

Monthly Board and Committee Meeting

May 18, 2017 8:00am - 12:00pm

Dial in: Participant

Meeting Facilitator: Dan Ruggles

Board Members:

Committee Chairs

Name	Title	Attended the Meeting		Name	Title	Attended the Meeting
Dan Ruggles	President	X		Ana Rodgers	Marketing	X
Grace Roth	Vice President	X		Jared Knisley	Webmaster	X
Jon Campbell	Past President	X		Juan Vargas	CVENT and Email	
Kami Murphy	Membership	X		Sophia Czaus	Social Media	
Joe Hernandez	Treasury	X		Johan Lidros	CISA/CISM	X
Jay Anthony	Secretary			Grace Roth	CRISC	X
Alan Zukowski	Sponsorship	X			CSX	
Cassandra Young	Student Affairs	X			Events	
Jason Pott	Former Treasurer					
Kevin Alvero	Former Sponsorship					

Purpose of Meeting: Discuss Board's operating activities

- 1) Call to order, by Dan Ruggles

Call the meeting to order@ 8:36 AM

2) Approval of minutes from last meeting:

Approved by the Board.

3) Administrative Tasks

- Introductions

Board members provided brief introductions and background:

- Dan Ruggles – Long standing member and President
 - Jarred Knisley – CISA 2010 Webmaster. Owns his own company – managed services
 - Cassie Young – Senior Assoc, IT audit PwC. Academic Relations.
 - Jose Hernandez – Member since 2005, CSX previously and now Treasurer
 - Alan Zukowski – Involved in ISACA runs his own company. IT sec consulting. Will be responsible for Sponsorship
 - Jon Campbell – Past President and will continue to be involved.
 - Johan Lidros – Involved in the chapter since 1999. Training Lead, CISA and CISM review
 - Grace Roth – Involved in ISACA for several years, now Vice President and CRISC trainer
 - Kami Murphy – started in 2009. Involved as webmaster. Former VP now Membership Director.
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- Distributed By-Laws June 19, along with Parliamentary Basic
 - Dan sent out the agreement for everyone to sign as well as the Bylaws.
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- By-Law Review / revision due
 - Bylaws need to be updated.

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- Contact Information Updates
- Updated BIOS need to be posted on the website
 - Jared will complete and assumes that the BoD updated their content
- ISACA International
 - Update contact information and names for new BoD and Committee members
- There is a web admin tool on MyISACA. Information was updated on the ISACA website. Everyone should take a bit of time and review what's on the web portal.
 - 2018 North America CACS is April 30 – May 2, 2018
 - Items to be completed within 30 days of AGM and now due:
 - (1) Chapter Annual Report
 - (2) Chapter Balanced Scorecard
- Balanced scorecard and annual report needs to be done. To be scheduled with Jon
 - (3) Audit Verification Letter
- Signature transfer and bank information
- Post office box transfer

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- Jason and Jose are in process to complete this task.
 - Generic Email Access
 - The generic email has been set up and we are ready to go.
 - Position Responsibilities
 - Vice President:
 - The positions are the same but Dan would like to change the responsibilities of the VP and will look for Jon and Kami to brainstorm ideas. How do we create, manage and run and events committees?
 - Open dialogue held about challenges coordinating events - The hardest part about the events is getting the speakers. Not a lot else goes into it. If we can organize at the beginning of the year and get speakers lined up it would be easier.
 - Dan reached out to Derik Thomas, Tampa bay ISC2 to get a list of speakers. ISC2 runs the BSides event. Derik has a list of 30 speakers that we can leverage. He uses Facebook and Twitter to call for speakers. BSides videotapes the session and posts on the website. This could be an incentive for speakers to sign up.
 - Last year we got 2 speakers from LinkedIn (Bobby Dominguez and another speaker that spoke at the GRC). We usually pay for one event – GRC and the other speakers are typically free.
 - We should send out the speaker requests as soon as the last event is done. We should collect and tally information and do a blast and put on LinkedIn.
 - Cindy Palouian loves doing events coordination and we will reach out to her.
 - Secretary:
 - No changes to position
 - Treasurer:
 - Continue to process monthly expense reports and tax forms.
 - Marketing
 - No changes to position.
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- Social Media:
 - Sophia will be responsible. Would like to incorporate new ideas through social media. Periodic Tweets from the president and posts on LinkedIn?
 - Corp Sponsorship:
 - There are some areas for improvement. Allen will be responsible for building relationships.
 - Willingness to Serve (sign)
 - Dan sent out the agreement for everyone to sign.
 - Conflict of Interest (sign)
 - Dan sent out the agreement for everyone to sign.
 - Code of Professional Ethics
- 4) Goals for 2017 / 2018 – Dan Ruggles
- Make better use of volunteers
 - Volunteers are pretty flexible and can help.
 - We need to pick dates for the events and then work to lock in speakers. We have the survey and will incorporate the last bit that Jose included and will run for 6 weeks. We will probably need to guess on topics in September. The event in September we usually do an assurance session with an auditing topic. Dan has lined up 4 speakers but we would need to know the date to provide to them.
 - Recruit our replacements
 - We need to recruit and replacements and do a better job on recruitment. Dan met with Derek (ISC2) and discussed.
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5) Collaboration

