



# ASSOCIATION FOR PSYCHOLOGICAL TYPE INTERNATIONAL

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## APT International Monthly Board Meeting Friday, August 31, 2007

### Draft Minutes

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#### ATTENDING

- Jane Kise, President-elect
- Chuck Pratt, Past President
- Ray Linder, Director of Finance
- Carol Shumate, Director of Marketing
- John Lord, Executive Director

#### UNABLE TO ATTEND

- Margaret Fields, President
- Katherine Hirsh, Director of Communications
- Dick Thompson, Director of Interest Area Consultants
- Jay Hanson, Director of Training and Education
- Carol Linden, 2007 Conference Chair
- Linda Reinhardt, Director of Membership
- Sharon Richmond, Director of Regions and Chapters

The meeting commenced at 10:00 a.m. (EST).

***Note: There was not a quorum at this meeting so no formal voting was conducted.***

#### APPROVAL OF MINUTES FROM PAST MEETINGS

Minutes from the last two meetings will be email to the board for edits and approval.

#### 2008 OPEN BOARD POSITIONS

The following board positions will be open in 2008: Incoming President, Director IAC and Director of Marketing. The board discussed several possible candidates for these positions and agreed to contact them.

Chuck stated that if people who are contacted are unwilling to serve on the board we should ask them to serve on a committee.

*Board members not on the call were urged to give this topic consideration and to forward possible nominees to the entire Board.*

**Action Items:** Open positions will be announced in the next typelines, scheduled to go out in early September.

## **SUCCESSION PLANNING**

Jane summarized the need to enable more formal succession from local (region and chapter) leadership to international leadership. The following general principles were agreed on:

- Recruitment for international leadership should be sensitive to the need for local leaders to complete their current local roles before being asked to take on International roles so that we don't 'rob' chapters and regions of essential leadership.
- Board Committees would be an excellent place for potential Board Members to gain the experience required for Board positions.

## **LAUNCHING A "SIG"**

Jane stated that at the meeting of the 'felt needs committee' and the August board meeting there was enthusiasm for re-launching a SIG (relationships, meaning-purpose-balance, and executive coaching were the most mentioned topics). Those present on the call agreed that starting with one SIG would be best and that the most appropriate topic would be Coaching.

A leader for the SIG is required to provide content and leadership. John, Sharon, Katherine and Jane will work with the leader to determine and provide the necessary tech support for the new SIG.

**Action Item:** *John will send an email to the entire board requesting their approval for re-launching the coaching SIG.*

**Action Item:** *Chuck will contact Pam Fox Rollins to get background on the previous careers SIG (including the possibility of a sponsor) and Robert Witherspoon to see if he would be interested in leading the SIG.*

Jane stated that if this approach was unsuccessful we could also send an email to members explaining what a SIG is and soliciting ideas and volunteers to run one.

## **MEMBER BENEFIT BROCHURE**

Those present on the call agreed to the need to take the existing draft text and develop a four-color, professional brochure on member benefits. Carol brought up the idea that if we provided something useful, such as a type chart, on the back of the brochure that it would be more valuable to new practitioners.

**Action Item:** *Carol will continue to work on the brochure and forward the next draft to the board for their input.*

## **INCENTIVES TO RENEWING MEMBERS**

Carol summarized an ongoing concern about members only renewing during conference years. She wanted to create an incentive for members to renew annually and in a timely fashion.



Chuck stated that for government workers their employer is willing to play for conference fees (that in our case includes membership) but not specifically for membership fees.

Several options were discussed:

- A two year membership with a combined discount
- Creating a new-member fee that would incent members to keep their membership active
- Increasing the non-member conference fee

It was felt that this topic was important enough that the entire board should be involved.

**Action Item:** Carol will email the board a summary of the need for this and the possible options.

## **DRAFT RESEARCH POLICY**

**Action Item:** John will email this to board for approval.

## **SPONSORSHIP OF TYPE-RELATED CONFERENCES**

Jane stated that the Board had agreed to the benefits of this in 2006 but had come up against budgetary constraints.

Ray asked that the Board be clear on the value to APTi from these activities and to focus on tangible benefits, especially membership.

**Action Item:** The Board would support sponsorship ideas and be willing to commit resources based on the potential benefits to APTi. For Convergence Katherine is encouraged to pursue sponsorship opportunities.

## **CO-SPONSORSHIP OF EVENTS**

Those present on the call were supportive of the specific opportunity to co-sponsor a John Beebe event with TRI and in pursuing other opportunities to co-sponsor events with other organizations.

Chuck felt that we need to be selective about the type of events APTi would be willing to co-sponsor. It was agreed that the Board should review all proposals carefully to make sure that potential co-sponsorships are a good-fit with our mission.

**Action Item:** John will forward the letter of agreement with TRI to the board for approval.

**Action Item:** Chuck will work with John to develop the appropriate communication to the other QPs offering to co-sponsor other events.



### **ADVERTISING OTHER QUALIFYING PROGRAMS**

At the Baltimore QP meeting it was agreed in principle that APTi would help to promote the diverse programs of the other Qualifying programs and John asked for input on how best to do this. The board agreed that this was essential reciprocity if the other programs were going to expand their support for promoting APTi membership.

**Action Items:** *John and Katherine are working on improvements on the web page and will draft content focusing on advertising the other programs.*

### **TRAINING PROGRAM**

The Board discussed how best to position our trainings with other training organizations.

**Action Item:** *John will follow up where appropriate.*

