

Date and Time	December 11, 2018 @ 4:00 pm
Location	McMenamins Kennedy School, 5736 NE 3 rd Ave, Portland, OR
In Attendance	Jathan Janove, Glen Fahs, Gary Langenwalter, Dave Hanna, Thomas Robertson, Kelsey Kline
Absent	Helen Spector
Guests	Miriam Lange, Dan Vetter, Don Benson, Jacob Saiki, Kerri Nelson

Agenda

- Approval of Minutes
- Sec/Treasurer report
- Discussion with Miriam Lange
- Future of Jobs collaborative program
- Review of past action items

Call to Order

The meeting was called to order at 4:20 pm.

Approval of Meeting Minutes

The November Meeting Minutes were approved with a small edit.

Financial Report

- At the end of November, our bank account balance was \$8,722. For our operating year so far, July - November, our expenses exceeded revenue by \$543.
- We have 87 current OODN members, the same number as in December of last year, though 7 fewer Regular Members (versus Student or Hardship). We started out in July this year with 90 members.
- So far since July, Program costs (\$2,227) have exceeded revenues (\$1,225) by \$1,002. The Program Committee has requested additional information to more closely monitor costs. The Board has agreed to continue to invest in programs (running a deficit if necessary), to improve OODN member value, and hopefully attract more members. We will review this decision in June, with a goal of offsetting program cost deficits with new membership revenues by that point

Discussion

- What are we currently doing to attract and retain members?
 - We are offering quality programs tailored to what members are asking for
 - We are developing a Fundamentals of OD training series
 - Has anyone contacted Geoff Bellman? He has been a big draw
 - Program Committee has been working to welcome attendees and encourage membership at events – Board needs to do the same
 - How are we marketing OODN? We need to consider how to improve – email list, social media, old fashion fliers. **Our general announcements go out to a list of 1020 email recipients.**
 - We have increased our student membership – we should consider their interests for OODN, and market OODN at their schools. Make special efforts to engage younger people who are showing up
 - Dan follows up with CCP folks who have not renewed – we should consider expanding that to non-CCP OODN members who drop out
 - Dan has often found non-renewers have “forgotten” and they sign up when reminded. Should we establish financial disincentive to let membership lapse?
 - How does OODN do with retention compared to ATD Cascadia Chapter? **As of November 2018, OODN’s retention metric is 46.7%, ATD’s 56.6%**
- Why do people join and stay in OODN?
 - Some join for CCP – about half the current OODN members have participated in one or more CCP projects
 - Some join because they are attracted to OD work and hope to find paid work, not just knowledge and contacts, through OODN. Finding paid work in OD can be challenging, and when work is not found, people leave the organization. On the other hand, people sometimes leave after they find work and no longer need OODN to find a job or gain experience
- What more could we do to attract and retain OODN members?
 - Perhaps OODN has been “stuck” in an ineffective paradigm, and radical new approaches are needed
 - Maybe more people will stay in the organization if we are more helpful in getting jobs, e.g., by having CCP Seniors connect the consultants on their teams to paid follow-up work with CCP clients (this might happen with the current Ride Connection CCP project)
 - Maybe OODN should focus on advocating for OD as an approach and profession, creating opportunities for members to move into areas like HR, which could really use a more holistic OD perspective
- Miriam Lange was invited to this Board meeting to share her views on how we might improve OODN, based on her experience in OD, OODN, and CCP. She presented some very thoughtful ideas, supplemented by hand-out materials and a follow-up clarification based on the meeting’s discussion. Some highlights:

- Miriam agreed with remarks made earlier in the meeting that many people who join OODN want to transition to paid OD work. From this perspective, OODN can best serve its membership by facilitating this transition
- Though most companies would benefit from OD interventions, there is a limited market for OD professionals, because many companies don't understand what OD is and how it can help them
- If OODN wants to be effective in helping people transition to paid OD work, OODN should consider going beyond providing OD knowledge to aspiring OD professionals. They should also consider engaging allied professionals to expand the market for OD
- The OODN role to both develop OD professionals and create job opportunities for them could be explored through radical experimentation. For example, OODN could create workshops that engage OD members with Project Managers, Management Consultants, HR professionals, etc., to demonstrate and co-learn about how OD can be of value in addressing organizational issues and opportunities.
- These sessions would (1) help the non-OD professionals address their organizational challenges, (2) provide valuable experience to the OD professionals, and (3) demonstrate the value of OD and potentially create tangible job opportunities for the OD professionals
- These action-learning experiments could replace the regular OODN monthly programs, and be guided the "Extraordinary Groups" model and tools such as VantagePoint and Bellman's Extraordinary Teams Assessment tool
- Recruiting people to engage in this radical experimentation should be guided by volunteer engagement guidelines developed by the Nonprofit Association of Oregon. It is hoped that volunteers from OODN and allied professional communities would be energized by this bold and potentially high-impact and rewarding activity
- Glen noted that a past ATD activity to engage the professional community in an envisioning exercise, resulted in an increase in membership to over 600. They thought big and got people excited about the vision. They found champions, and held people accountable
- Future of jobs collaborative program – as indicated in a 2016 report from The World Economic Forum, there is accelerating change in the workplace due to revolutions in technology, socio-economics, and environmental factors. OD can play a major role in helping organizations adapt, and OODN stepping up to some leadership in this area could increase interest in and the impact of OODN. This might take the form of a conference, perhaps in collaboration with partner organizations. **Helen Tom, and Don will put together a plan for proceeding**
- Review of past action items
 - Jathan will be meeting with Erin Bair to discuss her coordinating the OD Fundamentals course
 - We are still investigating potential event venues – action items carried forward

- Gary has drafted a VantagePoint exercise cover letter, and the Board agreed it is ready to send out

Action Items

- Glen – review and bring to Board material on a world future organization
- Gary - send out the VantagePoint invitation to prospective participants
- Dave – work with Membership Committee on OODN marketing plan
- Helen, Tom, Don – develop plan for possible Future of Work Conference
- Gary – investigate Conway as meeting venue
- Helen – Check with Brian at Kaiser for possible meeting venue
- Jathan – investigate Daimler as possible back-up meeting venue

Next ODN Board meeting

The next Board meeting has not been scheduled.

Adjournment

The meeting adjourned at approximately 5:50 pm.