



Minutes from Feb 24, 2008 Face to Face Board Meeting Minneapolis, MN

Attending:

Jane Kise, President
Margaret Fields, Past President
Suzanne Brue, President-Elect
Ray Linder, Director of Finance
Patricia Ryan, Director of Interest Areas
Katherine Hirsh, Director of Communications
Sharon Richmond, Director RCDC
Jenny LaChance, Representing the Marketing Committee
John Lord, Executive Director

Unable to Attend:

Julie Campe, Director of Marketing
Jill Chivers, Director of Membership
Jay Hanson, Director of Training and Education

Mission Statement

Jenny submitted the revised mission statement that the board developed at the strategic planning meeting.

The board approved a new mission statement. The statement will be announced on the web page, in the *Bulletin*, and [Jane's next president's letter](#). The new mission statement is as follows:

The Association for Psychological Type International (APTi) is the professional membership organization for people worldwide who use personality type and assessments such as the MBTI® tool.

We promote the practical application and responsible use of personality type through education and training, research, networking and community building.

Our purpose is to support personal and professional development through the constructive use of personality types differences.

Budget

Ray presented the 2008 budget to the board. One change was made in training expenses resulting in a \$5000 positive change to net income. John will make this change and distribute to the board.

The board approved the budget. The board wishes to share the budget with members who are interested. ([It can be viewed online by clicking here.](#))

Review Policies and Procedures

The board was requested to review their responsibilities as described in the APTi Policies and Procedure document and recommend any needed changes.

Type Community

John suggested that we needed to revive the type community committee as soon as possible to make sure the many organizations involved in type remain vested in APTi.

Constitution and Bylaws

John stated the need to have a lawyer review the Constitution and Bylaws and the need to update any legal registrations based on recent changes at APTi.

Sharon stated that we need to review and potentially revise our bylaws article XII based upon the actual relationship with chapters.

Action: John will submit the Constitution and Bylaws to a lawyer for review.

Nominations

Jane reminded the board of the need to follow the nominations process next year. They are described in the [policies and procedures document](#).

IACs and SIGS

Pat reported to the board on changes recommended in the structure of IACs that would result in more effective service delivery to our members. It was proposed that the IACs be consolidated into the following five areas:

1. Organization development (management, leadership, HC, ED systems, training, HR)
2. Individual development and relationships (counseling, psychotherapy, wellness, careers)
3. Multicultural and international issues
4. Theory and research
5. SIGS

IACs would operate as a committee to coordinate IAC / SIG activity. Pat stated that there are a lot of implications from these changes on the management structure and systems as well as budgetary issues that need to be reviewed and brought back to the board.

The board supported this direction especially as it relates to the conference symposium. Formal approval of the structural changes will depend on further investigation.

Action: Jenny and Pat will work with John to bring this plan to fruition.

Training

Jane gave a brief summary of the training plans (see addendum). Sharon asked that chapter leadership be kept in the loop about how these plans may impact the chapters.

Action: Sharon, Ray and John will work to develop a plan to transform our application programs into regional mini-conferences beginning in 2009.

Chapters

Sharon gave an update on the improved chapter reporting process which the board appreciated.

Katherine stated the great return we have reaped from our investment in chapter in terms of leadership, especially from the chapter event held at the conference.

Sharon stated that she would like to hold a face to face regional chair meeting at the upcoming Great Plains conference in Chicago.

Sharon said that RCDC was working on rewriting important parts of the chapter manual and on develop a business plan for chapters.

Communications

Katherine submitted her report from the strategic planning meeting (see addendum).

Katherine clarified that the rumor that the *Bulletin* was no longer going to be printed but instead be online only **was not true**. The rumor may have started as a misinterpretation that the new online *Bulletin* archive was sign that we were going to stop printing the *Bulletin*. There are no plans to stop printing the *Bulletin*.

The meeting was adjourned at 12:17 PM

Addendum:

Communications Report:

Increase usefulness of website & integrate with new CPP marketplace:

- Networking
- Resources (Education)
- Research
- Community Building

- Connecting mentors/mentees and/or potential collaborators (contact departments in TX)

- Answers to critics of type in a form members can use

- Samples from JPT – methodologies, participant groups – to model meaningful and professional research

- Videos/Podcasts available via website – interviews with authors/experts/16 types/researchers; conference publicity

- In RFP share information about research awards/grants (CPP, Myers & Briggs Foundation), and dissemination options (JPT, etc.)

- Advertise more widely

Training Report

Training direction 2/22/08 board meeting

6, 11, 12, 14

Be international—network members, internationally

6. Enhance Application Day training without qualifying programs

- ◆ Expand number of people who come to our programs
- ◆ Broaden the type of programs we offer

Key ideas and decisions

- ◆ 2009: Bundling application days—2-4 workshops in the same town, same trainer (no more 1-day on our training schedule)
 - Criteria for choosing
 - Begin with using existing faculty/infrastructure with limited case-by-case exceptions, may advertise that to members
 - Preeminent expertise in subject matter and training style
 - Location (historical success and chapter support or other partnership)
 - High-impact topics such as coaching, teambuilding, leadership, stress, conflict (felt needs)
 - Look into professional credentialing/CEUs
 - Consider public events the night before a workshop

- ◆ 2009 Explore a partnership with CPP for a 1-topic tour like their Strong/MBTI tour
 - Examples: executive development, Step II, coaching, teams
 - One goal is chapter visibility and APTi visibility, discounts for members
 - Negotiate with CPP re: development costs, standardization team, control over ppt and materials
- ◆ 2009 Explore region conference/workshop depending on whether we change infrastructure of regions
- ◆ Wish list for future
 - Cosponsor chapter days
 - APTi-sponsored tours, Damian model
 - “Any time, anywhere” list
 - Cutting edge
 - 5* trainers
 - Limited time only tour offering
- ◆ Material sales to NZ or Canada, or sale of intro CD...

Board input:

- ◆ None

Action plan

- ◆ Training committee—Jay, faculty member, Jane, John
- ◆ Poll faculty re: topics they think are more universal and availability
- ◆ Quiet advertising for proposals to usual cast of characters
- ◆ Contact Mike Shur re: cosponsor tour
- ◆ (John and Ray) Decide on new pricing—look at all providers

14. Become a clearing house of information on speakers and programs

- ◆ Offer online evaluation service
- ◆ Start capturing chapter stuff