Spring ROC Meeting Minutes – April 3-4, 2014
Thursday – April 3rd

The meeting was called to order by Diana Stegall, Deputy RVP, at 12:02pm. Attendees were welcomed with recognition given to the Nicolet Chapter for hosting the meeting. Attendees introduced themselves with two truths and a lie that each had to guess what is not true.

Approval of March’s Minutes – Jim Lange made the motion to approve the minutes and seconded by Gwen Arps. The motion was passed unanimously.

Financial Report – Report was presented by Neil Silins. Balance at end of January was $6936.35 with receipt of dues from Society twice within this period and current balance of $7716.55. It was discussed that dues are to be delivered to regions quarterly, but there may have been some gaps due to personnel changes. The motion to approve the financial report was made by Jared Owen with a second by Al Borzych. Volunteers were requested to conduct the annual regional financial audit. Those volunteering include Jamison Harrell-Latham, Zach Moore, and Mike Saujani. Neil asked that we discuss the AVP-Treasurer position. This will be addressed later in the agenda with other regional positions.

Regional Nominations committee report – Selections are being reviewed by society, then committee will review and make final selections. Hopefully, the information will be ready to proceed within 2 weeks. The special election is generally open for about two weeks.

Survey showed majority liked Thursday-Friday format with a tour for future ROC meetings. Details of the survey will be shared later.

Chapter Reports (each chapter has 5 minutes – 2 Best Practices)

**Badgerland** – incorporating more tours to increase attendance at meetings. This has been the biggest improvement. The next tour is at the National Guard base with a large response for this meeting. Alternate between breakfast and lunch meetings. Added two new board members due to members relocating and finally make to full staff. Starting a newsletter to communicate job postings in addition to meeting information. Usually have member appreciation in the spring, this is being changed to a fall kick-off to encourage people to continue to attend.

**Central Illinois** – Great interactive meetings including a grain bin rescue. Now on LinkedIn. Conducting a survey for the first time. Several suggestions that the board was selecting meetings without much membership input. It is hoped that the survey will give all an opportunity to voice their opinions and share their ideas.

**Great Plains** – Reach out to everyone within our district and getting webinars online. New membership chair that is excited. Will change chapter bylaws to physically attend the base number of meetings that are required for the chapter. Everyone loves the tours – going to 3M to see PPE being manufactured.

**Greater Chicago** – Having good quality technical presentations at each meeting with varied topics. Being consistent on meetings locations and times, but also exploring breakfast meetings in addition to the standard meeting. Promoting joint meeting with other organizations and area chapters. Hard to find and maintain involved officers.

**Hawkeye** – Annual online survey to gather information on positive/negative through the year and topics recommended for the upcoming year and member recognition event. Active involvement of board members with support from membership on planning and events. This is a big boost to the chapter as the officers are actively involved.
Heart of America – arrived late due to weather conditions and flight delays.

Nicolet - Scheduling 35th anniversary celebration at Lambeau Field. Open to members first, then non-members as space is available. Tours bring involvement with an upcoming tour to the paper mill and possibly a power plant in the future. Launched Facebook page and expanded golf outing to 18 holes. Setting up the option for payment by credit card. Strong member support for special events like newsletter article or golf outing.

Northeastern Illinois – 250 members with 30 who are students. Worked hard to get the students involved with the chapter. Motivate the students any way we can such as providing the shuttle bus to go to the meetings/dinner. Staying at the same meeting location has improved meeting attendance. Promoting family environment within the chapter. Strong speakers for chapter meetings have helped with attendance. The last meeting had standing room only! Fred Manuel speaker, thought leader within Society and has debunked Heinrich’s theory. This was shared as something that others may want to share.

Northwest – Lots of feedback from last PDC to start something new this year with new format and new location. Good turnout and exhibitors were happy. Feedback is supportive to expand even more next year. This has fed involvement with more candidates for election. There are 2-5 running for each position. If they don’t get elected, it is important for the board to keep these people involved. Working on improving the golf tournament, as it was not so successful last year. Noted as second largest chapter at 831.

Quad Cities – No report

St. Louis – No report

Stateline - No report

Three Rivers – Strategy on how to better communicate meeting information. Some were not getting emails due to junk mail, blocking, etc. Sent out schedule and magnet at the beginning of the year. Using the website to register for all events and meetings. This helps to know who has been paid, who is coming and the chapter has seen attendance double using PayPal cube. Attendance is about 50 out of 300 membership.

