

BOARD MEETING MINUTES: meeting held December 5, 2003, from 9:30 am to 12 pm via bridge line (meeting changed from in person to phone line because of snow)

Board Members In Attendance: Marshall Brown
Susan Collins
Linda Finkle
Wendy Gutin
Jon Hockman
Priscilla Nelson
Bill Pullen
Don Sloane
Jeff Ward

(1) INTRODUCTIONS

The new board spent some time introducing themselves, sharing their strengths, weaknesses, and their vision for making the chapter a really attractive group to belong to.

Marshall Brown: VP/Pres. Elect -- emphasis on career & executive coaching, meeting facilitation
Strengths – humor, personality, passion for coaching, great eye for the opposite view
Weaknesses – sometimes can't see the big picture, get too zeroed in on things
Vision for the chapter – ramp up programs to provide really great ones; identify other ways to build community rather than just through programs

Jeff Ward: Treasurer
Strengths – business and financial acumen
Weaknesses – contempt for process details
Vision for the chapter – spend more money on really top notch programming and other events to take the profession forward from its nascent stage and make better business people as well as better coaches

Priscilla Nelson: Director, Professional Development
Strengths – unlimited ideas, creative, marketing a major focus
Weaknesses – sometimes take on way too much and try to do too much myself; need help seeing what to do now versus down the road
Vision for the chapter – to be the premier coaching organization in the country, set the standards for all other chapters; do so by focussing on core competencies for skill and business building of members

Wendy Gutin: Director at Large

Strengths – really believe in coaching and committed to giving back to the profession; focus on leadership, flexibility, desire to learn and grow, have a basic, fresh perspective

Weaknesses – lack business background; not good at saying no; sometimes don't trust what I say is worthwhile

Vision for the chapter – want outstanding programs and for the board to be a unified voice

Don Sloane: Director, Communications

Strengths – Experience in Fortune 50 organizations, both business and management experience; MS in OD, focus on organizational systems and how they work; also have a social services, therapy side, so broad life experience, intensity

Weaknesses – don't like to handle details, want to be involved in idea generation then hand off implementation to others

Vision for the chapter – to increase the level of professionalism for coaching by establishing professional standards that reflect the substance and importance of what we do and eliminates the dilution

Jon Hockman: Director, Community Building – works with individuals, teams, coaching/OD/strategic planning

Strengths – love to play with ideas, have good design eye, focus on branding and packaging

Weaknesses – hate to deal with the details

Vision for the chapter – want coaching to be a thriving profession in the DC area, with a community mobilized about the profession and a notable connectedness within it

Susan Collins: Secretary

Strengths – big picture, strategic thinker who can also take care of details when needed, analytical

Weaknesses – lose motivation unless there's a clear point so need help with reasons for doing things

Vision for the chapter – create an organization that provides master coaches with as much reason to participate as new coaches, and create a sense of responsibility to help one another develop

Linda Finkle: Outgoing President

Strengths – ability to make decisions quickly; doggedness to dig down and move forward and to learn from slogging through without taking things personally

Weaknesses – sometimes do take things personally; not always enough tolerance for those without the same level of energy and commitment

Vision for the chapter – to create an organization that represents the coaching profession as a really professional group much like doctors, lawyers, etc.; becoming the showcase chapter and mode for all other chapters that ICF puts forward as an example from every aspect

Bill Pullen: Incoming President

Strengths – Vision, great idea person, good at connecting people and creating relationships

Weaknesses – details exhaust me, not good at saying no

Vision for the chapter – see us have a thriving chapter, being excited about community, membership, and programming in ways that create a public appreciation for the profession; create a long-term vision so that the chapter will have continuity by developing succession plans and strategic plans that extend into future years.

Background for new Board members: Linda gave an overview for new members of where the chapter has been in the last two years:

- ◆ About two years ago, Linda volunteered to head the chapter and had two other people helping her; Bill joined them as secretary in March 2002
- ◆ The chapter was not chartered, so the first year consisted of getting the chapter up and running – there was much more to it than was provided in the ICF chapter handbook
- ◆ Started to build Treasury: chartered chapter received \$25 per year for each member, but unchartered chapter doesn't get that, so first thing was to get chartered, which was done in 2002
- ◆ In 2003, we began to add structure: held an election, formed Board with directors and committees – structure turned out to be less effective than desired: challenges particularly came because committees were not as robust as desired, both at the leadership level and in terms of membership – Board members ended up serving as committee leads, which was not optimal
- ◆ A lot was learned from the rocky start; 2004 begins with a revised structure, including the committee chairs as directors and voting members of the Board; this should facilitate communication and include the committee leads in the decision making process
- ◆ This new structure will also facilitate leadership development for the chapter so that new people will be cycling in and infusing chapter leadership with new blood and ideas
- ◆ Linda's efforts to establish the chapter were remarkable, and have provided us with a solid foundation from which we can now refine and grow
- ◆ Linda's hope for the chapter is to become the showcase chapter, being a model for all other chapters in every single aspect

