

PMI SF Bay Area Chapter Board Meeting Minutes | 12 May 2010

Attended: Ray Ju, Marina Yurkovskaya, Ingrid Linn, Bill Dominquez, JP Zingmark, Neal Cronin, Giri Singaraju, Ravi Rao, Natalia Boyadjiev (call-in), Tony Appleby (call-in), Elaine Law (call-in)

AGENDA

1. Approval of April, Strategic Planning Meeting Minutes
 - a. Action Items
 - b. Operations Manual
2. Volunteer Team, May 5th Recognition Celebration
3. New Team faces in new places
4. Quick status of Chartered / MOU projects
 - a. Career Fair, MAY
 - b. Joint Silicon Valley Dinner Meeting, AUG
 - c. Green PG&E, SEP
 - d. IPM Day, NOV
 - e. Sister Chapters
5. LIM conference attendance and presentation selection process
 - a. Region 7 Ahas and Ohnos
 - b. Budget
 - c. Selection Criteria
 - d. June 6 deadline to submit to Gil Marder for Washington DC
6. Dinner meeting discussion continuous improvement
 - a. Format
 - b. Speakers
 - c. Sponsors
 - d. Lessons Learned / Retrospectives
7. Marketing collateral materials
8. Calendar Look Ahead
 - a. 30-60-90 Day Milestones and Key Events
 - b. July 24, Q3 Strategic Planning Session / Board Meeting
9. Presidents Call – Region 7 financial assistance for smaller host Chapters
10. Open Discussion
11. Review New Action Items

TOPIC	DISCUSSION
	<p>Ray asked if everyone got meeting minutes and follow-up from last month's meeting.</p> <p>Tony explained point of process for ensuring we have a quorum of voting members, followed by approval of minutes.</p> <p>April Strategic Planning minutes approved with corrections:</p> <ol style="list-style-type: none"> 1. Correct spelling of Marina's surname: Yurkovskaya 2. On pg. 9, correct newsletter budget amount to \$1500 (not \$1,000)
Community Relations Committee	<p>Career Fair:</p> <p>Elaine reported as of May 10 sponsors are 12 firms with apx 30 attendees.</p> <p>Effective May 10 four confirmed vendors – still 2 slots to fill, deals being discussed right now.</p> <p>Registered all the recruiters, needs to register remaining volunteers.</p>

	<p>Phone call training on Friday for vendors re logistics, phone call training on Monday for volunteer logistics.</p> <p>There will be a PMI table at event and PMI mentorship.</p> <p>Ingrid asked if there's a space for social media and Elaine confirmed yes.</p> <p>Still needs 2 significant volunteers for early shift – it's a challenge for them to get out of work early to be there for 3:30, but we really need them – and then they can interview for free in the next shift.</p> <p>Bill said we need at least two more volunteers in time for the Monday conference call to make this work.</p>
	<p>Bill recommended we need a new way of doing member surveys because of low response rate. Bill asked for a task force to assess the process as it's not currently serving us.</p>
Finance Committee Report	<p>JP reported his team is working through P&L.</p> <p>Learned recently about compliance issues with credit card process – Karen and Jody being assigned, will probably take 2 months to rectify issues and document.</p> <p>JP asked about Events Submission form status – Ingrid said there's a version on Basecamp but Katarina is working on revision – what project is it under in Basecamp?</p> <p>Ingrid said there's a short form which can be done upon signing – then a there's a follow-up form that goes out 10-15 days after signing.</p> <p>JP asked about volunteer obligation forms - Natalia said it's not quite finished yet.</p> <p>JP asked about document migration process – seems like there are some issues with EPM about confidentiality.</p> <p>Ingrid asked about security level for credit card process on website</p> <p>Natalia said there's regulation that every company takes CC online should be PCI- compliant – some vendors are set up to handle the compliance issue.</p> <p>Ingrid asked about Google Adword budget – she said we have only few events for which it's useful to use Google Adword campaign, but wants to make sure service is being used appropriately with enough money to use it efficiently.</p> <p>JP suggested there be a plan submitted that explains what's needed and over what time period – need to better assess what's in the pipeline and marketing plan – he's not going to top up the balance just because it's running low.</p> <p>Ingrid will put out a “cheat sheet” how to set up and use Google Adwords efficiently and measure the value/ROI.</p> <p>Bill said for the career fair we've done everything we have the tools to do but somehow registrations are not coming through.</p> <p>JP said the effort needs to be quantifiable and the results measurable.</p> <p>Bill recommended we put \$100 in the kitty and Ingrid will use \$10 per day over next 6 days for career fair – whatever's left can be used for next event.</p>
	<p>Giri asked for clarification on webinar if it has to be live – feedback he's getting is it's not fair to ask speakers to do twice live –</p> <p>Natalia said Wash DC team shared that twice-live worked very well for them because of time differences.</p> <p>Bill said green management topic was what drove the DC type of event, can't compare apples to oranges.</p> <p>Giri said we are searching for speakers who fit into the approved topics.</p>

