

Regular Meeting of the APMP Board of Directors

Date:	June 27, 2023		
Purpose:	Regular Meeting of the Board of Directors		
Notice:	<ul style="list-style-type: none"> • Notice provided on January 1, 2023 • Materials provided on July 20, 2023 		
Invitees			
P	Alison Coon - Chair	P	David Gray – Vice Chair
P	Steven Coles – Past Chair	P	Leigh Ann Newman
P	Bette Sturino	P	Kumiko Shikimachi
P	Stacey Lee	P	Erin Green
P	Heather Finch	P	Sunil Agrawal (arrived late)
P	Sarah Miranda	P	Amy McGeady
P	Abhilasha Shiva	P	Jamie Ninneman
P	Andrew Goldman – Secretary (Ex Officio)	P	Rachel Thompson
P	Julia Duke – COO (Invitee)	P	Rick Harris – CEO (Ex Officio)
P	Kimberly Kissel (Invitee)	P	Jay Denslow (Invitee)
Agenda			
<p>BOD Meeting AGENDA July 27, 2023 10:00 am to 11:30 am Online</p> <p>Supporting Documents: <i>This agenda and supporting documents are in the corresponding APMP (Association of Proposal Management Professionals) BoD meeting folder on SharePoint.</i></p> <ul style="list-style-type: none"> • Roll Call – Julia Duke, COO • Call To Order – Alison Coon, Chair <p>1. Opening Remarks – Alison Coon, Chair</p> <ul style="list-style-type: none"> • Committee Report Sharing – All Committees have met and will be reporting. • Update on new Staff Hires • Update on Baachu Legal Issue • Marketing/Event Reports <p>2. APMP Financial– Rick Harris, CEO</p> <ul style="list-style-type: none"> • YTD performance 			

3. Update on New Hires – Harris

- Writer/Editor
- Digital Events Coordinator

4. Update on Baachu Legal Issue – Harris, Andrew Goldman

5. Votes

- No Votes

6. Committee Reports Top Three Priorities -- Coon

- Member Service Benefits – **Sturino**, Lee, Miranda, Thompson, Newman, Finch
- Future Forecasting – **Coon, Gray**, McGeady, Coles, Ninneman, Agrawal
- Corporate Membership – **Ninneman**, Coon, Finch, Coles, Green
- Strategic Growth – **Gray**, Sturino, Shikimachi, and Shiva

7. Deeper Surveys Discussion -- Coon

- **Brainstorm: What Surveys Would You Like to See** – Several of our committees are asking for professional surveys; we think that is a good idea. For the Association to lead the discussion, we need our data. We will conduct two or three deeper dive surveys this year to show the conversation. What topics are most important to you, and what would the membership benefit from knowing?

8. Marketing Round Up – Denslow

APMP's Current Marketing Efforts – Here are our current projects in play. We will start Committee work next week.

9. Event Update – Julia Duke, COO

APMP's Current Marketing Efforts – Here are our current projects in play. We will start Committee work next week.

- a. Women's Virtual Summit Online (August)
- b. Leadership Conference Online (September)
- c. AI Online Conference (October)
- b. Capture & Business and Development Conference Online (November)
- c. APMP Awards Online (December)

10. Consent Agenda – Coon

- a. Approval of Meeting Minutes

- b. CEO (Chief Executive Officer) Report
- c. BPC Reports
- d. Committee Reports (in the APMP BoD meeting folder on SharePoint)

11. Final News – Board

A Reminder: Why We Do What We Do

- **APMP Mission:** APMP's mission is to be the trusted leader that serves a global community of bid and proposal development life cycle professionals.
- **APMP's Vision:** To be the internationally accepted authority serving and educating everyone who wins business to drive revenue for their organization and to be the industry that serves all industries.
- **Three Questions Rule:** Before investing in any program or initiative, we will ask these questions. Will the investment:
 1. Please contribute to the personal/professional development of our members.
 2. Increase membership in the Association?
 3. Deliver a measurable return on investment (ROI) to the Association.

Notes

The meeting was called to order at 10:02 am EDT on 7/27/23 with 100% attendance.

The full Board is encouraged to peruse the monthly snapshot reports before the meeting.

Financials – Accountants are still working. *Rick to post on the Board site and direct with a narrative when they are completed.*

New Hires

- Board approved two new positions.
- **Writer/Editor** in UK/Europe
 - Growing membership in Europe and want to represent it with staff.
 - A few days after posting received over 170 resumes.
 - Beginning interviews
- **Digital Events Coordinator**
 - Scheduling and managing electronic/online events – webinars, power half hours, AI Event
 - Currently have 468 resumes in under two days. We will cap at 500.

Baachu

- Baachu discussed APMP in a recent podcast/blog post
- Nothing to respond to in his lawyer's last letter, so APMP currently has no further action.
- Legal counsel and the CEO will continue to monitor the situation.

Committee Reports

- All Board Members are encouraged to look at the BPC strategic initiatives and put them into short, medium, and long-term buckets (***Posted on the Board site***).

