



**PMI Carolina Board of Directors  
Meeting Minutes  
April 9, 2024 – 5:30 p.m. to 7:30 p.m. Eastern  
Teams Virtual Meeting**

**1. Administrative Items (5 Minutes) – Maria Haney, Vice President, Administration & Governance**

a) Welcome, Attendance, and Quorum  
 Anna Maddox, Vice President, Technology, called the meeting to order at 5:30 p.m. on April 9, 2024.

b) Agenda Review  
 The Board of Directors reviewed the agenda, meeting cadence, and rules of engagement. Ms. Maddox asked the members to provide organizational changes, resource needs, and plans for the second quarter of 2024 in their program reports.

**Table 1: March 12, 2024, Action Item List**

#	Action Items	Assigned To	Target Date	Action Status
1	Develop a plan to incorporate Skilldora logo/information into Chapter communications.	VP Marketing, President		Carryover
2	Create volunteer positions in VEM for the needed roles and ask volunteers brought onboard or promoted to complete applications.	All Members		Carryover
3	Update action items on the Board's Teams Channel captured from the July 15, 2023, January 2024, strategy sessions, and present strategy items that need discussion at the next board strategy meeting.	All Members		Carryover
4	Discuss improvements for the speaker management process. VP Programs to set up call. (Also refer to action items on the Board's Teams Channel from the Board's July Strategy Meeting)	VPs Programs, VP Membership, VP Marketing		Carryover

5	Send an email with instructions on how to upload photos to the website's folders.	VP Marketing		Carryover
6	Assign tasks to help with Programs until they can recruit additional volunteers. Ms. Hale will provide a template for the speaker/PDU information. Mr. Kumar will add a column in the template to identify the areas Programs need assistance.	VP Membership, VP Programs		Carryover
7	Provide volunteer information for January-March VOMs (via the <a href="#">link</a> ).	VP Programs, VP Social Impact		
8	Develop a similar form (above) for VOM nominees.	President		
9	Respond to Ginger's email verifying their team's applications.	All Members		
10	Develop and report on next steps for a quarterly board outing (coffee chat/beverage) with the members.	President, VP Marketing		
11	Discuss proposal to host informational sessions for individual Chapter programs. (Helps to engage the members and generate interest.)	All Members, VP Marketing		
12	Provide a quote for welcoming material to Marketing and t-shirt size to President for events.	All Members		
13	Launch member campaign in several ways to retain ACP and PMP membership/recertifications (see minutes above)	VP Professional Development, VP Programs, VP Membership, VP Marketing		
14	Facilitate April Board Meeting	VP Technology		Complete

## 2. PMI Carolina Chapter Updates (10 Minutes) – Rhonda Evans, President

### a) Presidents Updates

Ms. Evans reviewed key dates and goals for 2024. The group discussed strategies for increasing events, outreach, and membership retention rates. The board was asked to review tasks developed during the July 2023 and January 2024 strategy session.

**[Carryover Action]** The Chapter is also looking for a Director of Sponsorship, and Media Coordinators.

The group discussed plans for the April 16<sup>th</sup> in-person event at Topgolf. Ms. Evans and Ms. Maddox will meet on April 11<sup>th</sup> to discuss email campaigns that need to be sent out

to advertise the Top Golf in person event on April 16<sup>th</sup>, the Hours of Impact event on April 14<sup>th</sup>, and the Saturday Professional Development event on May 4<sup>th</sup>. Jennie Hale, VP of Membership, will provide data from ThoughtSpot on targeted audiences for the email campaigns. **[Action]**

The Chapter's Annual Chapter Renewal was completed and submitted by March 31<sup>st</sup>. Other priorities include the release of the Chapter's membership survey and analyze results, increase sponsorships, and volunteer pipeline, expand community, academic, and mentorship. The sponsorship matrix is completed for 2024. Sherpa committed to four events this year.

This year's PMI Global LIM will be in Los Angeles on Sept. 19<sup>th</sup> – 22<sup>nd</sup>. The board will need to decide who should represent the Chapter.

