2025 Board of Directors Meeting | 2025 May | Meeting Agenda and Minutes

Chair:	David Doan
Meeting Scribe:	Lindiwe Stenberg
Microsoft Teams Site:	**BoD Meeting Minutes 2025**
Microsoft Teams Meeting Information:	**Join the meeting now**
Robert's Rule of Order References:	Parliamentary Procedure for Meetings Robert's Rules of Order – Simplified

Attendees		
Present (Quorum = At least 5)	**Present**	**Absent**
• **President:** David Doan	✓	
• **VP of Operations/President-Elect:** Meeta Autrey	✓	
• **VP of Finance:** Robert Shake	✓	
• **VP of Programs:** Phoebe Johnson	✓	
• **VP of Membership:** Danielle Benson	✓	
• **VP of Career Development:** Vick Madenian	✓	
• **VP of Marketing & Communications:** Rose Otowo	✓	
• **VP of PMO & Administration:** Sean Kennedy	✓	
• **VP of Technology:** James Jackson	✓	
• **Immediate Past President:** Deby Covey	✓	
• **Trustee:** Barbara Cooke	✓	
• **Trustee:** AJ Afari	✓	
• **Trustee:** Svetlana Averbukh	✓	
Response with regrets:	• First Last Name • First Last Name	
Guests:	• Lynn Mathenia • Eric Brown	

Action Items

- **Trello Board of Directors:** https://trello.com/b/FaC4nm25/board-of-directors-bod

Action Item	Assigned to	Deadline
1. **Discuss Zoho Recruit versus VEP**	James, Kennedy	05/20/25
2. **Discuss PMI-LA Career Connect**	Vick, James	05/20/25

3. **Zoho Recruit Licensing:** Investigate the possibility of transferring an extra Zoho expense license to Zoho Recruit.	Robert	N/A
4. **Zoho Recruit Vetting:** Work with Kennedy to vet Zoho Recruit and explore bundle pricing options.	James	N/A
5. **Career Connect Security:** Task the career development team to look into the security implications of using Talent Cheetah.	Vick, Leo, Darcy	N/A
6. **Career Connect Project Details:** Provide detailed strategy and process for working with Talent Cheetah	Vick	N/A
7. **LinkedIn and Facebook Ads Payment:** Coordinate with Robert to set up payment information for LinkedIn and Facebook ads.	Rose	N/A
8. **USC Venue Confirmation:** Reconnect with USC to finalise the venue for the PMP prep class.	Meeta	N/A
9. **Lacey Venue Meeting:** Attend the meeting with Lacey to discuss the requirements for using their building for Professional Development Day.	Phoebe, Trevis	N/A
10. **Sponsorship Opportunities:** Ping CIRM about potential sponsorship opportunities for upcoming events.	Meeta	N/A
11. **Scholarship Governance:** Organise a meeting to brainstorm ideas and develop a governance plan for the scholarship programme.	Eric B, Danielle, Meeta	N/A

Meeting Minutes

1. **Call to Order**
   a. David Doan, President, calls the meeting to order at 7:05 pm Pacific Time.
2. **Votes on motions since the last Board of Directors Meeting**
   a. None
3. **Approval of Minutes** – postpone until next month
4. **Volunteer Recruitment Tool**
   a. **VEP Limitations:** Sean explained that VEP functions like a job board, requiring potential volunteers to apply for each opportunity, which involves a vetting process each time. This process is time-consuming and inefficient for their needs.
   b. **Zoho Recruit Benefits:** Sean highlighted that Zoho Recruit allows for a pre-vetted pool of volunteers, making it easier to quickly mobilise volunteers for various projects. This tool would streamline the recruitment process and save time.
   c. **Cost Implications:** Sean mentioned that Zoho Recruit costs approximately $300 per year for one licence. He is seeking approval for this expenditure to improve the volunteer recruitment process.
5. **Zoho Recruit for Social Impact Efforts**

a. **Specific Use:** Sean clarified that Zoho Recruit would be used specifically for social impact efforts, such as PMWB initiatives, to maintain a vetted pool of volunteers ready for various projects. This would ensure that volunteers are already vetted and available when needed.
b. **Volunteer Readiness:** Sean emphasised that having a pre-vetted pool of volunteers would help with the timely mobilisation of volunteers for social impact projects, ensuring that they can quickly respond to needs as they arise.

