**American Academy of Certified Public Managers® (AACPM)**

**Board of Directors Teleconference Meeting**

**June 14, 2021**

1. Call to Order (9 a.m. MST)
2. Roll Call
3. Board Members Present:

Jana Huffaker, President Elect

Dennis Martino, Past President

Tracy Watterson, Education Chair

Debbie Smith, Treasurer

Becky Bryant, Membership Chair

1. Also Present:

Patty Morgan, AACPM Administrator

1. Board Members Absent:

Gregory Hyland, President

Amber Ortiz, Secretary

1. Continuing Business
   1. Review of Minutes of Last Meetings (Debbie)
      1. June 14, 2021, Board Meeting. Becky had a few changes to the May minutes. Made motion to move review and vote via email. Approved by consensus.
   2. Review Treasurer’s Report (Debbie)
      1. Debbie provided the balance and advised the Board of transactions for annual Board liability policy.
      2. Did get Bank of America to Jana. Jana responded that she mailed the signed documents at the beginning of June. Debbie will follow up with Greg.
      3. Wilkinson scholarship received. Passed along for Education Foundation vote. Wants to notify applicant by end of June 2021.
      4. Conference coming this fall. We need to decide if we have any Board approved travel for later discussion in the meeting. On new business agenda.
         1. Becky moved to place the Treasurer’s Report on file for audit. There were a couple of changes and Debbie emailed out the corrected report. Seconded by Dennis. A vote was taken, all were in favor, the motion carried.
   3. Membership Report (Becky and Patty)
      1. Member invoices & communications (Jana)
         1. Becky reported 121 paid members. Jana asked if there was anything we wanted to do for those who have not renewed, like a freebie. Debbie responded that this has not worked in the past. Jana asked should we focus on new folks rather than renewal? Becky said that is her idea.
         2. We have 15 states represented, with many states with only one or two members. Outreach to program managers or people in those states to work with AACPM to reach out to graduates. Form formal state society or ideas that they have to increase membership in those states.
         3. Dennis contacting NH contacts. Explained NH events and that those members pay $15.00 and are happy with what they get. Suggested we sell the national connection. How do program directors present the alumni opportunities? Changes in what folks might want. Rather than an annual meeting for $50 + travel isn’t quite what people want. Tracy said that she had received flyer from another program upon enrollment. Suggested a common letter or short video for new enrolling CPM participants. A united front. Jana loved idea to do a video on AACPM website, and welcome, and graduation proclamation. Multiple venues of outreach.
         4. Jana asked if we had a nominee for the Communication Chair.
         5. Patty said new people get a welcome letter. Similar letter to those who cancel? Welcome back? Liked idea of video message to embed in newsletter and put in website.
         6. Debbie and Dennis agree that this is a good gesture. Becky has a good relationship with her state and speaks at graduation and orientation. She was invited along with local society president. Signed up new members during class time. Dennis said Jana and I teach in the program and can speak. Will other program managers allow us to speak to new program and graduates?
         7. Dennis asked Becky if she was going to attend the annual meeting. Becky said at this time she is. Dennis suggested he, Jana, and Becky get a few minutes in front of Consortium and pitch 1) each group is stronger if pulling in same direction (2) we can strengthen both programs is to get messages out. Program managers would probably be willing to share this outreach.
         8. Jana asked what service can we provide? Patty and Jana were talking that AACPM could offer a new job board. If we looked into getting people and giving them reasons to value membership. Can we look into this? Thoughts?
         9. Becky suggested if we ask for permission to link to other state job announcements. Dennis said he could get it. Can we provide those links? We wouldn’t have to create our own. Becky asked Dennis if ASPA has a job board? Can we allow our members access to that? Dennis said their job board might not be up to date rather than linking to current postings. Dennis said it is worth checking with Karen, Phillip, and Bill Shields.
         10. They weren’t invited to this meeting because of our full agenda. Becky asked Patty her thoughts on having links. Patty said we can integrate however we want using an RSS feed. Other sites put the info together and then we embed the search onto our site.
         11. Dennis said in his experience, this would be beneficial for folks to access. Jana asked Dennis if he could check in his area and asked Patty what she needs. Patty is going to put together some information for the Board.
   4. Education Chair Report (Tracy)
      1. Provided updates and questions.
      2. Webinar was scheduled for 6/9 and only a few people registered. We cancelled and intend to reschedule. This event was from ASPA, and Philip offered to come to a future meeting. Spoke to TC Adderley- speaker for event.
      3. Another webinar scheduled for this week with Suzanna Davis from VT.
         1. Becky suggested that we announce the speaker and credentials to garner registration. Encourage that we highlight speaker bio with announcement. Tracy reframed that we need a minimum attendance in order to hold the flipped classroom event. Dennis suggested we define the “flipped classroom” for participants. Dennis thought she was going to speak about a specific program. Explain what participants should expect. Tracy thought the information was helpful so she can rework info if needed. How much info do we give, how soon in advance do we give the info? How can we do this moving forward?
      4. Does it make sense to offer summer- June, July, Aug? The Board had discussed this prior but want to problem solve.
         1. Becky said August is vacation time. Maybe not good timing?
         2. Tracy said she can use July and August to plan and share info- write descriptions, etc. Jana said we have been learning as we go so maybe a calendar of events and more planning time for Tracy. Thinks planning would be great. Tracy said that ASPA is working on more ideas, so we don’t have to do it ourselves. Can bring back TC in the fall.
      5. Patty found out that all registrants for Thursday is the Board. Haven’t heard from presenter. Dennis said if summer isn’t good. Would presenter want to be recorded? Post on the website and email out link to members?
         1. Debbie said sometimes it is just the date. Boils down to schedule, availability, and desire to see materials.
         2. Tracy said survey said they wanted interactive, so they planned that for TC. Suzanna might be willing to create a recording for us to use but not sure. Do we write a better description or contact Suzanna? Jana asked Tracy what would be better for Tracy? Debbie suggested at minimum, we move to July. Tracy will reach out to Suzanna and decide. Maybe it moves to September to November. Should we think about December? Board said no.
      6. Dennis reminded us that November is our conference, so we can do a live event.
         1. Tracy asked if she is responsible for conference planning? Dennis said that Programs Chair oversees professional develops. Jana said that the titles are confusing and unclear.
         2. Jana suggested that we do a call for presenters. CDA resort can offer virtual presenters? Jana offered help for Tracy if there are any PD plans.
         3. Do we need to talk strategic plans? Jana said she has a presenter if needed. It can be virtual, so can use a national speaker.
         4. Dennis said he asked Loretta to facilitate Strategic Planning. In AACPM documents, we should be reviewing our plan annually. SOP is so convoluted that it is hard to follow. Should Dennis ask Loretta for help? Need to take time in our meetings to focus our work. We have pivotal issues.
      7. Dennis brought up question about Board travel covered by AACPM.
         1. Asked Board thoughts. Jana said if it helps us plan, great, but doesn’t want to put Board in position to not use money responsibly.
         2. Patty said the AACPM meeting is planned during PD session of Consortium. Jana said she is on the PD planning session so not sure how to navigate that.
         3. Jana asked for input on Board travel. Tracy said that she isn’t sure if she can attend but her agency isn’t going to pay for it. Tracy can attend virtually. Becky said it would be a hardship for her to pay for airfare and lodging. Becky said registration will pay for meals but anything outside that.
         4. Dennis moved that any Board member who wishes to attend will have their expenses reimbursed. Debbie seconded motion; all were in favor.
            1. Dennis had to leave the meeting.
   5. Board Conference ideas
      1. . Jana said for national conference, we can offer strategic planning to the Consortium Board. Patty said we try to combine training need for both sets. Pick training pertinent to both programs and professionals. Jana said maybe not strategic planning but rather ROI of program. How do you remain relevant, value added, and market our programs? AACPM does our planning, but PD is marketing, outreach, ROI. Jana asked for consideration for discussion next month.
      2. Becky said AACPM picked up expenses for the last in-person sessions. AACPM pays for travel expenses and the facilitator “donated” fees through CPM Education Foundation. Jana asked we need to see if the speaker wants to donate speaker fees.
   6. Patty asked about North Carolina membership request.