**Previous Action Items:** Chapter Presidents from PMI Carolina, PMI Minnesota, and PMI Piedmont Triad are discussing a profit-sharing agreement and member discounts with Skilldora. Marketing will meet with Ms. Evans to develop a plan to incorporate Skilldora logo/information into Chapter communications. **[Carryover Action]**

Board members should create volunteer positions in VEM for the roles needed and request volunteers onboarded or promoted to complete applications. **[Carryover Action]**

The group discussed the process to post information to the calendar for all areas with specific information needed to process PDUs and market the event. The team should update the speaker workbook with necessary information. Professional Development, Military Outreach, Mentorship, Membership, and Programs will work together. VP Programs will schedule a meeting to discuss the process. **[Carryover Action]**

#### b) Volunteer of the Month

The board recognized Eric Norvell (Programs) as the VOM for January, JoAnne Watkins (Military Outreach) as the VOM for February, and Lou Pecina (Programs) as the VOM for March. The VP of Programs and VP of Social Impact will provide volunteer information (via the [link](#)) to various groups and certificates. **[Action]** Ms. Evans will develop a similar form for VOM nominees. **[Action]** Board members were encouraged to give shout-outs to the VOMs in their area.

### **3. 2023 Finance Program Report (7 Minutes) – Robert Martin**

The VP, Finance, Robert Martin reported on the Chapter's 2024 budget. The group is currently recruiting a Director of Finance. Board members should continue submitting expense reports which will help Finance categorize expenses in the accounting system. All reports are due for the first quarter. Board members were reminded to use their new credit card when making purchases. Recurring charges should be transitioned over to the new credit cards. Taxes are currently being prepared. Currently the Chapter is on budget and reserves are trending positively.

### **4. Social Impact Program Report – Mentorship (7 Minutes) – Tabetha Gregory**

Tabetha Gregory, VP of Social Impact, mentioned the team is working to fill multiple positions (Educational Outreach Director, Additional mentors). The team has an Hours of Impact event coming up on April 14<sup>th</sup> in Ashville. Volunteers can register on the website.

Military Outreach is partnering with Professional Development to revamp the study group. The PMI Educational Fund is starting conversations with Langtree Upper on Education outreach. They incorporate project management into the daily curriculum.

The Mentorship team recently worked with Marketing to kick-off the campaign. The goal is to bring in mentees for the new program.

The National Military Outreach meetings will be starting back up soon. More information will be coming out this week.

The team is also requesting the board to support Hours of Impact events as time allows.

#### **5. Technology Programs Overview (7 Minutes) – Anna Maddox**

Anna Maddox, VP of Technology, provided the report for Technology. She is currently recruiting for a product manager/website and Technology Director. Ms. Maddox is also requesting volunteers to use the Technology Channel. She is working with Mail Chimp and the Membership Team to resolve issues with the Chapter's account. The Chapter's Zoom license will remain the same in 2024. In addition, Ms. Maddox also described issues with vendor managed systems and the time needed to resume system issues. Technology is capturing a list of applications all chapter volunteers are using. Board Members were asked to respond to Ginger's email verifying their team's applications.

**[Action]**

#### **6. Administration & Governance Program (7 Minutes) – Marianna Morini**

Mariana Morini, Director of the DE&I team, provided a report on Administration & Governance in Maria Haney's, VP Administration, absence. The DE&I committee is onboarding new volunteers. The group recently purchased tickets as a donation for She Dreams In Color sponsored by Queen Tea on June 2, 2024. The team is also working with various groups on program plans for 2024 (sound bytes, social media awareness post, etc.).

Ms. Haney is requesting each board member to provide the Chapter's Handbook signature page acknowledging they have read the document and Code of Ethics.

**[Action]**. The intent is for the document to be updated periodically and shared with chapter volunteers.

#### **7. Marketing Programs Overview (7 Minutes) – Leeann Sullivan**

Leeann Sullivan, VP provided a report from Marketing. She is creating job descriptions for volunteers to work on newsletter, website, and social media, and the VP Marketing positions. She is also considering micro-tasking to attract additional support in the area.

Marketing is also requesting information for events be posted on the calendar months in advance so that the group can market the events and support attendance. (see above action item) They are willing to assist in the process where appropriate. The group is also willing to assist with all branding and logo projects (email banners, website

changes, PowerPoint, events, etc.). Ms. Sullivan is requesting volunteers use the Kanban board for marketing assistance.

**Carryover Action Items:** Marketing and Membership are working on a membership and recertification drive. They will be promoting the drive throughout the year. See Membership section for additional information.

Marketing proposed an idea for the board to consider a quarterly outing where members can meet with board members for coffee or a beverage. The session's intent is to provide more exposure to members and support recruiting efforts. The group discussed board members attend in pairs to answer questions and capture member interest. Ms. Evans and Ms. Sullivan will discuss the next steps and report back to the board.