	<p>Natalia said he should work with Dhiraj.</p> <p>Ingrid said Professional Development has a tab on the homepage – she wants to shorten it and asked Giri for suggestions how to shorten the name, maybe “career”.</p> <p>JP asked for status on agreements that might be outstanding – wants to make sure there are no agreements in limbo.</p> <p>Ray said Katherine is looking at potential conferences and has circulated contracts for JP’s review – asked Giri to see where those stand.</p> <p>Tony said Mark and Ralph are doing a bang-up job – each team might want to consider doing a one-on-one with them to make sure they have all of their concerns being addressed.</p>
<p>Operations Committee Report</p>	<p>Marina said ops team has accomplished a lot – their inter- and intra-team communications are working very well – monthly leadership conference call – has an initiative going for collecting Volunteer Obligation forms.</p> <p>Four team members at Region 7 meeting – very successful.</p> <p>Need to better understand EPM as it’s going to be an important part of operations for everyone’s sake – need to know more about training – it’s important to have our records safe and want to ensure everyone agrees and offers recommendations to make sure we have the right approach and migration from Sharepoint to PM.</p> <p>Bill said EPM live offers a “mission critical” server – as a chapter PMI is gifted with 100 seats that sits on top of Sharepoint.</p> <p>At Region 7 we discovered that Sacramento uses this service exclusively to run their business – Bill has spoken with their President, Laura who connected them with Lois to share best practices, and schedule training for us. Once there’s a comfort level and expertise - this needs to sit in Operations and get Bill out of it – Bill suggested Ops become more involved now to take on further facilitation.</p> <p>Natalia said there are still questions about how we plan to use the tool – Bill said EPM is sitting on Sharepoint which has multiple levels of security which limits access by unwanted parties – Bill wants Lois to demonstrate the process and better understand the product – product is used by some of the largest companies in the world.</p> <p>Ingrid said we need to be clear what exactly what we want to use it for. Bill suggested we come up with the points of what we want it to do, and find out if our needs can be met in a secure way.</p>
<p>Communications Committee Report</p>	<p>Ingrid reported we have a new FB and LinkedIn manager – newsletter volunteer – team works very well together but has some time constraints, apologized newsletter is late this month.</p> <p>Ray said there’s some time sensitivity, especially with sponsorships.</p> <p>Ingrid said they’re adding two new sections – Green and HR – thinking of adding blogs for these topics.</p> <p>Homepage has some available space and Ray suggested an outreach question for membership – Ingrid working with Membership to come up with one targeted question, ie “would you recommend our chapter to your friends?” She’s hoping in six months we’d be able to see if this improves impression.</p> <p>Ray said having metrics in place is important.</p> <p>JP asked if login can move – Ingrid said we can do that with the redesign – she said we can do widget placements ourselves.</p> <p>JP asked if the “question” is for members only or open for everyone – if they’re not affiliated with the chapter why would we care about their answer – might be more meaningful if it’s just posed to members. Ray said let’s just see what the response is like – Marina suggested attaching some kind of criteria with a field they have to answer to qualify (ie, are you a project manager).</p>