6. **VEP vs Zoho Recruit**
   a. **VEP Process:** Meeta explained that VEP requires posting a job and waiting for applications, which involves a vetting process each time. This process is slower and less efficient for quickly mobilising volunteers.
   b. **Zoho Recruit Advantage:** Meeta highlighted that Zoho Recruit allows for maintaining a pre-vetted list of volunteers, which can be quickly mobilised for specific projects without the need for repeated vetting. This makes the recruitment process faster and more efficient.
   c. **Database Creation:** Sean added that Zoho Recruit allows for creating a database of pre-approved volunteers, which VEP does not support. This database can be used to quickly identify and contact volunteers for new opportunities.

7. **Licencing and Budget for Zoho Recruit:**
   a. **Licence Requirement:** David and Sean discussed that only one Zoho Recruit licence is needed for their purposes. This would be sufficient to manage the volunteer recruitment process.
   b. **Licence Transfer:** Sean suggested the possibility of transferring an existing Zoho Expense licence to Zoho Recruit to avoid additional costs. Robert will check the current availability of licences to see if this is feasible.
   c. **Budget Consideration:** David mentioned that if they need to purchase a new licence, they would need to amend the budget to accommodate this expense. The cost of the Zoho Recruit licence is approximately $300 per year.

8. **Career Connect Partnership with Talent Cheetah**
   a. **Security Concerns:** James raised concerns about the security implications of partnering with Talent Cheetah, specifically regarding member privacy and data security. He emphasised the need to ensure that Talent Cheetah can adequately protect member information.
   b. **Investigation Task:** David tasked the career development team, including Darcy, Leo, and Victoria, to investigate the security measures and data protection policies of Talent Cheetah. They need to ensure that the partnership will not compromise member privacy.

9. **Chapter of the Year Celebration Updates (10 min.) – Deby**
   a. Current registration (72 as of this writing)
      i. Invite other leaders from other chapters and Menaka – will pay the member price
   b. Risks, concerns
      i. Need to have 132 participants to break even
      ii. Queen Mary said 5/23 deadline, we can still have another week of early bird pricing in the hope we will increase registration
      iii. Marketing will start running LinkedIn ads again as soon as they get updated CC info – Robert will get with Rose after BOD meeting to get correct payment info

      iv. Marketing identified points of difficulties in the registration process – must be logged in before registering otherwise it's a confusing experience – added a couple more links in the article to make it easier and fixed the link to go direct to reg page instead of personal calendar

  c. Guidance from the Board?

  d. Next milestones – early bird pricing expires on 5/23

10. **Bylaws (10 min.) – Barb**
    a. Updates from PMI (Dan Charest)
       i. 1st wave to use new template from Dan and needs to be approved in June
       ii. Asked Dan for extension and new deadline is in October 31.
       iii. Barb is actively doing a comparison of the bylaws templates in 2020 to the ones in 2025 from PMI to understand the LOE
    b. Plan, approach, and timeline
       i. Regroup when Deby is back stateside

11. **Professional Development Day (PDD) (10 min.) – Phoebe**
    a. Venue updates
       i. Have had challenges – Venue folks were not happy with the discounted rate PMILA was receiving and original contact is now no longer with the Bob Hope Memorial Centre
       ii. LACI is looking to leverage their LA building for the event – more cost effective
       iii. Have considered other venues, such as the Beehive, but the costs were significantly higher
    b. Task Force meetings (What is the cadence?)
       i. Will have weekly status report on PD with meeting dates
    c. Teams (Who's leading the various teams?)
    d. Budget
       i. Have had some good interest in sponsorships for this event – Trevis doing a great job here
    e. If anyone has a theme for the event, please reach out to Phoebe and share
    f. Next milestones
       i. 5/22 meeting to discuss requirements with LACI

12. **Career Development Survey (5 min.) – Vick**
    a. Who is the accountable person leading this initiative?
    b. # of survey responses
       i. Need to check with Darci on getting latest numbers
    c. Next steps with TalentCheetah
    d. Next milestones

13. **Outreach (10 min.) – Meeta**
    a. Corporate: Who is the accountable person leading this initiative?
       i. Scope has changed – was going to talk about TalentCheetah, but don't want to conflict with the career dev survey
       ii. **Unified Messaging:** Important to coordinate corporate outreach communication to avoid sending conflicting messages. A unified approach is necessary to maintain consistency and clarity in their outreach efforts.

    iii. **Finalising Messaging:** Team is working on finalising the messaging for corporate outreach. This includes ensuring that the communication aligns with the chapter's goals and does not overlap with other initiatives.

