chapter Roundtables ○ Ralph Vawter / Mark Edwards, Co-Chairs of IPM Day - 2010 Objectives: <ul style="list-style-type: none"> ○ Deliver relevant programming disseminating current project management best practices to help project managers create extra value in their work ○ Advance the profession ○ Promote project management education and PMI certification to the community - Purposes <ul style="list-style-type: none"> ○ Speaker Series: Develop inventory of professional speakers to deliver quality, relevant project management project management programming to members and the community for value-added monthly, marquee and virtual events ○ Dinner Meetings: Hold monthly marquee Chapter networking event highlighting prominent project management topic. Facilitate professional networking. Create opportunities for members to earn PDUs. Introduce the profession to new members. ○ Chapter Roundtables: Create opportunities for project managers and those new to the PM profession to network, learn about the Chapter, and discuss PM topics of interest. ○ International PM Day: Annual marquee one-day Chapter conference highlighting popular and effective project management practices and topics with numerous speaker session tracks, break-out sessions. Well-known marquee sponsors and keynote speakers in attendance.

<p>Committee Report Community Relations Bill Dominguez</p>	<ul style="list-style-type: none"> - Org Chart overview of Directors and Key Volunteer positions reviewing roles and responsibilities alignment of interests with program development <ul style="list-style-type: none"> o Marlana with PR, Not for Profit, Green, Social Responsibility o Elaine with Corporate and Educational relationship building o Open Director position for Special Projects - Major areas of focus for coming year includes <ul style="list-style-type: none"> o Customer Relationship Management o Strategic alliances such as with Microsoft o PM Frameworks like Agile, Lean SixSigma o Sister Chapters - Accomplishments <ul style="list-style-type: none"> o New annual sponsorships with UCBX and cPrime o Recognized combined annual revenue of \$25K for 2010 o First Job Fair in DEC and now Career Central in May 2010 - Upcoming projects <ul style="list-style-type: none"> o CRM Prototype on track for deployment in May o Green Chapter presentation for Region 7 o Starting Sustainability 2011 due diligence o Grow NPO partnerships with sustainable community projects o Develop a Green PM curriculum end of Q2 o Recruiting for Director of Special Events o Open Volunteers for Research Analyst, VIP Concierge and Communications Analyst
<p>Other Topics</p> <p>Action: KZ – Transitioning Ops Manual project from Christine Bachman and requires Board support and input.</p>	<p>At Region 7 conference - Chapter leaders are expected to represent chapter, committee, do networking and do cross-training – write a report of your experience for newsletter</p> <p>Tony said PMI/GOC will send survey to all chapter members, generic satisfaction survey and we did own local chapter survey went out same time - need to coordinate better and not hit members at the same time with 2 surveys</p> <p>GOC mission is that organizations recognize part PMs play in their development</p> <p>Kimi said we’re in violation of Bylaws by not having a current Operations Manual, all board members need to respond in a timely manner to her process requests. All VP’s are requested to designate 3 job descriptions and 3 processes for preliminary focus. These designations are requested from the VP’s by the 20th of April in email to Kimi.</p> <p>Bill suggested board includes “green” signature on emails – as the green chapter</p>
<p>Board Meeting Discussions</p>	<p>Present: Ray Ju, Tony Appleby (early departure) Natalia Boyadjiev, Bill Dominquez, Catherine DuPont (early departure), Jodi Berry (in place of JP), Kimi Hirotsu Ziemski</p> <p>Items remaining for vote:</p> <p>Approval of March board meeting minutes: Passed unanimously</p>

<p>Action - NB, Write up one page summary of the Affiniscap recommendation with cost breakdown</p> <p>Action -BD develop a project plan showing milestones of evaluation period and deliverables</p> <p>Action – KZ to work with Ray to document changes to LIM and Conference Policy.</p>	<p>New items:</p> <ul style="list-style-type: none"> - NB: Website redesign commitment must be articulated and supported to go forward Look n’ Feel \$2000, Newsletter \$1500 and TBD for the Nice to Haves - Passed with one abstain (Jodi Berry, representing Finance) - BD: Use of Salesforce for CRM evaluation. Estimated cost: \$25 a seat \$75 per month - Passed <p>Confirmation of date for Volunteer Recognition event: 5 May @ Sam’s for current volunteers Action item: All VP’s and appropriate directors to get names and contact information to Operations so that invitations can be sent out.</p> <p>Process documented of LIM and Conference Attendance Policy for supported presentation approval submitted by KhZ with an invitation for comments, amendments from board. Comments to be integrated into final process for inclusion in the Operations Manual.</p> <p>Ray requested that all board members work towards participating in at least one roundtable on a regular basis.</p>
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