Becky provided update that NC is waiting to hear back from Board. Becky made motion of behalf of herself and Dennis we move to enter a group members agreement with the NC society for flat fee of $100 plus $25 per person. Agreement is in place for one year and renewable by both parties each year. Open for discussion but felt we should try and see impact. If worked well, offer to active society groups. Each society would have about 70 new members. Debbie clarified that part of the fee would be prorated and sent to the Consortium. Patty said there isn’t much wiggle room in our current database. If we add NC, we have to move to our own website. That is a whole other problem Patty asked if the individual is paying or if the society is paying on their behalf? NC will collect the dues and send the fees to AACPM. Tracy asked if we are getting the money at once? Becky said she thinks we are getting all the money at once. Tracy asked what does this mean for our relationship with ASAP? We pay a flat rate to ASPA of $2500/yr. The number of names we send haven’t been a problem in the past. Becky said she can have a conversation with ASPA. Let’s double check this.

Patty is going to follow up with website capacity. Doesn’t want AACPM to enter into this agreement and create a cost that cannot be covered. Patty recommended we get a commitment of numbers or minimum amount paid in the agreement.

Jana asked if we have a dollar amount to move to new website? Patty will send numbers out to group since we are at our capacity limit of members. Tracy said that as a member, this discrepancy of membership cost needs to be considered. Tracy suggested NC pay the difference. Patty said that any organization agreement could state something like “any organization that has 50 or more members can provide a minimum of (50\*$25)= $1,250- your members can join at a discounted rate of $25 per person.”

Jana suggested we need figure out the numbers before we respond to NC. Asked Patty to give us the minimum numbers- is it 25 members? 50 members? To offset the increased cost of updating to our own website. That will allow us to go better respond. Jana asked Becky to find out what the NC membership numbers are and email the group so Board can decide how to proceed.

Becky said we could offer reduced benefits, but we can discuss that. Jana asked for further numbers.

Jana and Debbie will work on meeting minutes. Becky stated that ASPA agreement ends in July. Recommend any changes with agreement? Renew August 1.Add to July agenda.

1. Adjournment

**Action Items of the AACPM Board of Directors**

**Taken During the**

**June 14, 2021, Meeting**

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| **This action item** | **will be completed by** | **on or before** |
| Follow up with Greg regarding banking signatures | Debbie | Next board meeting |
| Move and vote on May meeting minutes | Board | Next board meeting |
| Ask NCPMC for time to request collaboration with outreach to participants and graduates | Dennis | Annual Meeting |
| Plan Sept-Nov educational opportunities | Tracy and Jana can help | June, July, Aug. |
| Send Board cost needed for website update | Patty | TBD |
| Consider professional development with NCPMC at Nov. meeting | Board | Next board meeting |
| Gather info regarding AACPM website RSS feed for job board for members | Patty | TBD |
| NC membership- total dollars in agreement and when to expect fees (totally annual?) | Becky | Next board meeting |
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