**[Carryover Action]**

Ms. Sullivan also mentioned an idea for board members and directors to host informational sessions for their individual programs. This will also help engage the members and generate interest. The board will discuss the next steps in a future meeting. **[Carryover Action]**

Lastly marketing would like quotes from each new volunteer to add to their marketing content. Each board member was asked to collaborate with new volunteers to provide a quote. **[Action]** Ms. Evans mentioned board members should provide the new volunteers T-shirt size to receive a volunteer t-shirt.

#### **8. Membership Program Report (7 Minutes) – Jennie Hale**

Ms. Jennie Hale, VP of Membership, provided a report for the Membership Team. The team is working with Technology to resolve issues between Dark Rhino, ThoughtSpot, and PMICarolina.org. Membership is also requesting event information to be posted to the website a month in advance.

**[Action]** In addition, VP of Marketing, Technology, Membership will work on the newsletter format and discuss updates to MailChimp.

#### **9. Professional Development Program Report (7 Minutes) – Pauline Robinson**

The VP, Professional Development, Pauline Robinson provided a report for the Professional Development team. The team is currently recruiting a Director of Community Engagement. Ms. Robinson shared details from PDD 2024, which is on September 14, 2024. This year's theme is called Celebrating Differences: Methodology, Leadership, & Diversity

The team is currently planning monthly training events, including Saturday destination PDU events. Topics will include leadership training, design thinking, and change management training. The next training event will be in Asheville, NC. They are currently working with Marketing on communication plans for the events.

#### **10. Programs Report (7 Minutes) – Vinod Kumar**

Vinod Kumar, VP of Programs reported the team is recruiting for two Directors (Metro, Programs Communications) and 6-8 Program Chairs (Wilmington/Jacksonville,

Mooreville/W. Lake Norman, Metro, Asheville/Fayetteville) across various communities. Mr. Kumar is asking the board's assistance with requiring.

Vinod will schedule a meeting with Programs, Marketing, and Membership to discuss how to manage the transfer of information for speakers (speaker management). The next event is scheduled for April 16<sup>th</sup> at Topgolf University.

**[Carryover Action]** The team also discussed having a backup for the website administrator to post events to the calendar. Events should be posted to the calendar every month by the 20<sup>th</sup>.

The team will assign tasks to help with Programs until they can recruit additional volunteers. Ms. Hale will provide a template for the speaker/PDU information. Mr. Kumar will add a column in the template to identify the areas where Programs need assistance.

### **11. Next Meeting(s)**

The board will meet again on May 14, 2024, 5:30 a.m. to 7:30 p.m. The VP of Marketing, Leeann Sullivan, will facilitate the meeting.

The 2024 board meeting facilitation schedule is as follows: Rhonda (Feb); Maria (March); Anna (April); Leeanne (May); Robert (June), Jennie (July); Vinod (August); Tabetha (Sept); Pauline (Oct); Rhonda (Nov); December EOY Celebration.

### **12. Adjourn**

Ms. Maddox adjourned the meeting at 7:30 p.m. on April 9, 2024.

## Action Item Log

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8	Develop a similar form (above) for VOM nominees.	President		
9	Respond to Ginger's email verifying their team's applications.	All Members		
10	Develop and report on next steps for a quarterly board outing (coffee chat/beverage) with the members.	President, VP Marketing		
11	Discuss proposal to host informational sessions for individual Chapter	All Members, VP Marketing		

	programs. (Helps to engage the members and generate interest.)			
<b>12</b>	Provide a quote for welcoming material to Marketing and t-shirt size to President for events.	All Members		
<b>13</b>	Launch member campaign in several ways to retain ACP and PMP membership/recertifications (see minutes above)	VP Professional Development, VP Programs, VP Membership, VP Marketing		
<b>14</b>	Provide Chapter's Handbook signature page.	All Members		
<b>15</b>	Facilitate May Board Meeting	VP Marketing		



**Attendance List**  
**PMI Carolina Board of Directors**  
**April 9, 2024 – 5:30 p.m. to 7:30 p.m. Eastern**  
**Teams Virtual Meeting**

#	Name	Board Position
1	<b>Rhonda Evans</b>	Chapter President
2	<b>Tabetha Gregory</b>	Vice President, Social Impact
3	<b>Robert Martin</b>	Vice President, Finance
4	<b>Pauline Robinson</b>	Vice President, Professional Development
5	<b>Vinod Kumar</b>	Vice President Programs
6	<b>Jennie Hale</b>	Vice President, Membership
7	<b>Leeann Sullivan</b>	Vice President, Marketing
8	<b>Mariana Morini</b>	Diversity Equity Inclusion Director
9	<b>Anna Maddox</b>	Vice President Technology