

PMI | SF-BAC Board Meeting Minutes | 9 June 2010

Attended: Ray Ju, Bill Dominquez, JP Zingmark, Neal Cronin, Kiran Darsha, Tony Appleby, Ingrid Linn, Natalia Boyadjiev, Catherine Dupont.

Action Items & Status

Date	Person	Action	Date Due
12-May	Giri, Catherine	Check with Mark and Ralph on the contract and confirmation of Neal Whitten as the IPM Day keynote. ➤ JP HAS A VERSION TO REVIEW	IN PROGRESS
12-May	Ingrid	Post most current version of Event Form with added field for requesting Google Ad Ware to Basecamp. ➤ New volunteer in Professional Development so in process	IN PROGRESS
12-May	Giri, Catherine	Talk with Muzzafar and Dhiraj about the need for two live sessions for Sister Chapter Webinars. ➤ Covered one session / Oracle in July	IN PROGRESS
12-May	Giri, Catherine	Review the length of the Professional Development tab on home page header with team and give feedback to Ingrid. ➤ Ingrid to discuss with Catherine off line	IN PROGRESS
12-May	Bill	Coordinate with Lois to schedule an EPM webinar for Leadership Team. ➤ Bill will do w/c June 7	IN PROGRESS
12-May	Marina, Natalia	Contact Affiniscape to inquire of options to meet July 10th PCI compliance for credit card transactions and coordinate with JP by 5/21.	IN PROGRESS
12-May	All BOD	July 24 suggested for Q3 Strategic Board meeting – board members should let Ray know if this dates works for them. ➤ Ray looking at locations, will circulate ideas. ○ New Library at Downtown Walnut Creek ○ SF State Downtown Campus, 835 Market	IN PROGRESS
12-May	Bill	Research and collect content for marketing collateral and coordinate with Operations for production.	IN PROGRESS
9-June	Catherine	Ingrid requested from Professional Development location of June breakfast meeting- Catherine will provide to Ingrid.	By 6/11
9-June	Ray	Ray to get info to Ingrid on PDUs for Diversity SIG Webinar	By 6/11
9-June	Catherine	Catherine will distribute proposal/deck to board by 6/20 of Dinner Meeting continuous improvement ideas after the Professional Development meeting on 6/12.	By 6/20
9-June	Bill, Catherine	Bill will follow up with Catherine to work with her and Tim Koss in Professional Development to develop appropriate collateral for her outreach.	By 6/25

9-June	ALL VPs	Ingrid needs website content and updates from VPs by June 30 th – she'll send out list of pages that need to be updated/populated	By 6/30
9-June	Catherine	Provide Bill with bulleted list of requirements for Neil Whitton's workshop.	By 6/30
9-June	Catherine	Catherine will ask Sharawn if she wants to speak with vendors – Bill said to include Kimi in discussion as it may impact a lot of relationships.	By 6/30
9-June	JP	JP will check budget to see if the Affiniscap conference has been approved for this year.	By 6/30
9-June	Natalia, Bill	Talk offline about potential PMO LIG location	By 6/30
9-June	Catherine	Professional Development Team to provide overview at July 21, Walnut Creek dinner meeting	By 7/21

Meeting Minutes

Topic	Discussion
Review/approval May minutes	Natalia called for a vote to approve the May meeting minutes, seconded by Bill – all in favor with Ray and JP. Minutes approved.
Status Reports Finance – JP / Kiran	<p>May financial result was \$1.5k positive, good result compared to previous month.</p> <p>New telecom provider for group conferencing through relationship with Affiniscap. Directors see your VP to ensure you're using latest provider, TBG.</p> <p>Website project – Finance has signed agreement Operations was looking for – gives us leeway to move forward with the project.</p>
Community Relations – Bill	<p>We have some work to do with process on setting expectations with sponsors to eliminate any issues that may arise – taking steps to address – working with CPrime already.</p> <p>Green blog now live – encouraged everyone to share the link.</p> <p>Had a successful Career Central job fair – looking at what we'll be doing rest of year.</p> <p>JP asked about Mindjet – Bill met with them and there are some big opportunities – we need to be sensitive to their bringing their sales team to our dinner meeting – want to make sure we show up and deliver an outstanding dinner meeting – show we're a professional organization – he said we might be negotiation in-kind sponsorship – we'll be able to use this pitch to model our pitch to other orgs.</p> <p>JP asked if there will be product incentives and Bill said yes – and taking some time to put it together.</p> <p>Bill will provide proposal to board to review before presented.</p> <p>Catherine said we're looking for sponsors for joint dinner meeting- she asked if CPrime or UCB were on board yet – or if Mindjet would be interested – Bill said she should work directly with Elaine.</p>
Operations - Natalia	Started the PMO LIG meetings – she needs help with space where they should meet – they have 10 people in their group and want to alternate SF and Oakland for monthly member meetings.

