

Regular Meeting of the APMP Board of Directors

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| Date: | March 30, 2023 | | |
| Purpose: | Regular Meeting of the Board of Directors | | |
| Notice: | <ul style="list-style-type: none"> • Notice provided on December 20, 2022 • Materials provided on March 15, 2022 | | |
| Invitees | | | |
| P | Alison Coon - Chair | P | David Gray – Vice Chair |
| | Steven Coles – Past Chair | P | Leigh Ann Newman |
| P | Nicole Shaffer | P | Kumiko Shikimachi |
| P | Bette Sturino | | Erin Green |
| P | Stacey Lee | P | Sunil Agrawal |
| P | Heather Finch | P | Amy McGeady |
| P | Sarah Miranda | P | Jamie Ninneman |
| | Abhilasha Shiva | P | Rachel Thompson |
| P | Andrew Goldman – Secretary (Invitee) | P | Rick Harris – CEO (Ex Officio) |
| P | Julia Duke – COO (Invitee) | P | Jay Denslow (Invitee) |
| P | Kimberly Kissel (Invitee) | | |
| Agenda | | | |
| <p>Board Meeting AGENDA March 30, 2023 Conference Call 10:00 AM – 11:30 AM</p> <p>Supporting Documents: <i>This agenda and supporting documents are in the corresponding APMP (Association of Proposal Management Professionals) EXCOM meeting folder on SharePoint.</i></p> <ol style="list-style-type: none"> 1. Roll Call – Julia Duke, Staff 2. Call To Order – Alison Coon, Chair 3. Welcome and Opening Remarks, Coon 4. We are Going to Talk About These Today -- Coon <ol style="list-style-type: none"> a. Committee Format and Assignments b. Thought Leadership Idea and Brainstorm c. Baachu Update d. New Staff Request e. Board Brief – 1 pager idea | | | |

5. APMP Financial– Rick Harris, CEO

- a) January Update

6. Micro-Certification Update – Coon and Harris

- a) Bid & Proposal Writing
- b) Three in 2023

7. Potential Vote and Discussion – Coon

- a. Two New Marketing Staff

8. Committee Format and Assignments – Coon

- a. Four Core Areas

9. Generative Discussion: APMP as A Thought Leader – Coon

- Introduction of Idea
- Brainstorm Thought Leadership Discussion

10. Consent Agenda – Coon

- a. Approval of past Meeting Minutes
- b. CEO (Chief Executive Officer) Report
- c. Event Report
- d. Committee Reports (in the *APMP EXCOM meeting folder on SharePoint*)

11. Adjourn

12. 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:** *We will ask these questions before investing in any program or initiative. Will the investment:*
 - 1. 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 10:04am EDT with 13 of 16 voting members present, 1 ex officio and 4 guests

Intentional Career Path – Stacy Lee

- The goal is a career path that people are choosing instead of “falling into.”
- Committee has been quiet for a bit, but we are refocusing efforts.

- University Engagement – U of North Texas, University of Hertfordshire, George Mason University
- Internship Program – A bunch of material created for companies to hire interns and create internship programs. **Need ideas to get the word out.**
- Chapters are developing ICP task forces. We can be more intentional on supporting chapters to develop their programs
- Call for volunteers.
 - **Bette will volunteer for it**
 - **Rachel and Sarah via chat offered**

BPC Update (Hotels, etc.) - Duke

- Currently we are at 775 registrations (632 at this point last year), and hoping for another 300 registrations.
- Our hotel block IS abnormally high. Our venue hotel rooms are at 94% full.
- We've contracted with three very close hotels to accommodate everyone.
- **If you are not coming, let Julia know so she can make those arrangements.**

Baachu

- We are currently seeking clarification and asking questions of our own with Baachu's attorney in response to questions that we received. It's been quiet since our last response (2 or 3 weeks)
- The Executive Committee is available to answer questions from Board members alike.

Board Brief

- Staff will be creating one-pagers, with a culmination of highlights and snippets of all the committees for the Board (expected monthly or biweekly)

APMP Financials

- Three areas overperforming and three underperforming – normal for February.
 - Membership – sponsorship revenue is not booked yet (we've always exceeded targets and expect to)
 - Events – We will realize BPC Europe next month.
 - Certification – Better than forecasted – but goes up in March-June
 - Publications – All due to the study guide.
 - Total Revenue – a little bit down, but we will catch up at BPC.
 - When we would start worrying is closer to BPC or after BPC
- What are the publications that are paid for?
 - Study guide, glossary. Bookstore revenue to some light sales.
- Is our Membership up or down? **(Rick to adjust slide)**

Micro-certifications

- Kimberly Kissel to help

- Bid and Proposal Writing is done – waiting for our sponsor (Opportuni) to give us their last comments on it. Releasing very shortly, don't have a date.
- Three more planned in 2023, based on survey results:
 - Graphics – far and away the most popular
 - Pricing
 - Orals
 - Potentially one on DE&I
- We will find SMEs who will volunteer to PM those. An expert in the field with an ATO

APMP ATOs

- As we grow, we are more concretely defining the rules of IP sharing with ATOs.
- Received contracts from 15 of 21 ATOs.
- Working out a few details with the remaining 6, with a due date of one month from starting to work with them (approximately end of April/early May)
- If there are still questions, they will move aside until they are resolved.
- Kissel (Goldman) have been leading the effort, Harris will take over the remaining 6 ATOs.