Wichita – Dennis’ wife just had a baby and was not represented.

Wisconsin – Adding new information to newsletter which is increasing people reading the newsletter. Board is meeting for a strategic planning session before having the planning event to help us get to goals and we know what we each need to do to be successful through the year. It has helped with organization throughout the year. Had roundtable with students and had students present to us to help them to grow the student chapter. Todd will join by WebEx tomorrow.

A request was made by Neil Sillins if anyone is interested in sharing ideas on engaging elementary, high schools and trade schools to reach students before they have made a career decision. If you have ideas or desire to be involved, please let Neil know.

Bruce Morton was recognized as regional SPY award recipient and presented with his award (made by the same company that makes the Academy Awards). Key highlights of his petition were read. Bruce made a few comments and recognized members of the chapter who encouraged him. He thanked all for the support he has received and thanked all for the award.

The Regional SPY nomination process was discussed. The regional website has been updated to show what materials are needed and where the materials need to go.

Upcoming Key Chapter Dates –

May 31 - Previous year’s annual financial reports due to AD/RVP and ASSE HQ
Jun 8 - House of delegates meeting – regional caucuses @9:00am – Orlando
Jun 30 – Transfer all chapter administration materials to incoming chapter officers
Aug 15 – Chapter Annual Performance Reports (Chapter Stars Report) due to AD, RVP and society
Deadline for Chapters/regions to file Form 990 EZ and 990T with IRS (Headquarters files taxes for all chapters with under $50,000 in revenue)
Deadline for copy of Chapters tax return, proof of filing or proof of extension to Society Headquarters
Deadlines for submitting updated three-year Strategic Plan to AD/RVP
Petition for Chapter of the Year due to ASSE HQ
Submittals for those running for RVP (standard cycle) due

**STARs, COY, and new Chapter Operations Management Tool** – The new survey did not provide much guidance information, so the report was updated to add the detail for the 2014-2015 year. This will help you as you plan for the upcoming year, provide measurement and will allow access by RVPs to review progress. The goal is to have an achievable and motivating recognition plan. Tool will be a populating survey that will be accessible to all your chapter officers. You can even assign support person to update the tool and can be updated as you go throughout the year. Some fields will be pre-filled.

Chapter of the Year award will no longer be available. Those who achieve above and beyond awards will receive a platinum award. Several regions have decided to recognize a regional chapter of the year since the National award will no longer be available.

Discussion was opened to the group about regional awards. There may be award potential for the most improved chapter, you could use member participation rates as a measure. Is the region interested in putting together a regional recognition award? Would there be inter-region competition instead of camaraderie? Based on discussion at this point, the region will not be pursuing regional recognition.

The levels of recognition are now bronze, silver, gold and platinum. The RVP would need to review and approve those who achieve platinum level. Diana will evaluate whether the running totals will be evident and how close the chapter would be to achieving levels. There will be training on this tool for the upcoming year. Those interested in performing Beta testing should contact member services. [http://asse.chapter-operations-management.sgizmo.com/s3](http://asse.chapter-operations-management.sgizmo.com/s3)

**CoMRA Committee Progress Reports** – Council on Member and Region Affairs and is one of the four councils on the Board of Directors. It is made up of the RVP’s and is chaired by the Senior Vice President.

**Education and Training Committee** - Committee goals are the development of a 12-month curriculum with for chapter officers to ensure on-going training on key areas for chapter leaders. Recent accomplishments are review of knowledge, skills and abilities for each chapter officer position, a completed outline of 12 month curriculum, and completing a gap analysis of current training material. Next steps are content review and development, content testing and field feedback and roll out of new training.

**Chapter Operations Committee update presented by Al** – Committee goals are to evaluate chapter performance with recommendations for low performing chapters, review virtual services, and provide employer support for volunteering with chapters.

Recent accomplishments include:
Identified and conducting interviews with nine chapters that went from low performing to high performing chapters.
The committee developed draft letters to employers, focusing on the value proposition to chapter officer’s employers. For current chapter officers, they are reviewing an engagement & recognition tool as well as recruitment tool for potential chapter officers.