	<p>Bill asked if we're going to go to our partners, they'll want to know what they're getting out of it.</p> <p>Natalia said we need volunteers for the team – trying to integrate in Affiniscape so easier to manage open positions, etc. Need a director of volunteers.</p> <p>Team needs to create Volunteers Handbook – modeling after Phoenix, they do orientation calls for volunteers and volunteer leaders. Would also like a Volunteers Corner on website.</p> <p>Commended Ingrid for how much work she put in and got done this month. 😊</p>
<p>Communications - Ingrid</p>	<p>Reinstated some volunteers to handle social networking.</p> <p>Adword campaign for career fair – campaign results we invested \$112 and the ad was shown to all 124,000 people – we pay for click-throughs – remember money we invested is directly related to click-throughs. 11.3% of registrants came directly from campaign. 80+ of these were not previously connected to PMI so this shows ad outreach was effective in reaching new people.</p> <p>Worked with Neal on brochure and welcome package for new members – idea is to send as hard copy with signed letter</p> <p>Tony said there are studies that printed collateral goes a long way toward positioning PMI at point of entry as a professional organization.</p> <p>Ray said a lot of mail comes back “address unknown” – so be sure database is updated.</p> <p>Cenk (pronounced Jenk) is the database manager who reports to Neal. Neal said we'll publish in the newsletter some stats on how many new members we get each month.</p> <p>Bill said we need to be clear what the brochures are being used for – maybe can post PDFs on the website.</p> <p>JP asked for a proposal before releasing funds – include quantity to print, to mail, purpose, plan.</p> <p>Natalia said everyone worked on this project and now we're getting stuck in gate-keeping – asked why we can't get a decision now – can we be more agile about making decisions as a board so things don't get stuck in decision-making process. JP reiterated would like to see a marketing plan these projects tie into – not prepared to make a decision right here and now.</p> <p>Bill said we have erroneous and incorrect info out in the marketplace – it's important that we have collateral that reflects who we are, timely and is professional. For instance, if Mindjet goes on our website today, they'll get a skewed picture of our chapter. He proposed another brochure that will go to prospects, for new members and their guests at dinner meetings and events – including other events we attend to represent our chapter. This one will not be mailed. It's an updated version of what currently exists but is out-of-date.</p> <p>Ingrid's brochure is a mailer with a letter from Ray and from Neal – going to new members only as a welcome package – print minimum 500 is most cost effective.</p> <p>JP asked if any stakeholders have reviewed and approved these two brochures – Ingrid and Neal said they have.</p> <p>JP said given this info and clarification, we definitely have the funds to support both of these brochures.</p>

	<p>Catherine asked if there's something Community Relations can create that speaks to project management tools – Tony said there's a portal you can tap into – Catherine said what she's seen doesn't really speak to the value to end-user – Tony said electronic files can be tailored to include benefits. Catherine said she's working with some partners on events and would like to work with Community Relations and Communications to go over what's available and can be tailored. Bill said there are things on the docket to be addressed and updated.</p> <p>Ingrid said JP signed contract for website upgrade. She'll be in Germany in August so she wants to have as much done as possible – said it's a great opportunity for everyone to help improve content on the site – asked everyone to submit ideas – she can do the framework but everyone needs to provide content to populate.</p>
<p>Membership- Neal</p>	<p>Next several months will be “database” months – he and Natalia are working with Cenk and VP of IT to discuss October LIM to synchronize all data coming from GOC database so any user who wants to access data can go to local chapter database and get the data – link will be transparent – will be helpful for members recruiting new members.</p> <p>Neal will start working with various teams to look at the DEP to review resource and define how best to use it – how can we use technology to give us accurate and timely data to make better decisions so we can serve our members better?</p> <p>Natalia is taking class in Enterprise Architecture – she has chosen our chapter as a company for her class project.</p> <p>Neal handed out sample new member welcome packets – what's missing is a letter from Director of Membership along the lines of “this is why you joined PMI – this is what you'll get...”</p> <p>Kiran said we could send a CD with all the brochures to save paper and be “green.”</p> <p>Bill and Ray said go ahead and get out what you have – keep it simple – can look at alternatives as you progress</p> <p>Bill said instead of mailing right away, bring the packets to the dinner meeting next week and hand out – those who don't attend can then be mailed to.</p> <p>Neal said advantage of analyzing data is that it helps us define who else is out there, what's the potential market and what are their demographics – Bill said this data is hidden inside the DEP and we can probably mine that for some great intelligence.</p>
<p>Professional Development - Catherine</p>	<p>Created a contract compliance department to synch up provisions of contract of what teams need to do to keep in compliance.</p> <p>Met with Community Relations re sponsor acquisition, changing dinner meeting format, standardizing sponsor packages. One speaker wants to sell her book but there's a strong feeling we shouldn't give away a \$500 table – looking at how to make packages scalable – Bill said this already exists, tables are \$500 full stop so if a speaker wants to sell something, they can take a table – Tony said we've done this in the past but we can say it's a conflict of interest with our other sponsors – Tony said the speaker might be disappointed but would probably be fine with that.</p> <p>Career development has restarted their second Saturdays with their job seekers group.</p> <p>IPM day - Neal Whitton as afternoon keynote – Michelle Labrose as morning speaker.</p>

