



ASCLS-IA Board Meeting

FALL

Date: November 20, 2010

Time: 10:00 am

Location: Methodist West, West Des Moines, Iowa

Please bring: Any committee reports

Agenda

Agenda Item	Responsible Person	Time Allotted
Call to Order	Keri Erickson	5
Secretary's Report	Meighan Sharp	5
Treasurer's Report	Karen Campbell	10
President's Report	Keri Erickson	10
Committee Reports	Committee Chairs	40
A Annual Meeting	Keri Erickson	
B By-Laws	Mick Williams	
C Governmental Affairs/Political Action	Theresa Ortner	
D Historian	Vonnie Hinrichsen	
E Leadership Development	Meighan Sharp	
F Membership Recruitment (MRC)	Tara Sorenson	
G Membership Services (MSC)	Janice Frerichs	
H NewsScope Editor(s)	Vonnie Hinrichsen / Judy Jackson	
I Nominations and Awards	Kim Von Ahsen	
J P.A.C.E. Coordinator	Kim Von Ahsen	
K Promotion of the Profession	Keri Erickson	
Subcommittee: Career Recruitment	Judy Jackson	
Subcommittee: Professional/Public Relations	Keri Erickson	
L Scholarship	Jan Frerichs, Vonnie Hinrichsen, Tara Sorenson, Rachel Leemkuil	
M Webmaster	Kim Von Ahsen	
Old Business		20
New Business		30
Adjournment		



ASCLS-IA Board Meeting

FALL

Date: November 20, 2010

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Minutes

Board Members Present:

- Keri Erickson, President
- Lindsey Davenport-Landry, President – Elect
- Kim Von Ahsen, Past President
- Meighan Sharp, Secretary
- Karen Campbell, Treasurer
- Theresa Ortner, Board Member
- Doug Davis, Board Member
- Judy Jackson, Board Member
- Shawn Froelich, First Year Professional
- Callie Ostwinkle, Student Forum

Other Member's Present:

- Mick Williams, Bylaws Chair
- Yvonne Hinrichsen, Historian/NewsScope Editor
- Janice Frerichs, Membership Services Chair
- Tara Sorensen, Member Recruitment Chair

Guests:**Call to Order**

Meeting called to order by Keri Erickson at 10:05am am pm

Secretary's Report

Minutes from the Winter Spring Summer Fall were reviewed with:

Following Changes:

No Changes

Hearing no further additions, changes, or deletions to the Secretary's Report;

The minutes were accepted by President as printed/posted corrected

Treasurer's Report

Treasurer's report was reviewed with:

Following Changes:

No Changes

Hearing no further additions, changes, or deletions to the Treasurer's Report;

The Treasurer's Report was accepted by President as printed/posted corrected

President's Report



REPORT OF: PRESIDENT
REPORT TO: ASCLS-IA BOARD
SUBMITTED FOR: FALL BOARD MEETING
PREPARED BY: KERI ERICKSON, PRESIDENT
DATE: NOVEMBER 20, 2010

PURPOSE: To update the board and membership on activities at all levels.

ACTIVITIES: Since Summer Board Meeting

State Level

1. Summer Board meeting was very productive and not only did the board develop a Travel and Reimbursement Policy for the state but are in the process of a complete revision of the current handbook to help with succession and leadership planning for the future.
2. 2011 Annual Meeting is planning is under way. Many thanks to the Iowa and Nebraska planning committees. This year we are adding Scientific Assemblies to meeting.
3. Membership is increasing slowly with a large number of new student members. However, retention of student to FYP is still low and lapsed members remain a challenge to get renewed. Tara Sorensen, Jan Frerichs, Lindsey Davenport Landry, and Theresa Ortner have been working hard contacting the lapsed members.
4. Moving the winter board meeting from January 15, 2011 to January 22, 2011.

