



ASSE AZ Chapter
2017-2018 Board Meetings
July 21, 2017
Planning Session Meeting

Increasing member engagement by providing an extraordinary member experience

Meeting held: GateWay Community College, Center for Entrepreneurial Innovation, Phoenix

Meeting was called to order by President Michael Bryant at 8:30 AM

Attendees: Michael Bryant, Zac Leach, Katherine Gosiger, David Belmont, Norm Watkins, Stephanie Steinberger, Larry Gast, Vicki Allen-Buglisi, Jeremy Bethancourt, Nathan Carroll, Jitu Patel, Linda Parker, Ariel Johnston, Lekan Aponmade, Melissa Schmaltz, Mark Grushka

Welcome and Introductions

Michael Bryant announced a tour of the Center for Entrepreneurial Innovation facility is available and introduced Patty and Ann Marie as tour guides.

Long Range Plans

Michael Bryant lead a discussion on five and ten-year long-range plans. Ideas expressed for the five years plan:

- Explore the option of a Northern Arizona Section
 - Examine the membership statistics on member geographic locations
 - Embry Riddle can help make connections
- Grow the membership to 750 members (current membership is 574 members)
- Have a fully funded scholarship.

Ideas expressed for the ten year plan:

- Discussion on a four year safety and health degree program
 - ASU working on a four year safety and health program.
 - How can the AZ ASSE Chapter participate?
 - Can the chapter advocate, support or develop a partnership with schools/universities for future programs?
 - Or support a current program in place?
- Discussed the existing ASU Global Center for Safety Initiatives.
- A four year safety and health degree in the valley can be problematic to develop at ASU or U of A.
- Melissa Schmaltz mentioned she is on the ASU Poly Technic Advisory Board and would explore options for the chapter.

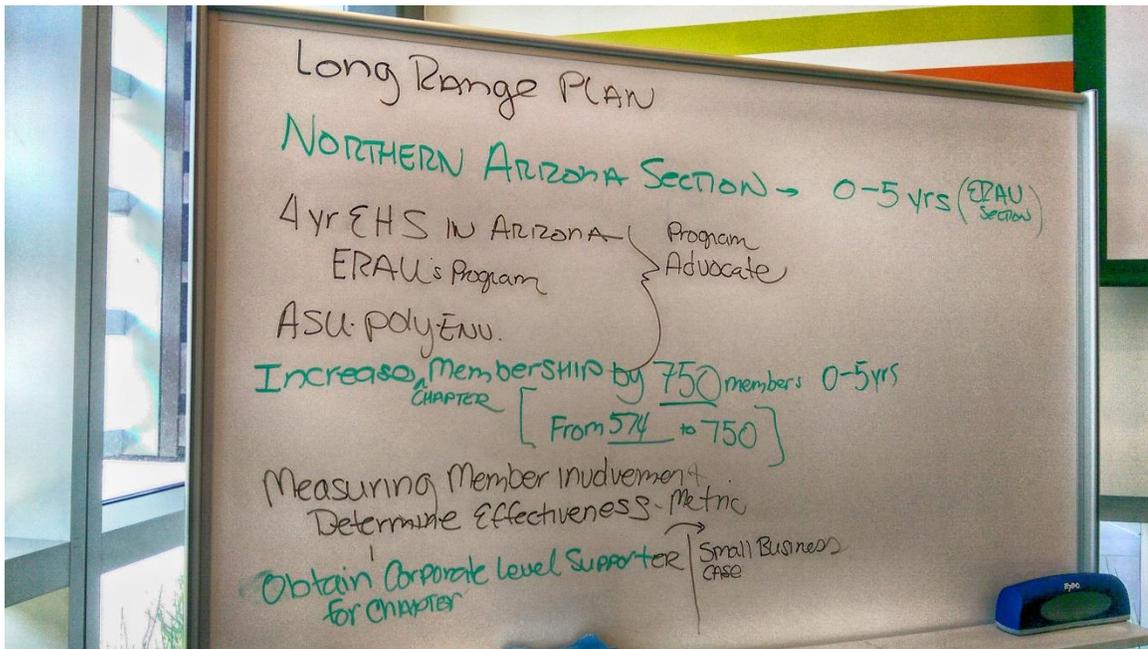
Volunteer Engagement

Michael Bryant introduced Kim Yonder, Town of Gilbert, Volunteer Coordinator. She shared ideas on recruiting and retaining volunteer. The presentation included table exercises for the group.

Following her presentation, Michael Bryant lead a brainstorm session on how the chapter could recruit and retain volunteers. Some of the ideas discussed were:

- Creating a menu of opportunities
- Be aware of generations
- Survey of interest and experience
 - Survey to determine common interests
- Create weekend social events
- Create evening venues
- Venues involving family members
- Reinststitute distribution of surveys at lunch meetings
- Obtain Date of Birth (DOB) from society to determine our member demographics

Notes from White Board



What Can We Do to Facilitate Membership?

Another brainstorm session took place with the following discussion points:

- The value of a monthly outreach newsletter.
- Create calls to action
- Spotighting members
- Engage in community outreach to high schools
- Attend job fairs
- It was mention there is legislation requiring CPR in high schools.

- *Note: Legislation was signed by Gov. Doug Ducey in May 2016 offering high school students at least one CPR training session, with hands-on practice. It can be taught at school or as a homework assignment outside of class. The curriculum change goes into effect with the 2019-2020 school year.*
- Provide Spanish/English newsletters
- Promote in bullet points the value of joining ASSE
- Create a central core focus to recruit members and retain members
- Create a personalized brochure and PowerPoint
- Create a central point of contact
- Develop community outreach with small business administration groups.

Chapter Budget

Michael Bryant announced a future meeting would be held to discuss the chapter budget as time restraints precluded a detailed discussion.

Meeting was adjourned at 1:30 PM.