	<p>Thinking of doing a proposal for a luncheon speaker – a former Apprentice personality – could be a good draw for sponsors – going to vet this out some more.</p> <p>Bill said feedback from sponsors is that they want to walk away with business, not just getting PR – they want to know who the attendees are and what they get out of it.</p> <p>Brainstorm event in late June – we have two tickets to raffle off \$500 value – another couple of tix to raffle off to volunteers and board – info coming.</p> <p>Confirmed speaker from Oracle for sister chapter.</p> <p>Green project management seminar has a Finance Analyst, Parwal Karpala available.</p> <p>Kimi giving experimental one-day seminar – proposal being drawn up.</p> <p>Offsite this Saturday to discuss dinner meeting topics, dates, format – planning one of these every quarter.</p> <p>What is process for getting PG&E auditorium for Neal Whitton’s workshop – Bill said it’s \$6k, Catherine said it’s \$25. JP said he doesn’t think we paid for the room because it was hosted by PG&E – Tony suggested if PG&E wants to charge, maybe we can negotiate free seats for their staff. Catherine also asked about GAP auditorium – Bill said they wouldn’t give it up for the whole day. Neal will give \$1k back to chapter if we get a minimum of 100 people. Tony suggested checking out Kaiser auditorium in Oakland. Date is Friday November 5th – wants refreshments. Bill asked for a bulleted list of requirements for the event.</p> <p>Anticipated shortfall from platinum sponsorship – Bill suggested opening up the side for possible \$3k sponsor.</p> <p>Catherine asked about tiers of sponsor and revenue packages, maybe list them on the website – Tony said mention it on Second Saturdays.</p> <p>Catherine is looking for a Deputy VP, Giri has stepped down and also for Director Speaker Development (Rosanna has resigned)</p>
<p>President’s Report - Ray</p>	<p>Tony and Ray spoke with Gary Goldstein from GOC – wants to have Seminars World in 2011 in San Francisco. Might be able to leverage for a NorCal Professional Development Day.</p> <p>Diversity webinar on June 24 Multi-Generational teams and effect on project management – PDUs available.</p> <p>We will have an info booth AUG 12-15 in SF for PMI for National Association of Asian American Professional organization – market Diversity SIG and PMI in general – can use new brochures.</p> <p>Congrats to Natalia and Catherine on their professional transitions – Catherine back at Kaiser working as project manager with architecture and infrastructure teams on compliance –Natalia starting with Sitecore a European technology company in Marin as technical project manager working with teams around the world.</p> <p>Congrats to Bill who received his PMP yesterday – volunteered to write about his experience for the next newsletter due on 6/25.</p> <p>Congrats to Ingrid on becoming an American citizen.</p> <p>Thanks to Ingrid for profiling board members on the website.</p>

<p>Dinner meeting continuous improvement</p>	<p>Bill said takeaway is that we need a group to focus on dinner meetings and meet regularly to come up with an action plan – would probably need some additional resources to implement some of the ideas. Catherine said her team has already been meeting on this topic and invited others to join their call – their discussion culminates this weekend and she'll present her deck to board for discussion/approval.</p> <p>Neal distributed stats on dinner meeting attendance.</p> <p>Tony said some comments sound actionable, like AV issues.</p> <p>Bill said 71% support sponsor demographics – people who need to get their PMP.</p> <p>Tony said we have done lower cost meetings, ie restaurants in Oakland. Kiran asked if it's feasible to have meetings in East Bay or South Bay – Catherine said August meeting is in Fremont so we can measure that. Catherine asked if we can set up a secure carpool program.</p> <p>Neal will start correlating month-by-month to get a better idea of what works and what doesn't. Ray will include this as standard agenda topic for monthly board meetings – summary of survey results.</p> <p>Kiran asked if we've ever had events on weekends – Tony said we've asked members preferred day of the week and it's historically been Tues/Weds/Thurs.</p> <p>Neal commented the April "Lean & Green" presentation – people turned off with her being "opinionated" – need to convey to presenters some "do's and don'ts" of how we like to present to our members. Tony said we're being more rigorous about vetting speakers. Catherine said we're open to having Board suggest speakers.</p> <p>Neal said he'd like to see responsibilities spread more evenly across other teams – Natalia said it's traditionally been Membership's responsibility so perhaps he needs to get more resources – Neal said it's more about "ownership" and what it means to be part of the dinner meeting process so everyone's on the same page. Tony said there's an historical basis for how responsibilities ended up with Membership but that doesn't mean it can't evolve. Tony suggested getting a volunteer and training them in the process, and then handing them off to Carolyn's team. Ray said no matter the event and who's the project leader, but we still need all teams on board to support the event and be engaged and willing to pitch in and help.</p>
<p>Other Business</p>	<p>Catherine proposed purchasing Giving Tree gift cards for speakers @ \$50 as honorariums – 12 for IPM day and 5 for dinner meetings for rest of year – JP approves motion – board voted unanimously.</p>
	<p>Ingrid has to go to Affiniscape conference – JP said he doesn't think it's in the budget for 2010 – she needs to know in next 10 days. Natalia said it's important for someone to get the training.</p> <p>Ingrid would like to connect with sister chapter in Germany on her upcoming trip. Natalia suggested she speak with Diraj and Muzzafar.</p>

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