- Google vs DropBox vs something
 - Dropbox – not allowed for use by PwC and most organizations. The ISACA site can be used but we ran out of space. The ISACA site is a good option and would be easy for all to access. Website is hosted by iHost. ISACA International - there is a size limitation. The treasurer and Secretary has access. We pay for 1 ½ gig. And we've had minor hiccups with the site. They had a DNS issue.

Action:

- Jarred will move all of our docs from Dropbox back to the ISACA website. Annual exercise to delete anything after 18mos for emails. Need to keep three rolling years of material

6) New chapter website

- ISACA missed the due date for delivery (May 22 through June 9)
- Using the ISACA Int'l site would save us money but we would lose Cvent. The new site will not have the same functionality as Cvent. The new site will populate events into the international site.
- Plan is to keep Cvent for now - We will maintain the minimum on the ISACA Int'l site and see what the capabilities are and decide later if we want to migrate.

7) Audio / Webcast Discussion

- We should get one conference call # for consistency in addition to a standing webex account for virtual classes. The VoIP was scratchy but the PSTN# was much better. Right now it's a free account. \$18 per month for audio calls.
- Zoom - you can host up to 100 people (free version). Zoom - \$15, GoTo Meeting \$29, Webex \$29
- We could also use to deliver CPEs via video. We will try the free Zoom for CXS meetings and Board meetings and determine if we keep.
- Salesforce is free for non-profits and we can consider using. Salesforce is a web portal and we should all be able to access it.

Action:

- Jarred to research Salesforce.

8) Chapter Leader Portal Review and Quick Demo

- Make every effort to attend the quarterly ISACA International discussions led by Megan Moritz

9) Accomplishments and Goals

10) Certification courses – Johan Lidros / Grace Roth

- There are 3 certification tests. Discussions focused on delivering virtual classes and how we would deliver. Benefits for having these trainings are for our members. We can record our live sessions and offer on demand. We can record and have people view and track CPEs.
- We would need to look for a learning development tool. Example; UDEMY – you have a course and must answer questions before you move on to the next module. UDEMY – markets your courses for you.
- Need to determine where we would store videos and budget for virtual training. CRISC domains will be changing shortly and CISM will be changing soon as well (next year).
- Need to determine price and marketing – 2 categories for pricing - West FL member vs non-FL member. We verify based upon email account. We have validation controls and can validate West FL but cannot validate out of state members. FL Members in person– \$400, Member virtual – \$300, Nonmember \$500.

Action:

- Motion to increase pricing by \$100 - Approved. Price increases for new classes take effect in 2018. We will need to add verbiage on the website. Also we will need to add a disclaimer that by paying you approve to be videotaped.
- Exams – Courses - April, July, Oct. or we can offer May, July, Sept.

Action:

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- Grace to research UDEMY - Find out what the cost is and determine what it would take to set up service. Split screen, slides on one side and instructor on the other side.

Event Planning Calendar

- Survey – Looking to finalize survey next week. Dan will send 2 reminders for survey completion. Survey will be open for 6 weeks.
- We will go with 4 categories – for events. The Board discussed and finalized the events calendar and locked in dates.

11) CSX

- Need to determine next steps on how we proceed with CSX.
- Campus recruiting – The CSX program offers the college students an incentive to sign up (\$60 fee). Suggest Mia and Shawn, connect as a committee. Compliance folks do not seem to be interested in the CSX certification. Foundation is not a certification. They are pushing this hard for the college students. The Practitioner is a certification.
- Challenge is that companies are not asking for the CSX cert. It took ISC2 10 years to get companies to adopt CISSP as a requirement. CSX is not marketed the same way so the challenge is the value proposition. People are thinking why invest the time for something is not going to be asked for.
- We could have UT college professors give extra credit for taking the class. The biggest issue with the Cybersecurity program at UT is that its under the business school.
- Proposed incorporating CSX into the curriculum and getting college credits or building in extra credits for taking the course.
- We could have sponsors or grants for CSX.
- There could be an opportunity for us to build CSX into the curriculum in and market as a stepping stone and bake into the curriculum and then they can sit for the exam after the class.

