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| **CVC Mission** | *To serve the professional interests of chapter members by enhancing expertise through project management education and training, supporting PMI certifications, and promoting association with other project management professionals.* |  |
| PMI Central Virginia Chapter - Board of Directors Meeting |
| Wednesday, January 6, 2021 6pm |
| Virtual MeetingNo minimum | https://zoom.us/j/916647903 Meeting ID: 916 647 903 mobile +19292056099,,916647903# US (New York) |
| Attendees & Quorum Status |
| Executive Board Members |
| President | Ron Younger, PMP |  | Executive VP  | Suresh Raju, PMP, PgMP, RMP, ACP |  |
| VP Communication | Jonette Meade |  | VP Education | Gilbert Fernandez, PMP |  |
| VP Operations | Open |  | VP Finance | Joyce Glady, PMP |  |
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| Speakers | Kerrie Arkwell, PMP |  |  Past President | Kelly Evans, PMP |  |
| Charlottesville | Susan Thomas, PMP |  | PMIEF Coordinator | Brett Sheffield, PMP |  |
| Registration Operations | Bob Ramos, PMP |  | Secretary | Suresh Raju, PMP, PgMP, RMP, ACP |  |
| Event Planning | OpenInterim - Jonette Meade |  | Financial Oversight | Open |  |
| FLiPM | Jennifer Romero-Greene, PMP, PMI-ACP, SAFe |  | Toastmasters | Open Pending Boar Approal Andrey Karpov, BSBA, CSM, CSPO, SDP |  |
| Membership | Jason Plotkin, PMP |  | Volunteerism | Abhishek Thakar, PMP, SAFe, LSSMPP |  |
| Military Liaison | Open Interim Danielle Dodge, PMP |  | Social Media | OpenInterim Danielle Dodge, PMP  |  |
| Fredericksburg | Greg Chambers |  | Director of Technology | Open |  |
| Newsletter | Lavanya Parthasarathy |  | Director of Strategy & Data Analytics | Danielle Dodge, PMP |  |
| Sponsorship | Dave Enoch, PMP |  |  |  |  |
| Also Present |
| Monique Tinsley, Marie-Eve Presseau (CPS), Dominic Desjardins (CPS) |
|  A= Attended; P= On-Phone |

| Agenda |
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| Core Service | Agenda Item | Person | Discussion/Motion |
| 1. Pre-meeting & Open Meeting – Ron/Ed
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|  | Review & Approve Agenda |  |  |
| Review & Approve Prior BoD Meeting Minutes |  |  |
|  | Strategy Approval |  |  |
| 1. dGeneral Agenda / Core Services
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|  | Volunteer Dinner Meeting Review and Discussion |  |  |
|  | Budget Review and Updates (try to finalize) |  |  |
| CORE SERVICES ITEMS |
| All Virtual: 10 Richmond Chapter Meetings10 Innovation Professional Group meetings8 ToastmastersVP Ops: Investigate adding virtual option to face to face meetings  | Virtual Meeting | Gil for events / VP Ops for Technology |   |
| 20 Virtual Networking Pre-Meeting | Networking Meeting | Gil / Dir Event Planning |   |
| Plan and host multi-chapter/regional initiatives | Need dates for these two events. Need owners, ideas and then a plan | Ron / Dir Event Planning | Need dates for these two events. Need owners, ideas and then a plan |
| Plan and host social good event/project | Need dates for these two events. Need owners, ideas and then a plan | Ron / Dir Event Planning | Need dates for these two events. Need owners, ideas and then a plan |
| Professional Development Day/Week Fall 2021 | Need dates for this event. Need owners, ideas and then a plan. Shall we go with CPS again. | Gil | Need dates for this event. Need owners, ideas and then a plan. Shall we go with CPS again. |
| Partner with Agile Training Partner (ATP) for Agile Training PMI Certification prep course | Which ATP shall we use. Let's put some dates on the calendar and work toward them. | Gil | Which ATP shall we use. Let's put some dates on the calendar and work toward them. |
| 2 Technical Project Management (MS Project Or PM Tool)2 Agile training (Scrum, DADM) | Which ATP shall we use. Let's put some dates on the calendar and work toward them. | Gil | Which ATP shall we use. Let's put some dates on the calendar and work toward them. |
| VP Comms: Enhance newsletters based on data and have these letters automated to members and returning membersVP Ops: Website with Contact Details, Roles & Responsibilities, Monthly Board Meeting Minutes, Newsletters and Calendar of Events | New Member letters have been created and sent.  | Lavanya / Jonettee for newsletter and VP Ops for Website | Create material and track monthly metrics. |
