

Board of Directors Planning Meeting

July 14, 2018 9:00am
Dial in: Participant

Meeting Facilitator: Grace Roth

Board Members:

Committee Chairs

Name	Title	Attended the Meeting		Name	Title	Attended the Meeting
Grace Roth	President	Yes		Ana Rodgers	Marketing	Yes
Nicholas Chugani	Vice President	Yes		Jared Knisley	Webmaster	No
Dan Ruggles	Past President	Yes		Juan Vargas	CVENT and Email	No
Kami Murphy	Membership	Yes		Sophia Czaus	Social Media	No
Joe Hernandez	Treasury	Yes		Johan Lidros	CISA/CISM	Yes
Vidya Lingappa	Secretary	No		Grace Roth	CRISC	Yes
Deep Patel	Sponsorship	Yes		Ric Daza	Social Media – Facebook	Yes
Mia Plachkinova	Student Affairs	No				
Brian Isserman	Events	Yes		Maxime Wong	Events Committee	Yes
				Cynthia Pal	Events Committee	Yes

Purpose of Meeting: Discuss Board's operating activities

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- 1) Call to order, by Grace Roth – Grace R. call to order @ 9:35am, second Nick C. Grace R. provided overview of agenda w/ focus on events for 2018-2019. Reminded group to enter volunteer hours as CPE.
 - 2) Approval of minutes from last meeting:
 - 3) Administrative Activities
 - Introductions – Grace walked through roles slide, talking through Board responsibilities. Areas of emphasis included goals such as increasing membership to 1,000+, corporate sponsorship levels and associated marketing, potential sponsors (e.g., EY, Deloitte, RSA, etc.). Want to improve events and grow events committee. Grace discussed Vidya stepping down from Board and asked if anyone's interested, we can raise during next Board meeting and vote in a new Secretary. Johan discussed new requirement for certification trainers to be certified in training for courses. Jose asked whether CSX role has been officially or unofficially decommissioned. Discussed decommissioning of CSX (cyber security) role. Grace explained that Board has to vote to decommission officially. Jose raised concern re: local, climate-controlled storage of tables, banners and other items used for events. Board agreed that it's a good idea. Discussion moved to increasing list of potential speakers/presenters for events. Grace asked Board for recommendations re: Events Committee members
 - Contact Information Updates – All contact information is updated.
 - Generic Email Access – Board members have generic emails; contemplating getting these for non-board positions.
 - Willingness to Serve (sign) – Confirmed everyone has signed.
 - Conflict of Interest (sign) – Confirmed everyone has signed.
 - Code of Professional Ethics – Encouraged everyone to review.
 - ISACA International
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- Update contact information and names for new BoD and Committee members
- Items to be completed within 30 days of AGM and now due:
 - (1) Chapter Annual Report – Due every year around July; includes events, membership numbers, etc.
 - (2) Chapter Balanced Scorecard – Not required this year.
 - (3) Audit Verification Letter – Jose suggested we review/tighten controls surrounding processes. Each year we need to audit our chapter and share report w/ ISACA. Due by July 30th; seeking an auditor to do this but experiencing challenges in finding someone to do so and therefore anticipating this to be late. Ana Rodgers suggested asking Chris Dawes. Dan explained that although he is a past president, this would not be a conflict of interest as he has not been involved in financial affairs of the Chapter for a number of years.
- Signature transfer and bank information
- Post office box transfer
- Generic Email Access
- Position Responsibilities
- Willingness to Serve (sign)
- Conflict of Interest (sign)
- Code of Professional Ethics