**Membership Development Committee – Committee Goal:** Chapter Membership Chair Engagement and Resource Development.

Membership Chair survey developed to determine focus. Key findings include:

- **Utilization of Officer Central tools**
  - Nearly 75% of respondents have visited the best practices section of Officer Central less than 2 times.
  - 50% of respondents download their member roster once a month. The other half download it quarterly or less (with 10% never doing it).

- **New member outreach practices are varied**
  - The most common way to welcome new members is through Chapter events (74%).
  - 45% of respondents don’t communicate to new members at all within the first 90 days, while 15% reach out more than 3 times in the same timeframe.

- **Regular ASSE communication could be tested**

Over 80% of respondents stated they would find value in ASSE updates to Membership Chairs.

Discussion was brought up that annual society updates sometimes revert a person to an inappropriate chapter (other than the one they may have selected). Perhaps there can be some guidance on the number of membership chair/support personnel based on the number of members, such as one support person/100 members. A concern was raised for non-members attending meetings and never becoming a member, even though they are paying a higher price to attend. One chapter charged more for PDC for non-members which included the membership fee. These members actually sustained over time, perhaps as it became part of their annual budget.

Diana covered how to pull rosters and filter information (e.g. who has moved into the chapter, etc.) She also shared an example letter to have officers sign that they understand the responsibilities. She will share examples with all.

**Society Initiatives** – power half hour presentations are new and they are recorded for those who may want to listen later. Diana will share how to access and download.

**CoPA Council** – Council on Professional affairs is a forward thinking group and has introduced risk assessment institute, and center for corporate sustainability along with AIHA, the Canadian Society of Safety Engineers, and the Safety Institute of Australia. They look at the GRI metrics for sustainability to include safety as part of these indices. This is important to help improve the value of the profession.

**Communication Tools** – WordPress platform for the website is the supported tool from Society, several use Event Espresso for communication. Chapters want to be able to get their own access. Steve can provide login information as well as training.

Several have issues that the emails from the service are caught by Spam filters at some companies. Carol has offered to be the webmaster for the region. It was discussed that we should have a training session on how to update websites within our region now and potentially for Society to provide this as an on-going educational training for the future. Electronic surveys and ballots are
available through Society’s services.

Social networking – several chapters have sites such as Facebook. The general consensus is these are not as supportive as hoped. Chapters who have good success often have a dedicated person to oversee the social network in addition to the Secretary. It is important to have someone who is tech savvy and likes this type of interaction.

Regional Communications – phone calls now set up on a monthly basis. Most noted these calls as helpful. Email was the preferred method for communication. The regional website does not get much traffic. It is important to keep this updated, but is generally not the best form for communications. This site is good for links such as jobs or being able to see chapter meetings. LinkedIn was not as much of an advantage, but could send a link to the website. Position specific email addresses created so messages go to the right person as people in positions change. Emails would come from RVP, etc.

Safety 2014 Networking Event – Generally there is a regional networking at PDC that was open to members, not just exec committee. It was expensive in Vegas and cost about $3,000 in addition to sponsorships and donations. Some chapters may have their own events. It is hard to do a reception with good food without having quite a cost. Discussion occurred that it can’t hurt to look into the costs as this is a good use of member’s money to provide this networking. There were good conversations from chapter membership that it was a good event. Other regions do tend to do similar types of events.

Recap and Review for tomorrow – Audit group needs to talk with Neil. For tomorrow we will talk about the member experience survey and best practices on member involvement, WebEx for future safety leaders and discuss regional operational leaders and transition.

The group was dismissed to travel to Lambeau Field for a private tour followed by dinner at Curly’s Pub at Lambeau Field.

Friday – April 4th

Meeting was reconvened at 7:33am. Nicolet chapter thanked those who assisted with meeting arrangements and the group thanked Nicolet for hosting this event.

Diana shared the details on the survey from the previous ROC.

Regional Operations Discussion – Mary Jo presented that regional positions were not getting emails/information and positions other than RVP were not being recognized by society. There are no bylaws for the region. All regions are governed by a guidance document. Guidance documents can be (and probably need to be) updated. Once official positions are created in guidance documents, Society will send information. All regions operate differently. Some regions (3 of 8) have areas lead by the Area Director. Region 8—ROC was RVP and Area Directors (now changed). Currently, deputy positions can only be filled by Chapter Presidents. This position could be filled by others, if guidance documents allow for it. RVPs must visit each Chapter at least once per two year term (required by bylaws) unless there is an Area Director in place. Having an Area Director opens up an opportunity for Past-Presidents to serve.