| VP Comms: Send letters to new members and new credential holders and recognize them during meetings, as well as on all of our social meeting platforms, in the newsletters | Create letters and communications for expiring members and newly certfied members (Danielle)Host Volunteer Meetng and Exec board to confirm volunteer of the yearIdentify and celebrate quarterly volunteer | MEMBER COMMUNICATION | Create material and track monthly metrics. |
| VP Comms: Enhance Website with Contact Details, Roles & Responsibilities, Monthly Board Meeting Minutes, Newsletters and Calendar of Events | Confirm events are added. Track registration metrics | MEMBER COMMUNICATION | Confirm events are added. Track registration metrics |
| VP Comms: Target Charlottesvile market VP Ops - Create a Slack channel or other non-email option | Share details for Charlottesville (Danielle) Show and tell Zoho Streams feature | Danielle / Jason / Jonette | finalize plan for targeting marketing to members and non members (e.g. via zip code, via volunteer interest) Capture metrics to share with the board monthly |
| VP Comms: Review and update Social Media strategy.VP Ops - Videos of past events, Newsletters; Articles | Need to create content by mid January | Ron / Jonette / Content Creators | Need owners and volunteers to create content, drive traffic to website using SEO and content - track content and KPIs  |
| VP Ops: Newsletters; ArticlesVP Comms: Podcast, blog/forum | Need to create content by mid January | Ron / Jason | Need owners and volunteers to create content, drive traffic to website using SEO and content - track content and KPIs  |
| Check with Jason - Dir of Membership | Need membership outreach plan. Confirm plan for New Member Orientation (prior to virtual meetings instead of during) | Jason / Jonette | Confirm we have this and it is updated (add new branded items to welcome page (need owner(s). Track out reach monthly |
| Continue Job board with CPS Media | who will we Communciate with - at least one employer/recruiter per month to get them engaged with CPS for job postings | CPS / Dave Enochs | Steve Glissman on point to add open positions (already started. Will also post via social media, Abhi to track metrics (e.g. out reach, etc.) |
| Add multi-pronged marketing strategy to capture networking event needs from membership | Need dates for bi monthly Zoom meeting with servan leaders hosting breakout room by area (e.g. marketing, memberhip, outreach) | Jason and Jonette | This is covered via meetings unless doing an event outside a monthly meeting \*e.g. VMFA tour. |
| create calendar for our Social Media platforms and track metrics | need an owner, identity what kpi's we need and start for February. | Danielle and D.SM | need an owner, identity what kpi's we need and start for February. |
| Add multi-pronged marketing strategy to capture future event needs from membership | need an owner, a plan, dates | Gil / Who OwnsSurveys | need an owner, a plan, dates |
| Provide a repository of frequently asked questions | Need an owner, a start date, theme. Blog Format? | Jonette / Content Creator | Need an owner, a start date, theme. Blog Format? |
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| 1. VP Area Items
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| Finance |  | Joyce |  |
| Communications |  | Jonette |  |
| Education |   | Gil |  |
| Operations |  | Ron |  |
| Executive VP |  | Suresh |  |
| President |  | Ron |  |
| 1. Action Items
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|  | 1. New Action Items
 | Suresh |  |
|  | 1. Old Action Items
 | Suresh |  |
|  | 1. Adjournment
 | Kelly | Jonette/Ed |
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| Current Action Items |
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| Action Item | Responsible | Due Date |
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| Older Action Items |
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| Action Item | Responsible | Due Date |
| 1. Work on transitioning to a new bank12/02/20: Opened a new account at BB&T
 | Ed / Joyce | 12/31/20 |
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| Decisions |
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| New Volunteers *(complete before Board meeting)* |
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| Vice President | Committee | New Volunteer Names |
| Operations | Membership, Sponsorship | Danielle Dodge |
| Education | Survey |  |
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| Volunteer Needs *(complete before Board meeting)* |
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| Vice President | Committee | Volunteer Role | VRMS ID |
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