- 4) **What's New ISACA?** – Discussed Accredited Trainer extension (re: certification for course trainers). Johan explained that hiring an external trainer carries a high expense (e.g., ~\$8k for an event, or \$1.5k per day plus expenses). Grace then touched on the ISACA-hosted Chapter Websites and her interest to refresh our website. Next, she discussed the Global Leadership Summit for Oct 2018 and asked if anyone's interested.
- 5) **Goals for 2018 / 2019** – Grace R. did a recap of 2017-2018 plan re: CPE program, events and academic relations. Opened discussion to group to invite ideas to enhance the member experience. Want to expand past 1,000 mark. Ric started discussion w/ how many members are 'active'. Ana indicated that we want to increase both active members and the total membership count. Jose also discussed increasing presence geographically (i.e., Sarasota and north of Tampa). Team brought up examples of doing breakfast meetings or networking events in different locations to engage members outside of Tampa. Discussion progressed to how to engage or incentivize members to show up at networking meetings. Nick suggested idea of coinciding membership meetings with major CPE events to allow members to interact with speakers the night before an event. Ric asked how we can get new members engaged. Deep suggesting promoting this to new hires, interns, etc.
 - **Enhancement to Member Experience** Discussed ideas on how to increase membership. One main focus area is with students. Also, reaching out to employers and advertise ISACA membership as an employee perk. Partner with employers to develop a strategy for new employees and to work with HR to include as a benefit and see if companies would be open to this idea. Concerns about using about roster data to do that was discussed as that information may be considered as PII. Deep will evaluate to see if that model would work.

We will review the opted out list and send a reminder that those individuals have been opted out and to give them an opportunity to opt back in. Ana will contact Cvent to evaluate if there is an easier way (than manual updates) to capture those responses.

Kami will reach out to new members and will send a welcome letter (e.g., benefits, next events).

Johan keeps the history of the review course attendees and also ISACA International sends a report with the new certifications. Discussed the possibility of using that information to reach out and increase member engagement. Also, discussed 'cross-pollination' re: promoting that events can correlate to other groups or certifications.

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- Event Support and Coordination – Revisited growing sponsorship. Ric suggested using a sponsorship kit. Also discussed partnership with other organizations, e.g., ISSA. Dan mentioned that in the past we attempted this to hold networking events. Dan mentioned that looking at the ISSA’s site would also give us leads on potential sponsors. Johan suggested formalizing relationship with partners or incorporating it into the website. Action Item: Deep to reach out to potential sponsors for support and drafting a flyer to advertise. Re: affiliations with ISSA, Dan to send out correspondence to explore potential of having networking events. ISACA national’s website is not ready yet. Still lots of bugs and issues with updating content etc. Website training also delayed again.
 - Grace to proposed motion to refresh the website and obtain quotes/proposals to do so. Dan to draft objectives for website (e.g., advertising events, jobs, surveys, etc.). Motion by Grace to upgrade the website on our own while we wait for ISACA’s hosted solution to be sorted out. Second by Dan and all were in favor.
 - CPE and Training Opportunities
 - Partnerships & Sponsor ISACA
 - University Presence
 - Other Matters – Jose wants to set up a meeting to discuss financial planning. Targeting Thursday, July 19th at noon (EST).
- 6) Events Brainstorming – Grace posed the question – what can we do to create a new experience for our members and grow our other events to be as big as the GRC event. Dan mentioned the main things to focus on is content and venue. Feedback from February event was for more technical content. Team suggested using Armature Works as a venue. Maxime suggested making conferences more collaborative/interactive. Johan cited an example of an IT 3 ideas: Audit roundtable limited to 25 people to get insight from practitioners. Large room with lots of participants but smaller sessions within. Finally, panel discussions with voting apps are very popular. Group also discussed offering packages like the IIA does and using company codes to keep track. Grace has pre-populated a spreadsheet of events and will share with group to solicit ideas specific to events and confirm dates where there is flexibility or that have not been formally announced to members (e.g., via email to members). Will ask group to be mindful of other competing events. Grace

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mentioned McHaffey Theater as a potential venue. Ana suggested pitching us as non-profit to reduce venue costs. Busch Gardens, the Aquarium, the Dali museum, etc. are other viable event locations.

- 7) Plan Monthly Board Meeting Calls – Agreed that Thursdays work best.
- 8) Meeting Close – Meeting adjourned at 12:10pm.