A concern was brought up if the smaller chapter was included into a much larger geographic area. A concern was brought up on looking at number of people rather than geographically
Area Director should be/would need to be a Past President. It was brought up that this could be a nice addition to the proposed governance change in that the Area Director would be talking to directly to the RVP. Information on Deputies can be given by the RVP to Society as long as it is provided to Society as an official position. It is possible that the secretary position was largely informal; Deputy RVP position was originally acting as secretary for our region. With areas, one of the Area Directors acts as the Deputy RVP.

A motion was made by Bruce Morton (Wisconsin) to divide the region into two areas, each led by an Area Director, second by Neil Silins (Greater Chicago). Discussion included that adding directors adds to the line of communication. With Area Directors, the RVP could spend more time helping chapters that need more help. Al noted that CoMRA is currently working on a way to help those Chapters that need help. There was discussion of having two versus three areas and how to split geographically. RVP could cover whatever area isn’t covered by an Area Director.

Discussion was closed and the question was called. The vote for the motion was 11 for the motion, 0 opposed, and 0 abstain.

Wes Dicken made a motion to form a committee on how to set up the two areas. Jim Lange seconded. The motion passed unanimously. Volunteers for the committee were: Jim Lange, Mary Jo Press and Diana Stegall.

Other regional positions opportunities were discussed. Secretary, DVP, communications person, student affairs foundation, PR, nominations and elections, PDC, etc. Discussion was opened up on what positions we want in our region. Discussions included Finance, Secretary, Student Chapter Liaison, Webmaster, member chair, communication person, regional PDC consulting person and regional governmental affairs. It was asked about designating a committee to look at possible other support positions for our region similar to how chapters have support people. This was tabled for designating a committee at this time.

There are committee positions available on CoMRA, PDC planning, Leadership Conference, etc. Al or Diana can share details for those who may be interested in serving and there is a “volunteer opportunities” tab on the ASSE website. Bridget Blair is accepting names for greeters at the PDC.

Member Experience Survey – Member retention, participation, Engagement - This item was listed on many chapter reports such as looking for ideas on how to keep members involved. Most need ideas. Mary Jo shared that their chapter survey was a good opportunity to get people to share in the notes what they may want to volunteer to assist where most may not be willing to speak up when asked in a meeting. Brenda mentioned increased member attendance. Their chapter survey and offering CEU’s has helped attendance in attendance to making sure the location was convenient and keeping the meeting consistent has helped tremendously in attendance. There is feedback on some not getting emails. They also use website sign-up for meetings. Chapters were about 50/50 on whether they meet at the same time/location versus rotation. Question was raised about accommodating speakers, as this may be one of the reasons for moving dates/times. Many reported that being consistent has helped. Rotation does allow to get some different people. If speakers are not available at the scheduled time, some have added a supplemental meeting or invited them to the PDC. There is a big difference in the people who attend mornings versus the lunch meeting for those who alternate. It is important to know your audience and whether they like mornings, etc. Communications is another key requirement, sending out messages, follow-up
Several chapters are conducting their own survey in addition to the Society’s survey. There are sample surveys available if needed. AI mentioned there was a special message sent out to members with specific practice specialties based on the speaker for the meeting. Northwest chapter assigns greeters at the meeting to help those who may be attending their first meeting and getting them engaged with volunteer opportunities. “Good attendance” may be increased attendance from the past or can be measured in the percent of membership attending meetings, etc. Many have found being steady on location and that location being fairly centrally located has helped attendance. Meeting topics have also affected attendance. Chapters could invite the RVP or Area Directors to speak about leadership, etc. Do we have a place to share suggestions? Some have gone away from OSHA updates as those in this position may not be the best speakers, Jim mentioned they use attorneys to speak to this instead of the OSHA person. Communications on these ideas need to be available.

Diana mentioned having this loaded to the regional webpage. Perhaps having a list of good speakers and those who are available could also be loaded onto the website. Guideline is to send a message about 4 weeks out, then a reminder at two weeks, RSVP by week before, and some may end up coming last minute. Attendance is better with clear notices in advance. It is also important not to inundate people’s email accounts with random or too many messages. Neil Silins has volunteered to compile the speaker information to be loaded to the website.