    iv. Next milestones: Need to decide when we send it out and how to track it to make sure it's going to the right audience

  b. Military

    i. Have not focused on messaging yet

    ii. Need to update the DL and make sure every point of contact is a lead to help manage responses

  c. NGO/Government

    i. Emailed everyone about CIRM speaker request - 5 candidates who qualified

    ii. CIRM might be a potential sponsor for a healthcare networking event

  d. Academic

    i. PM Prep class at USC – weren't able to get connect as they just had graduation but did offer location for PMP prep

      (1) Have a student club who would be interested in having us come and talk about PMI and what we do

      (2) Meeta will reconnect with them and see about PMP prep location

        (a) Need parking options and to make sure overall venue cost is within budget

    ii. Need an actual lead on academic outreach

14. Online Community Engagement Strategy (10 min.) – Rose

  a. What is the strategy?

    i. Created some slides as a good overview

    ii. Objective is to drive traffic to the website to view and register for events

    iii. Blog discusses trending topics, SMEs to talk about insights, member spotlights, etc.

  b. Plan, approach, and timeline

    i. Content pillars – industry trends and insights, educational content, event recaps and previews, guest posts

    ii. Has been heavier newsletters lately with extra content – blurbs should have links to drive to the website and not as heavy on content

    iii. Blog will have bidirectional engagement so users can post comments

      (1) Will hopefully be able to moderate comments via AI

      (2) Comments should be behind member wall – must login to comment

    iv. Aiming for 5000 unique visitors to the blog and will track via Google Analytics

    v. Allow sponsors to write their own posts

  c. Next milestones

    i. Creating a 6-month content calendar with one blogpost per month

15. Sponsorship (10 min.) – Rose

  a. Which VP should this function fall under?

  b. Alignment and coordination with Outreach and Finance

    i. Can be difficult to split marketing function from outreach

    ii. Perhaps create cross functional effort or collaborate whenever teams are reaching out so the messaging is consistent and has the correct information

  c. Prospectus updates

d. Prospective sponsors pipeline
e. Created general and dedicated package – for Caltech
   i. Marketing sponsor is logo on website and newsletter
f. Apollo vision and Facilitated methods are two sponsors for website and newsletter
g. Potential sponsors could be CIRM and Siebert

16. **Membership Networking Events:** Danielle and David discussed the possibility of combining new member orientation with networking events in different areas, such as Pasadena and Glendale. The goal is to expand the chapter's reach and cater to a diverse audience.

17. **Social Impact and Sustainability (10 min.) – Kennedy**
   a. Will revisit this next BOD meeting
   b. David will follow up with Robert about American Red Cross

18. **Nominations Committee (5 min.) – Barb**
   a. Defer to next time so can discuss with Barb, Deby, Svetlana
   b. Who is leading this initiative?
   c. Timeline
   d. Next milestones

19. **Scholarship Committee (5 min.) – Deby, David**
   a. Who is leading this initiative? No one as of now.
      i. Needs to be revamped because have not received enough qualified candidates in the past
      ii. Can we offer scholarships to those who have enrolled and completed PMP prep courses?
   b. Timeline
   c. Next milestones
      i. David to follow up with Eric, Meeta, and Danielle

20. **PMI Global Summit and LIM (5 min.) – Meeta**
   a. General updates
      i. Finalized attendance for both
      ii. Folks should go ahead and register
      iii. 5 for LIM and 1 for Global
   b. Next milestones
      i. David has codes for free registration
      ii. Is anyone getting chosen as a speaker and will get the free code?

21. **Midyear Strategy Planning Meeting (5 min.) – Meeta**
   a. Potential date
      i. Majority vote thus far is July 13
      ii. Will allow for end of month (may 31) to gather votes
   b. Potential venue
      i. David has a lead on a venue
      ii. El Camino – large room may be available

22. Adjournment

23. David Doan, President, moves to adjourn the meeting at 9:14 pm Pacific Time. James seconds.

24. Instructions to record your time

25. Log into **MyImpactPage** using your credentials
26. Click on "**HOURS**" in the menu bar
27. "**Activity**" field: Select "**PRES Board Meeting**" (under "**PRESIDENT'S OFFICE**")
28. "**Date Volunteered**" field: Enter values in the "**Hours**" and "**Minutes**" fields, respectively
29. "**Time Log Note**" field: Enter "**2025 [Month] BoD Meeting**"