	<p>Bill said maybe if they fill out a form they become eligible for a drawing for a free dinner meeting – have to be existing member, we draw one winner per month - need to incentivize for responses.</p> <p>Neal working on dinner meetings to build relational database with surveys – querying the data and coming up with metrics to measure whether or not what we’re providing is working to build membership – also to identify demographics and what methods they prefer for communication, ie social media, etc.</p> <p>Tony said we see the same people over and over again – how to bring in new people – suggested the membership survey from last year might be helpful – what is it you’re trying to determine and what resources are you using to get the information to best assess</p> <p>Bill said we discussed how to change the format of the dinner meetings to attract more members and new members. Suggested each team look at the business today and determine where we want to go and what we want to achieve. We’re still getting 100 people but sponsors not wanting to continue sponsoring.</p> <p>Marina – volunteer appreciation event was a great success.</p>
LIM Conference	<p>Ray said we were well represented at Region 7 conference – LIM conference is in Wash DC in October – let’s look at opportunities to carry our message forward –</p> <p>Four goals:</p> <ol style="list-style-type: none"> 1) Meet needs of our members 2) Provide more diverse offerings 3) Increase brand awareness and avoid commoditization 4) Increase level of collaboration with other organizations <p>In just 42 days with our new board we’re already seeing progress with these goals – as we continue to plan and execute please keep these goals in mind.</p> <p>At LIM:</p> <ul style="list-style-type: none"> - Budget 2009/2010 – guidelines for what we can spend and what’s the ROI - Selection criteria – topic areas governance vs leadership – SFBAC vetting and approval - June 6 deadline to submit our presentation to Gil Marder – abstract/bio/8-week notification <p>Tony said we have an established policy subject to board approval – travel/attending is not inexpensive so want to make sure dollars are well-spent.</p> <p>JP said attendance is reserved to VP and deputy-level – last year we said each group would send two people regardless of level – suggested we have a submission and review process to choose – we need to make some revisions to the policy to be more clear about this process.</p> <p>Bill said attendees have already been chosen and invited to attend this year’s event based on President, Past President, VPs and Deputy VPs for a total of 10 attendees. Anymore would have to be discussed and voted by the Board.</p> <p>The following are interested in making presentations at the LIM</p> <ul style="list-style-type: none"> - Ingrid/Natalia, Social Media - Tony, Chapter Maturity - Dhiraj, Sister Chapters - Neal, Leadership and Technology Tools - Marlena, Green and Sustainability <p>Tony said the business value to the chapter needs to be a point of consideration.</p> <p>Ray said Kimi has put together a process to review and approve potential presentations to ensure they match up with our four goals and represent the chapter appropriately. Gil Marder is final word on whether presentations are accepted, and then we allocate the funds for the representatives to attend.</p>