Marketing Staff

- A lot of new marketing and outreach activity. We just do not have enough marketing staff to keep up.
- ExCom recommendation to bring in two entry level Marketing People
 - One in Europe
 - One in the US
- Tailor communications both to the US and the rest of the world
- Jay and marketing staff have expanding roles (IMIS, social media), so more help on day-to-day communications is needed
- Is this something that we can afford and is it sustainable?
 - **Rick** – We can afford it as we are almost a \$3M organization. It is unbudgeted in this year's budget, but it comes from the profitability of past years.
 - We add programs to keep staff around, but they are supported by current revenues.
- Can you clarify the roles and responsibilities?
 - More on the junior side.
 - Daily communications, pushing out materials and creating schedules, and the new Board Brief
 - Responding to urgent and emergent communications needs and working with PR specialists on long term ones. It's a full-time job that Pedro is doing in addition to his other responsibilities.
 - Jay Denslow will be their supervisor.
 - Allison: Board brief – needs to be created, other things that need to go into APMP format. Other work that we want to do that comes out of this new board. (Intentional Career Path).

- We brought Pedro on board for monitoring and controlling the social media aspect. We've had to bring him into helping Jay.
- This is new funding being approved for two new marketing positions.
- Are we planning on offering the marketing team to Chapters for a fee?
 - Rupesh Kumar is currently finding speakers and other services for Chapters to use and take first come first serve basis.
 - We will certainly offer those services again. **Leigh Ann to add this to the next CEC Meeting.**
 - **David Gray left at 10:43 and returned at 10:48, missed 5 minutes of discussion due to technical issues.**

Motion – To approve the funding for two additional junior level marketing staff at the CEO's discretion. Alison motion, Heather second.

- **General Consent – none opposed or abstained.**

Committee Format and Assignment

- Big Four or Core Four Areas: Member Service Benefits, Future Forecasting, Corporate Membership, Strategic Growth
- Reduces the cross-communication and member confusion
- We could do 4-5 Board members per committee with 16 Board Members.
- Where do they fall with some topics? CEC – where does it fall?
 - Some current committees will continue to exist, particularly as they work outside the Board, but they will fall under these committees' purview
- It's going to drive a focus and allow board members to go in deeper on those areas.
- Volunteer ask. **Think about it and send an email to Rick and Alison. Choice 1, Choice 2 or if you want to do multiples.**
- **Rick: Need someone to lead the Affinity Groups, call for volunteers**

Discussion – APMP As a Thought Leader

- APMP needs to start getting ahead of different ideas in the industry, and remain the definitive voice of the industry (for instance ChatGPT in proposals)
 - We have let vendors own the narrative
 - How do we become the voice of it? What's next?
 - Virtual reality, block chain, automated scoring
- Obvious ones are Chat GPT and automatic scoring. People, business models.
- Think that it might be more "facilitation and forum" as opposed to "thought leadership." We don't need to have the answer, just facilitate the discussion and debate.
- When APMP comes out with something, it's not about being first, but it must be the benchmark
- Allison: *Asked ChatGPT what significant advancements are coming: automated scoring, personalized bid optimization, bidding strategies, predictive analytics,*

automated proposal generation, virtual reality, transforming the way procurement will be done, enabling remote site visits

- **Send topics if you come up with anything.**

Meeting Minutes

- Leigh Ann moves to approve the past meeting minutes, Jamie second
- **Approved by General Consent**

CEO Report – Nothing to add.

Events

- Call for proposals for the women’s virtual summit; once a year
- Looking for new content

New Business

- Are Chapters having booths at BPC? Affinity Groups?
 - **Julia:** We put a call out with booth space to all chapters, and four Chapters accepted, but we are running out of booth space in our overflow area.

Alison moves to adjourn, Leigh Ann second. Adjourned at 11:28am EDT

| Motions | | | | |
|--|------|--------|------------|--------|
| Motion | Made | Second | Y-N-A | Attend |
| To approve the funding for two additional junior level marketing staff at the Executive Director’s discretion. | Coon | Finch | 13-0-0 | 13 |
| Key Decisions | | | | |
| • | | | | |
| Action Items | | | | |
| Item | | | Owner | |
| Provide ideas for getting the word out about the internship program | | | All | |
| Add Bette, Rachael and Sarah to the ICP task force list and communications | | | Lee | |
| Add “Offer of APMP HQ marketing and other services for Chapters at a fee to the next CEC Agenda | | | Newman | |
| Email Coon and Harris with your top 2 choices for committees to volunteer (or if you would like to be on 2) | | | All | |
| Budget and Staff new marketing positions | | | Harris | |
| Volunteer to run the Affinity Groups | | | All/Harris | |
| Send any topics you would like APMP to watch/lead in the future | | | All | |