- ◆ The 2003 Board had decided that immediate past president would not serve a role on the 2004 Board – Linda is moving to be director on the ICF (International) board for a two year term, as well as serving as ICF Marketing committee chair and chair of a subcommittee on the ICF regulatory committee – she has offered to bring forward any ideas we have for ICF, particularly those related to branding coaching and practice building for the coaching community
- ◆ Linda noted that DC is the largest (non-virtual) chapter and she encourages the Board to take advantage of the resources ICF has available to assist us in developing the chapter

(2) DISCUSSION ABOUT MISSION FOR THE COMING YEAR

Bill initiated a conversation to bring to the surface those things the chapter will be pursuing this year. He first asked, (i) Who are we serving? and (ii) What will we deliver?

- (i) We decided that our customers are our Metro DC ICF members in the District of Columbia, Maryland, and Northern Virginia
 - ◆ We recognize that there are many people who attend our events who are not members, some of whom are not yet coaches but are exploring the coaching profession
 - ◆ Our aim as a professional association is to serve those people who are members very well so that others will be attracted to join and so that potential coaching clients will see the coaching as a serious, respectable profession
 - ◆ While part of our purpose is to educate the non-coaching public about the value of the profession, our aim is to serve our members, so activities aimed at the broader public will be intended ultimately to achieve outcomes for our members
 - ◆ We currently attract a lot of new coaches and people “on the edges” of the profession; although we believe it is valuable to have these people participate with us, our customer base is the average member who is a practicing coach with two to five years experience, as indicated by the results of our membership survey
 - ◆ We believe that by aiming our services at this middle experience range, we will provide valuable offerings to those who are newer but who want to have a thriving association serving a mature profession
- (ii) What is our purpose? Three primary areas have risen to be the most valuable outcomes for the chapter: community building, providing valuable programs, and educating the public about the profession.

- ◆ Our aim is to continue to focus on professional development of our members through valuable programs, as we have during 2003; our desire is to raise the bar on the quality of programming and to address both coaching competencies and business development needs of our members
- ◆ We want to provide this content while also offering venues for networking and community building so that coaches can build their practices and have a community of like-minded coaches from who to get support and to support
- ◆ We recognize that not everyone makes it as an independent coach; we want to help those who are challenged by the business aspects so that more coaches are able to succeed professionally
- ◆ We recognize that some coaches do not succeed because they do not have the core competencies to provide real value added service that qualified coaches deliver; we believe it is desirable to establish foundations for what the core coaching competencies are so that people can identify areas for professional development and evaluate whether or not they have the capabilities to provide the level of coaching services that the profession deems necessary to be an ICF member coach

Other questions that arose through this discussion:

(iii) What do we want to provide our members in terms of Professional Development?

- ◆ Regular short programs to enhance core competencies
- ◆ Realistic ways to build/enhance businesses
- ◆ Ways for senior coaches to help deepen competencies for more junior coaches
- ◆ Longer programs to deliver something more substantial than is possible at regular events

➔ It was noted that we need to decide what we really want to take on so that we do not take on more than is achievable this year: we need to focus on which needs we can realistically serve and define a few very specific outcomes. The three areas we identified to focus on for the year are:

- (1) Create a strong community of coaches
- (2) Develop our members professionally both in terms of coaching and business capabilities
- (3) Increase public awareness of coaching

- ◆ The question was asked: What does ICF see as the role/responsibility of their chapters? No one attending knew the answer; Linda and Bill felt they had not ever heard that answer enunciated explicitly by ICF
- ◆ Bill asked each committee chair to develop broad agendas aimed at addressing these three broad missions, to be discussed at the next Board meeting
- ◆ Bill has asked Wendy Gutin to coordinate development of a pool of members who are willing to commit to work on special projects as the need arises: she will make clear the expectations are for people to commit to participating in completing a particular project, without having to commit to a committee for a whole year

