



Professional Development Committee

Agenda – May 7, 2024

Members: Cameron, Heather, Jason, Karl, Tracy. Plus Nicole as Executive Director.

Minutes from last time.

1. Report on Board actions

- a) Badges –
- b) Professional term –

2. This Committee going forward

- a) Chair
- b) Members
 - 1) Current members
 - 2) Addition members
 - 3) Fall elections
- c) Regular monthly meeting date/time
- d) For the web site:
 - 1) Committee Charter Description
 - 2) Objectives
 - 3) Deliverables
 - 4) Critical Success Factors

3. Presentation of All This at Quarterly Meeting

- a) Notes? Feedback? Tips?

4. Update (minor)

- a) Kathryn Rose – ChannelWise – Agreed to design badges



Leftovers

Ideas that probably need input from Kara.

We might have the ability. Might need additional plug-ins. We don't know whether these are easy or difficult.

- Create customized links that automatically give credit to the Ambassador. For example, a custom link per member that can be share on LinkedIn, etc. Could also be QR code to share at events. If the prospect follows the link to join, the “Who referred you?” field is pre-filled the member's name.
- Our current sign-up form will need some additional fields
- Ability to list Qualifications on Profile
 - Specialization or expertise (e.g., CMMC compliance)
 - Vertical markets
 - Training-based certification / CompTIA
 - Industry Leadership (Other organization memberships/affiliations)
 - Marketing focus (primarily local, regional, etc.)

Items not yet addressed

1. Badge design
 - a. Probably need some feedback from Kara
 - b. Achievements should be something folks can use to brag elsewhere, so they need a little branding
 - c. How consistent does the look and feel have to be?
 - d. How do we get this design work done?
2. Shall we release these all at once? In groups? Tiny ones first? By category? Other?
3. Do these expire? Or is the year designation good enough? ← Settled in .docx above?
4. Stretch Goal: Recognize Continuing Education Credits

KP Note: This isn't 100% on target with our charge, but we might begin the discussion.