Action:

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Kami knows the dean of students and can ask about the incorporation of credits for CSX. Jose has 3 people at PwC that have expressed interest also Carla and Randi are interested.

12) Events

- Partner with IIA and ISC2
 - We partner with IIA and there is a fraud group that is associated with ISSA.
 - There is a Board retreat next week for HIMSS. They do a lot with Health IT. Central North FL has 3000 members and they hold events in north FL. (Johan will provide info and sits on the Board).
 - We should market each other's events – ISC2 and IIA. Kami will provide a contact Monica Sanchez IIA.
 - Allen has an information security meetup w/ 300 members. People in his meet up are people that are thinking about going into information security. Meet ups are great to look for event speakers

Available Chapter Awards

- There is a new marketing award (formerly communications). You document a marketing plan (on how you are attaining members). West FL would be classified as a large chapter and would be competing against chapters such as NY, Atlanta (300-350 member category).
- Growth Awards - 2 types of awards available (retention and communications). We can do a better job at retention. We would have to put together a plan/committee to drive the effort for the K. Wayne Snipes or the Growth awards.
- Certification Awards - CSX – No one has ever taken and passed the practitioner exam, so not a good option. There would be a lot of effort involved in going for awards. Do we want to invest the effort in going for these awards? We would need a 1 yr. vs. 5 yr. plan which we do not have.
- CISM Growth Award is one that we could easily achieve.

13) Academic Relations – Cassie Young

- Revamp of Student Programs
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- ISACA is looking at ways to revamp the program get more engagement
 - Difficult to become a student member as there are too many steps to register and to get reimbursed. Complicated enrollment process.
 - Propose that we prepay for some student memberships (\$25 for student membership \$35 for non-students).
 - Other Ideas would be to raffle off courses or student memberships at events or they sign up for an event they get free membership for a year.
- Stressed membership retention and getting the attention of Universities and High Schools

14) Membership Activities - Kami Murphy

- Chapter fees - We will not change fees.
- Goal – reach 40 members for our chapter (USF/UT/St. Leo).
- Student volunteers get CPEs.
- There have been 2 classes at USF where we have come in. Good feedback.
- We are not managing Opt outs. (Kat Estelle would like to volunteer to help). Need to reach out to those who have opted out and validate status.
- We offer 2 networking events and need to increase attendance (Aug. only 30-40 currently attend)
- Allow members to meet other members and build connections
- Should be open to members and non-members in order to recruit new members.
- Review the ISACA Int’nl member recruiting site for ideas.

Action:

- Volunteer Coordination – Kami will reach out to the person for volunteer coordination. Committee chairs will be to be involved in the monthly meetings and report on volunteers.

15) Social Media

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- We should leverage Social Media more (e.g. LinkedIn). We would need a couple of people posting in order to be successful (options are Twitter, Snapchat, Instagram, LinkedIn). If you go to the company section of linked in there are only 3 people following West FL ISACA. Sophia has been managing but we need volunteers to assist. We should pick – LinkedIn, Twitter and Facebook.

16) Sponsorship – Alan Zukowski

- Goals \$8,000 in revenue.
- Neilson – sponsored GRC, Security Event and they are a chapter sponsor.

17) Finances – Jose Hernandez

- Jose had a Demo of Quickbooks. There may be some things that we need to change. QB allows you to do a revenue matching to expenses. You can set up event budget to actual.
- Propose having everyone fill out an expense form.
- Jose will be holding the P.O. Box key. Needs to get the key from Kevin.

18) Plan Monthly Board Meeting Calls

19) Marketing – Ana Rodgers

Action:

Name Tags:

- Ana will order nametags for those that need:
 - (1) Grace Roth
 - (2) Alan Zukowski
 - (3) Johan Lidros
 - (4) Juan Vargas
 - (5) Cassie Young

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(6) Jared Knisley

- ISACA International Assistance \$2,300 for reimbursable expenses.
- Marketing storefront - We need to order a table runner. Ana will order.
- Anna will order ISACA pens and notebooks. Anna will order pens and park the remaining \$1600 in the budget for the other events.

20) Meeting Close

Meeting Adjourned @ 12:30pm