(3) COACHING WEEK 2004

- ◆ Jon Hockman is spearheading the Coaching Week event as a function of the Community Building Committee, and is counting on significant contributions from all committees and the Board in order to make it a success for the Chapter as a whole.
- ◆ Coaching Week is the first week in February, so we need to move quickly.
- ◆ Last year, we held an event at Borders in downtown DC; this year, we hope to expand on what we did last year so that we can learn more and hopefully, by next year, be able to undertake a really extensive, highly visible event.
- ◆ Bill learned of a chapter in NJ that did something similar with 37 book stores; they won an award from ICF for their efforts
- ◆ Jon, Bill, and Susan discussed ideas for this year, and Jon has developed a proposal for this year that will (i) reach out to the public; (ii) engage our volunteers; and (iii) form the basis for a significantly ramped up/prominent 2005 program
- ◆ We decided not to do anything for members during Coaching Week – it is really a time for outreach to the public; we will do a conference style program for members later in the year
- ◆ Jon has identified four measures of success for this year:
 1. One coach week event in each jurisdiction, i.e., one in DC, one in MD, one in VA – programs will use last year's model: coaches will interact with the public, share reading material, talk about coaching, etc. (NJ used laser coaching, but this is probably not feasible this year; however, we discussed doing something later in the year to figure out how to integrate laser coaching into the program next year)
 2. Three stories in the media
 3. 25 volunteers engaged

4. Partner with three other professional associations

- ◆ Jon needs commitments from everyone in order to make this work:
 - Communications: need promotions in print media, marketing/promotion materials and media contact, advertising, etc.
 - Membership: need volunteers to staff and promote event → All of us on the Board need to reach out to get volunteers to participate --
 - Community Building: Organizing events
 - Finance: budget
 - Professional Development: link to other professional associations, such as the ASTD coaching SIG, International Career Professionals group, etc.
 - ICF International: will support chapter's efforts – Linda had discussed with Dan Martinage; Bill will follow up with him – we need to give them specific requests – one request includes help with media/press outreach, financial and resource help to make this happen → ICF wants to use this as a model for other chapters

(4) Budget:

- ◆ Jeff needs each committee chair to give him expectations about revenue and expenditures for the coming year: What do you anticipate spending and earning? Be creative and let's see what is possible
- ◆ We did not spend much this past year – Jeff wants to see a more active Treasury, with more events requiring expenditures and also bringing in revenues
- ◆ The goal is to have \$3600 to \$4000 cash reserves as we go into 2005
- ◆ By Dec. 19, all committee chairs should submit to Jeff an idea of the budget needs for the coming year – Jeff will give each person individual guidance if they need – he wants all to be creative and consider how to leverage the resources we currently have so that we can provide real value to our members
- ◆ Some possible things to include: cost of website enhancements; cost for speakers, special arrangements for programs; Bill and Jeff can talk with each to brainstorm through this
- ◆ Jeff will send out this year's budget to everyone after he and Bill revise it somewhat to be more committee focussed

(5) Website

Jon has managed the process of establishing our chapter website – it is currently live although still is not fully in production –

- ◆ Jon requested that each member of the Board review the website and give him comments by Tuesday, 12/9 -- Website address is:

www.icfdcmetro.com

- ◆ We will launch the site publicly at the holiday party
- ◆ Jeff will continue to pay for Community Zero through the first quarter of 2004 to ensure a smooth transition (\$19.95 per month)

(6) Chapter Meeting Program for January

- ◆ Carol Goldsmith will be presenting on January on Neuro Linguistic Coaching
- ◆ We still need a location – fall back will be Bethesda Chevy Chase Service Center – we need to lock this in soon
- ◆ We will continue to look for new venues in all three jurisdictions – membership survey made it clear that people do not want to travel into DC – first choice for location was in MD, second VA, third rotating, last DC
- ◆ Hoping to find companies who will sponsor events for us

(7) Holiday Party

- ◆ Wendy is handling decorations
- ◆ Marshall will double check with hotel about having small tables; he has already asked for increased food
- ◆ Linda will handle the induction of new officers/directors
- ◆ Susan is bringing CDs; Marshall has invited guest to sing
- ◆ Bill acquired ICF gift bags for all members
- ◆ In the event of inclement weather, we will put announcement on the phone line at 202-588-8110 – Jon will have that added to the website announcement (“In the event of inclement weather, please call the DC Metro information line at 202-588-8110 for cancellation announcements” – something like that)

(8) Future Board Meetings

- ◆ In general, meet the first Friday of the month from 10-12 am
- ◆ In January, the Board will meet on Monday, 1/12, at the ICF Office downtown from 10-12
- ◆ Susan will send Board contact information to all members

(9) Items for future discussion:

- ◆ Making the committees robust
- ◆ Succession planning
- ◆ Long term strategic planning (two to three years out)
- ◆ Goals for officers – clarify commitments and solidify expectations