	<p>JP would like to see more criteria to determine if the presentations have enough substance and are good enough to submit, ie consistent with our business objectives.</p> <p>Criteria:</p> <ul style="list-style-type: none"> - Focused topic - Member business value - Aligned with goals and strategy - Presenter’s commitment to chapter (honing talent and providing opportunities for growth) <p>Bill said the vetting is done by Gil – JP said by reviewing the abstracts on our end we can set them up for success when they get to Gil.</p> <p>Neal asked if there will be feedback from the board on the abstracts so they can continue to refine them – Bill said if they meet the criteria, we owe it to the presenters to submit to Gil and not get into a lot of specific feedback.</p> <p>Tony said it’s incumbent on the board to ensure the quality reflects well on the chapter. We want to ensure that we’re sharing our experience and providing value to the other attendees – if we think it’s of value, let’s put it before Gil and let him determine what goes and what doesn’t.</p> <p>Tony said we should consider ourselves leaders, it’s a wonderful opportunity to learn from mistakes and successes.</p> <p>JP asked why are we spending money to send people to LIM when we have thousands of members here we can be presenting to – especially to recruit new members.</p> <p>Marina said there could be various levels of participation, ie gaining certification points for presenting.</p> <p>JP said he’d like us to submit 2-3 to Gil right away – some are already done whereas others are still in development, which will be Ingrid/Natalia, Tony and Marlena.</p> <p>Bill suggested we meet offline to really look at our business ecosystem and assess where we’re spending money efficiently and where we’re not.</p>
	<p>Ingrid invited teams to submit ideas to her about what they would like to have updated on the website.</p>
	<p>Bill wants to put together a package of marketing materials that each board member and team can carry in their cars and have available to hand out.</p>
	<p>JP asked status of Marketing Plan – Bill said it was presented.</p>
OTHER ITEMS	<p>Ray asked everyone to submit updates for the Calendar.</p> <p>President’s call – Northern Nevada is a small chapter hosting 2011 Region 7 meeting – it was suggested we help out smaller chapters with a “chapter assistance fund” – based on number of chapter members, ie \$1 per member.</p> <p>Tony said this was done before but chapters were reimbursed if enough revenue was generated to do so.</p> <p>JP suggested other chapters share their lessons learned from previous Region 7 meetings. Also suggested there be a template/model for how these events should be produced and presented.</p> <p>Marina said there may already be such a template in place from national and/or global events.</p> <p>Ingrid asked if we have a mascot ... Ray said we have a logo with GG bridge but not a mascot – need to look at what avatar would best represent.</p>

Action Items

Person	Action	Date Due
Ingrid	Board approves moving forward for Google Ad Ware for May 20, Career Central of \$60-100, start ads 5/13.	13 May
Ray	Make corrections on April Meeting Minutes per Marina for her last name "Yurkovsky" and the cost of Affiniscape newsletter module upgrade to \$1500.	15 May
Ray	Transcribe and distribute May Meeting Minutes with Sophie to Leadership Team.	17 May
Giri, Catherine	Check with Mark and Ralph on the contract and confirmation of Neal Whitten as the IPM Day keynote.	17 May
Ingrid	Post most current version of Event Form with added field for requesting Google Ad Ware to Basecamp.	17 May
Neal, Dhiraj	Send abstracts of Washington DC presentations to Ray to circulate to Board for vetting and comments by 5/17.	17 May
Tony	Post latest Membership Survey to Basecamp for viewing and usage by Leadership Team.	19 May
Giri, Catherine	Talk with Muzzafar and Dhiraj about the need for two live sessions for Sister Chapter Webinars.	19 May
Giri, Catherine	Review the length of the Professional Development tab on home page header with team and give feedback to Ingrid.	19 May
Bill	Coordinate with Lois to schedule an EPM webinar for Leadership Team.	19 May
Marina, Natalia	Post most current version of Volunteer Obligation Form to Basecamp and in appropriate ownership area by 5/19.	19 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.	21 May
All BOD	July 24 suggested for Q3 Strategic Board meeting – board members should let Ray know if this dates works for them.	28 May
Giri, Catherine	Provide a list to JP of the various contracts and agreements being initiated or in review by Professional Development.	28 May
Bill	Research and collect content for marketing collateral and coordinate with Operations for production.	28 May
Ingrid/Natalia, Tony, Marlena	Submit your abstracts to Gil Marder for Washington DC LIM consideration by 5/28.	28 May
Catherine/Giri, Bill, JP, Natalia/Marina	Update Calendar spreadsheet with upcoming activities for next 90-days through July 2010 and send to Ray by 5/28.	28 May
Ray	Table "Dinner Meeting Continuous Improvement" topic to the next June 9, Board Meeting and put on Agenda.	4 June
Neal	Data mine the dinner survey results from March and April for a summary report for June Board meeting by 6/4.	4 June