Member Services - Sturino

- International expansion and intentional career path. The top 3 Items were quick hits.
 - Create a Prototype of an APMP Member
 - Create a Series of Surveys to determine the industry's interest in things – internship survey, career longevity, mental health/happiness.
 - Create a Campaign for ICP (high schools/colleges)
- **APMP needs to own its data. Surveys and research will become items for APMP over the next 4 or 5 years.**

Future Forecast – Coon

- Cognizant of government and commercial, both together and separately, but both very targeted.
- Three Priorities
 - Roundtables/salons – 3 to 4 annually with senior-level people from across the ecosystems (CPOs, CMOs, etc.), including white papers
 - Answer questions about innovations and technology in procurement
 - Publications and PR - Stand up two significant pieces of research each year. (Working on two now and want to publish the results by the end of the year).

Corporate Membership – Ninneman

- Actionable conversations with big medium, and small shops.
- Building Corporate Personas – Create Corporate Member Roundtables and speak directly to them
 - Validate those personas with our corporate members?
 - Pulling data to determine which partners should serve as a sounding board (different size organizations)
 - ***Identify customers, design and set up the interview.***
- Thought leader for corporate partners – corporate members approach APMP with research questions and consulting.
- Identify how to access C-suite executives and get them involved in APMP by leveraging the data that APMP has and learning about the data they want.

Strategic Growth - Gray

- We are creating the APMP Leadership Program (conference, academy, and micro certification) – next six months.
- Short Term – Review and edit the BD Ecosystem (it’s been a few years).
 - Especially technology – For example, the ecosystem doesn’t have anything about AI in it.
 - Three months
- Medium Term – Market the Bid and Proposal Industry as “value add” to companies
 - After the Ecosystem is revised
 - Elevate with corporate members, partners, and potential corporate members
 - Six to nine months
- ***Julia – send the corporate member presentation to David and his group once the latest edits are finalized.***

Surveys Discussion

- APMP has a need to own its own data and the resulting reports. What would our membership benefit from knowing?
- Initial Rollout of an Artificial Intelligence Survey– How are members using it now? What benefits are they getting? (Most focus is on how it will change things in the future).
 - Security threats
 - Legal threats
 - Publish and produce it as an APMP AI Report
- Member interaction with suppliers in the Ecosystem
 - Who have you interacted with?
 - How are those interactions?
- Software and platforms
 - Which are you using, and what’s it like?
 - Which would you like to try?
- Demographics – role type, level
 - Helps with sponsors to know who is in the community
 - Helps with DEI
- State of Mental Health across the Industry
- Corporate Leadership
 - Are proposal shops being supported?
 - What are the main pain points inside companies? Are they similar everywhere?
- Gen Z/Millennials
 - What do companies want from young professionals? Hiring? Progression?
 - How can companies better support YPs?
 - What do you need to feel comfortable putting YPs on your team?
- ***Shifting APMP from being a “Membership Benefit-only” organization into a more inclusive “Industry-Resource.”***

Marketing - Denslow

- Last year – member benefits push
- New Marketing Campaign Manager (Chandler Martin) projects:
 - Develop Prospect Campaigns – getting new members
 - Create Retention Campaigns – touch points to make sure that members are using their benefits and they are remaining APMP members.
 - Marketing Expired Member Campaign – showing some early results
- Re-envisioning the “Winning the Business” likely folding into our website
- **APMP TV was a big hit at BPC, and Rick talked to Steve about getting a videographer at the UK Conference.**
 - Videos from BPC put a spotlight on members for social media use
 - The top three things cited in these videos are:
 - APMP TV and the content that is in there
 - Body of Knowledge
 - Access to APMP Events/Certification

Heather Finch left at 11:02 am.

Event Reports – Duke

- Women’s Virtual Summit next week – great content
 - Currently, 368 registrants. The goal is 450.
- Leadership Conference in September – registration is open
- AI Online Conference in October
 - Price Point – lower, probably \$99 early/\$129
- CBDC in November online – call for speakers announced. **Let potential speakers know to submit their discussion topic.**
- Awards Ceremony in December - online so that everyone can participate
 - Producing an awards show.
- Working on Barcelona and New Orleans already

Consent Agenda

- Ninneman moved to approve.
- Sunil second

Adjourn at 11:12 am EDT

- Gray/Coles

Motions

Motion	Made	Second	Y-N-A	Attend
None				

Key Decisions

APMP will make significant efforts to create surveys and use the resulting data to release APMP reports.

Action Items	
Item	Owner
Review Monthly Snapshots before Board Meetings	All
Post financials with a narrative on the Board site when they become available.	Harris
Review strategic initiatives from BPC and put them into short, medium, and long-term buckets (posted on Board Site)	All
Identify Corporate Member interview contacts, design and set up interviews	Ninneman/Harris
Send the Corporate Member presentation to David Gray once it is completed	Duke
Discuss incorporating video at APMP UK Conference.	Harris/Coles
Advertise CBDC Speaker Submissions	All