

FSCPM Board Meeting – Thursday, April 24, 2014

Called to order - 12:04 p.m.

Attendees:

Sabrina Hartley, President

Jerry Karp, President Elect

Kara Stallings, NWFL President

Pam king, North Florida, president

Terry Jones, Secretary

1. Symposium –
 - a. Save the date – Kara and Sabrina will distribute by May 1st.
 - b. Caterer – Jerry will develop a list to present at a future meeting.
 - c. Awards – AACPM has done away with the Askew award so Sabrina is not sure if there is time. She will talk with Fred to see if we may want to develop this for our Symposium.
 - d. Door prizes
 - i. Deferred to a future meeting.
 - e. Speaker/presenter gifts
 - i. Token of appreciation from our organization for paid speakers.
 - ii. Visa gift card for volunteer speakers who we already know will do an excellent job. Jerry suggested in addition to provide the volunteer speakers with an engraved pen set or some other item to show our appreciation of their dedication and support.
 - f. Advertising: Sabrina is working with Kara. Chapters will help with getting the word out. Sabrina will check if she has a list of agency training directors that could be used
 - g. Registration: Sabrina will work with Beatriz. The registrations with the free on-site trainings have been going so well she is confident the registration will be a non-issue.
2. 2014 Chapter goals/objectives – review for approval. Pam mentioned that the NW chapter targeted having an online presence. We have been trying to have one state wide presence that the chapter feeds into in order to keep everyone under one umbrella where people can get more comprehensive information. Jerry mentioned that the chapters can have one person designated with administrative access rights as a page administrator to be able to enter information for the chapter directly on to the page. Kara said she already

had access for that type of access and thought that would work for their chapter. Sabrina made a motion that we accept all three submitted goals and objectives for 2014 and was seconded by Terry. The motion passed.

3. On-site trainings

- a. Next event – Monday, May 19 – Tallahassee - Ben will present an ‘*Encouraging the Heart*’ update - registration currently underway (This is the 5th training event.) Ben is excited and notes it is a win - win situation trying out material that will then be incorporated in their regular paid training classes. The Tallahassee class has 22 already registered (half full). Jerry mentioned that we should be tracking how many existing chapter members, how many non-members and are we gaining new members from this training? Pam said the registration for asks this information and also asks if they are attending a CPM class or if they would like to attend a CPM class. This helps Ben with his scheduling and a follow up on this information for our use is a great suggestion. Kara said she had this information for the class they just had and it was about half existing members and half non-members. Jerry mentioned we may be missing a marketing opportunity to reach out to the potential new members just saying thank you and our next event will be Kara mentioned they sent out a follow up survey with a request they subscribe to our mailing link. kara said about half completed the survey and some did sign up for the link but she was not sure just how many. Sabrina said she will work on a post outreach to and will ask Ben for his input on this as well. He may have questions or information he wants us to ask as well.
- b. Will look for future opportunities based on FCPM teaching schedule. Sabrina mentioned that if classes were held in areas where there is no local chapter like in South Florida she may be interested in travelling to represent the organization in those areas.

4. Membership drive/chair –

- a. Where do we stand? Still looking for a replacement for Pam.
- b. How can we best approach recruiting someone from the graduations? Think about this and give suggestions in the future. Jerry still thinks we need a few meetings to go over the duties and responsibilities for the position of Membership chair. Thinking about who gets information on new members John as treasurer does for payment, Whoever handles marketing also needs this information to send out thank you or it's time to pay dues letters. Duties need to be defined and looked at closer to determine if this all needs to be on the Membership position. Terry mentioned that if the electronic registration becomes operational much of the information will be tracked and filed automatically making the position much more attractive to people.

5. On-line members only resources (Jerry/Richard Miranda)

- a. Status - Jerry expects to have an example of working web-site in about three weeks. Hopes to have members only site with video of training sessions. He suggested extending Richard a free invitation to the symposium for him to video some of the sessions to show on our web-site. Jerry said he would reach out to him and see if he would be willing to do that. Pam mentioned that the North Florida chapter has some excellent speakers and if they videoed the session could Jerry get it put up on the members only web-site? Jerry said it was an excellent idea and he was sure it could be worked out. Kara also asked if speakers that were good could she get contact information and Sabrina also offered to speak at future chapter meetings.

Adjourned - 12:37 p.m.

Submitted by Terry Jones , Secretary