Whitewater Program/Future Safety Leadership Conference – Dr. Todd Loushine joined by WebEx to share their online Master of Science in Environmental Safety and Health. Courses are 8 weeks in length and you take one course at a time. This requires 30 credits and can be completed in two years. Several chapters have agreed to make this information available on their chapter websites.

The future safety leadership conference committee is looking for volunteer support for sessions from the region and chapters. This event will be held at the Hyatt Regency Schaumburg on November 6-7, 2014. They also need moderators for the roundtable sessions. It is important to help these talented students who are our future safety leaders. They are also looking for session speakers around the country. The conference needs support to help make this event successful. Those who want to help with the conference planning are also encouraged as well. Let Al Borzych or Todd Loushine know if you are interested.

We have talked about getting members to attend meetings, but how do you get them engaged? Ideas included asking specifically based on their passions such as asking for support on golf outing. Wes mentioned inviting a person to lunch to get to know them better. The personal touch really helps and aligns passions with needs. Ideas included making meetings fun and having good food. Sharing your personal experiences with others in a family, caring environment has also helped.

For those who express a desire to serve, we can steer them toward our needs and we can also assign a mentor to help them along. Brenda shared that her chapter has a list of responsibilities and this helps start the conversation about various opportunities for serving. There was discussion about board meetings before and after the chapter meetings and inviting membership to attend. Several conduct their meetings at a separate time, including by conference call.

Perhaps a section on the regional website could have volunteering /serving information. Several discussed perks for board members or committee chairs like shirts, dinner with spouses at the end.
of the chapter year, etc. Several do something, but most are not actively providing a perk.

Member recognition ideas included hockey or baseball game for member and one other, extra tickets for family members available, picnic/barbecue, boat cruise joint with other associations. Greater Chicago has one meeting per year as celebratory meeting. Bring your boss to the meeting event didn’t work so well. It might be good to have a risk management topic for the meeting instead of a compliance topic. If someone is getting an award, you could have their boss attend during the presentation.

**Upcoming dates** – The leadership conference is the first Thursday-Saturday of October. Chapters should be discussing now who will be attending. The shift is being changed to leadership and communication skills. It is also a good way to get your board energized.

Also plan for the Fall 2014 ROC in Des Moines, Iowa hosted by the Hawkeye Chapter on September 11-12th. Wisconsin chapter is hosting the Spring 2015 ROC. NEIL has offered to host the Fall 2015 ROC.

**Discussed AVP-Finance position.** Neil Silins was voted into the position when Shelly Killingsworth, the former AVP-Finance stepped down. Neil had contacted Shelly before the ROC and asked if she would be willing and ability to resume that role. Mary Jo Press made the motion to have Shelly Killingsworth serve in the AVP-Finance position for the new fiscal year. The motion was seconded by Chris Braamse. The motion passed unanimously. The group thanked Neil for performing the job diligently during his time of service and for reaching out to Shelly.

The meeting was adjourned by Diana Stegall at 11:15am.
Attendance:
Diana Stegall – Deputy RVP
Ryan Schall  Badgerland
Kirk Moldenhauer  Badgerland
Zach Moore  Central Illinois
Matt Kubsch  Central Illinois
Wes Dicken  Great Plains
Al Borzych  Greater Chicago
Karen Boyce-Lindgren  Greater Chicago
Neil Silins  Greater Chicago, AVP Finance
Mary Jo Press  Hawkeye, AVP - Secretary
Chris Bramse  Heart of America
Travis Bennett  Heart of America
Richard Petite  NEIL
Michael Saujani  NEIL
Gwen Arps  Nicolet
Chad Kaster  Nicolet
Jeff Van Thel  Nicolet
Shawn Hau  Nicolet
Carol Jamrosz  Nicolet
Jim Lange  Nicolet
Chad Kruger  Nicolet
Jamison Harrell-Latham  Northwest
Travis Keeney  Quad Cities
Michael Kosak  Stateline
Brenda Allard  Three Rivers
Brian Oberle  Wisconsin
Bruce Morton  Wisconsin
Jared Owen  Wisconsin