
Address : P.O. Box 8870
N Himes Ave Suite
323
Tampa, FL 33614

E-mail:
President@westfloridaisaca.org



Annual West Florida ISACA Planning Meeting Agenda

July 16, 2016 @12:00pm

Protiviti – Westshore Corporate #3

Type of Meeting: 2016-2017 Planning Meeting

Meeting Facilitator: *Jon Campbell*

Board Members: Jon Campbell, Kami Murphy, Jason Pott, Jay Anthony, Dali Uresti, Chris Dawes

Committee Chairs: Ana Valdez (via phone), Dan Ruggles (absent), Sophia Czaus, Jose Hernandez, Johan Lidros, Shawna Flanders, Cassie Young, Marc Baker (absent), Johan Lidros, Kevin Malvero - Corporate Sponsorship (absent)

Purpose of Meeting: Discuss Board's operating activities

1) Call to order (1 minutes) **Seconded and Approved**

2) Approval of minutes from last meeting (2 minutes) **Seconded and Approved**

3) **Chapter Statistics from 2014 through today were covered**

4) New agenda items for consideration (5 minutes)

- **Goals for 2016-2017; one of our goals this year is to win one of the ISACA international awards as a premier chapter**
- **Reviewed Position Responsibilities for each Board Member**
- **Jon and Dan Ruggles to discuss improving website and email connection points (Contact Us section with greater clarity)**

- Rates to remain the same again for the 2016-2017; Waiving the Chapter for Students and up to 2 years post-graduation (seconded and approved)
- New Committee was Formed and Greta Develle will be the Committee Chair – the founding members have been forwarded to Greta.

5) CPE Events & Marketing – Jon and Kami

- CPE Event Objectives
 - Grow attendance and increase cross-marketing
 - Focus on relevant/quality training at a reasonable price point
 - Offer pre-paid options for corporate members
 - Board to consider new speakers
 - Expand our relationships with IIA and ISC2
 - Offer four 8-hour CPE events
 - Assurance – Fall 16, Professional Trainer, September 30 or October 7th
 - Security – Fall 16, Volunteer Speaker(s); November 18th
 - Soft Skills – joint event with the IIA; February 2017
 - GRC – Spring 2017, new location, increase attendance, Key Note Speaker and enhance Call for Speaker; April 14, 2017
 - CSX focused event - 2017
- Certification Training
 - We will increase local certification training marketing efforts in 2016-2017
 - We want to keep our rates well below the international training rates
 - Cvent to be opened up to Shawna and Johan to market their own activities; we want emails sent 90 days out, at a minimum
 - CRISC – Dec 2nd and 3rd. 2016 and May 30 and 31, 2017 and Dec 1 and 2, 2017;
 - CISM – August 27th and 28th and Dec 4th and 5th of 2016, June 1st and 2nd, 2017, August 26th and August 27th, 2017 and Dec 3 and 4, 2017;
 - CISA – Dec 2nd -4, 2016 and May 26-28th, 2017, Dec. 1-3, 2017
 - CSX – Marc Baker to get teacher-certified for the “Fundamental” (highly technical); tests are any time throughout the year and costs are higher but students are the primary targets (requires at least 2 years’ experience) for Fundamental; the certification portion is called “Practitioner”.
 - After he completes and gets 80%, we will set training. Must get certified by August meeting.

6) Academic Relations – Jon and Cassie

- Upcoming Events

- Budget for events is \$5,000 (estimated at 6 events, minimum)
- Sponsor a CPE/networking event for Students-only (no other members)
- Visit each campus including St. Leo
- Need greater outreach to the University Career Centers rather than professors
- Networking event in Fall for companies and students prior to the Job Fair (USF Tampa, USF St Pete and UT)
- Goals to reach 25 participants in the essay competition and build a student chapter of ISACA at USF Tampa (Kenny Keenan at PwC to help guide)
- Cassie to contact schools to start reaching out and visiting prior to Fall semester (add Greta for volunteering and speak)

7) Membership – Dali

- We're at 81% retention but have the goal of 85%
- Goal is to increase by at least 10% and/or 80 people
- Enhance Member Communications;
 - Welcome new members and personally invite them to next event
 - Recognize certifications
 - Inactive member reach-out to be enhanced
- Dali to contact Megan Moritz on member and certification reports
- 2 Networking Events: August 25th, Thursday, potential sites – Bahama Breeze first

8) Finance Update – Jason

- Provide a status of our current financial standing Jason confirmed that we are solid financial state; and we were profitable for the year.
- 2 year max tenure at Treasurer.
- Qbooks consultant to be sought to try and facilitate a more stream-lined financial accounting and reporting process for the Chapter. Johan to provide a contact to Jason. Contact info is as follows:
 - **CYNDI SHAVLAN**
 - **CPS Corporation**
 - **727-432-3314 - phone (cell)**
 - **888-766-9584 - fax-toll free**
 - **P. O. Box 66722**
 - **St. Pete Beach, FL 33736-6722**
 - 2016-2017 Budget Reviewed and Approved by Board

9) Committee Updates

- CSX – Jose see above
- Marketing – Ana Valdez (absent)
 - We need West Florida ISACA Banner
 - Also – purchase: battery chargers, coffee mugs (travel and at home), notepads, water bottles, lapel pins & Need Name Tags for Board members, camera covers; beach towels and Yeti coolers; I (heart) West Florida ISACA bumper stickers
- Social Media - Sophia Czaus updates being provided as we get them from National;
- Web support – Dan Ruggles absent
- Sponsorship: Goal \$8,000 in revenue; 10 Corporate Sponsors;
 - Monitoring and Outreach
 - Quarterly Call or Email with each Sponsor & Report to the Board
 - Ensure that Sponsors are Posted on Website (key sponsors)
 - Coordinate Recognition (plaques and presentations)
- Free admission for their attendees

10) Chapter Interaction with International and Awards

- Check for budgeted amount (\$2K) to be submitted to International
- We want to win at least one of the awards (Snipes, Growth, Anniversary, President's Cup, Pinnacle (support of the ITGI) and CISM Growth) – Subcommittee to be formed to address this item (Dawes, Campbell and Ruggles)

11) Webmaster – update calendar and website based on Meeting Minutes from today

- Keep reaching out to post additional job postings – use form on website and it will go to our Webmaster (Dan)
- Cassie needs to be added to Chapter Leader portal (Jon to update roster which will drive this)

12) Meeting Close Motion made and seconded