

WSAE AAW Meeting Minutes

Friday, March 22, 2013

9:00 – 10:00 AM CT

Conference Call Line 610.214.0200, PIN 929936#



Call to Order

Members – Chair Dave Baumann, Board Liaison Barb Kachelski, Becky Brandt, Ben Butz, Carrie Falk, Michelle Mason, Kristin Ouweneel, Christine Pepper, Celeste Rom, Mike Theo, Theresa Witham

Absent – Deb Archer, Paul Borawski, Brent Foerster, Rosemary Tenuta, Paul Upchurch

WSAE Staff – Lynda Patterson, Jen Brydges, Laura Portz

I. Old Business

A. Review of Report to WSAE Board of Directors

Kachelski brought the business plan to the forefront to evaluate progress of the task force to date and to look at what is to come. The prior year, 2012, and this year, 2013, focused on the impact of associations. Next year, in 2014, our goals are to launch and to provide ongoing research results.

B. Report of Washington/ASAE Meeting

Ouweneel shared outcomes of a recent meeting with ASAE in Washington. Three key ideas were discussed:

- 1. Power of A : this strategy is mostly built for the national level but there are some state using the ideas for a more statewide or local focus*
- 2. Certification program in association management : different from CAE or other ASAE programming, offers quality education to those already in the industry, also more \$1295 for 27.5 hours, five-day program, expensive since it's an in person course, 200 people have participated, licenses have been given to other companies to offer program*
- 3. Skill set competencies : ASAE did not have any information gathered for anything other than c-level*

II. New Business

A. Task Force Work Group Formation

Baumann shared the outcome of the meeting with ASAE (as above) with the board and the understanding that the work of the task force will be more data driven than previously thought. He identified the four possible work groups described below and invited task force members to join.

i. Survey development: being data driven

Baumann is managing an investigation into what database resources will work best for this initiative and invites assistance from other task force members.

ii. Communications tool(s) development – a career in associations

Butz has resources for communications pieces and will lead others in taking this forward.

iii. Competencies of entry level/early career association professionals

Brandt will facilitate this development in conjunction with the consultant to categorize competencies. Two to three people with human resources experience are needed to help aggregate position descriptions for common pieces with Rom. Kachelski said she would ask Cathy Wright if she is interested and suggested a call on the Connected Community.

iv. Institutional relations

This group will evaluate existing programs or curricula at various community, technical, and four-year colleges under the lead of Ouweneel.

III. Action Items

A. Volunteer?

Baumann invited those interested or with information to share to contact anyone on his EDI team.

B. Schedule in person meeting

Baumann is looking forward to scheduling a half-day meeting for the task force to regroup and evaluate progress made to date towards the end of May.

Adjournment

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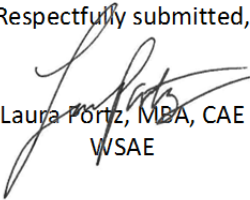
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Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Laura Pöriz', is written over the printed name.

Laura Pöriz, MBA, CAE
WSAE