Regional Level

1. Fall Region VI Council Meeting held November 13 & 14 in Kansas City, MO. Tara Sorensen, Jan Frerichs, Lindsey Davenport Landry, Theresa Ortner, Keri Erickson, and Sheila Dunn were all present.
2. Tim Randolph reviewed that the focus should be on expanding and retaining membership, esp FYP and students.
3. Request from the Region to have a planning meeting between Annual Meeting and Summer Board Meeting.
4. Region suggested goal setting for committee chairs. Need to have 4 objectives for each chair with focus on membership/new member campaign.
5. Discussed multistate meeting in 2013. Preliminary location is Council Bluff. Missouri, Nebraska, and Iowa agree to participate.
6. Moved to change vendors for Regional VI website do to a delay in updates.

National Level

1. ASCLS Vision and Mission Statement are in the process of being modified. See attachment.
2. Sign up for listserv for committee chairs
3. At the state level, need to update bylaws to include New Professional Delegate.
4. Discussion about having a national charity for ASCLS to support. States can still choose which charity to support.

President's report was reviewed with:

Following Changes:

No Changes

Discussion:

Committee Reports

A. Annual Meeting



REPORT OF: ANNUAL MEETING
REPORT TO: ASCLS-IA BOARD
SUBMITTED FOR: FALL BOARD MEETING
PREPARED BY: KERI ERICKSON, CHAIR
DATE: NOVEMBER 20, 2010

PURPOSE: Inform board members and membership of ASCLS-IA/NSCLS annual meeting preparation.

ACTIVITIES:

Committee goals:

1. To provide a successful joint meeting in La Vista, NE on April 13-15.

Activities toward those goals:

1. Use of google group for planning via email.
2. Lindsey Davenport, Shana Jensen, Theresa Ortner, Jan Frerichs, and Keri Erickson met to start planning at Region VI fall meeting.
3. Conference call planned for 6 pm on November 21st.
4. In discussion with Great Plains CLMA about the possibility of participation.

CONCERNS: None

REQUESTS FOR ACTION: None

B. By-Laws

C. Governmental Affairs/Political Action

D. Historian

E. Leadership Development



**REPORT OF: LEADERSHIP DEVELOPMENT
COMMITTEE**
REPORT TO: ASCLS-IA BOARD
SUBMITTED FOR: FALL BOARD MEETING
PREPARED BY: MEIGHAN SHARP, CHAIR
DATE: NOVEMBER 20, 2010

PURPOSE: Gain members within ASCLS-IA who have an interest in developing skills, techniques and qualities to be an effective, productive leader.

ACTIVITIES:

Committee goals:

1. Gain interest with members within ASCLS-IA
2. Communicate with interested people to develop the committee
3. Bring what has been accomplished at the national level down to the state level

Activities toward those goals:

1. The 2010-2011 Leadership Academy Class has been awarded a full hour to present their project at the 2011 ASCLS Annual Meeting in Atlanta.
2. The 2010-2011 Leadership Academy class was highlighted in the October issue of *ASCLS Today*.

CONCERNS: None

REQUESTS FOR ACTION: None

F. Membership Recruitment (MRC)



**REPORT OF: MEMBERSHIP RECRUITMENT
COMMITTEE**
REPORT TO: ASCLS-IA BOARD
SUBMITTED FOR: FALL BOARD MEETING
PREPARED BY: TARA SORENSEN, CHAIR
DATE: NOVEMBER 17, 2010

PURPOSE: To recruit and maintain members within our organization

ACTIVITIES:

Committee goals:

1. Recruit new members.
2. Retain current members.
3. Remind lapsed members to renew.

Activities toward those goals:

Past activities:

1. Seeking to start an IA chapter of Lambda Tau. Kyle Riding will be providing me with more information on how to go about doing this→UPDATE I'm still waiting on information from him.
2. Possibly distributing information to high schools in IA about MLS→UPDATE Would like to remove this goal for now, perhaps this could be a Promotion of Profession /Career Recruitment committee activity?
3. Also for incoming MLS students provide a letter about ASCLS membership, and also provide additional information when they will be graduating with their certificate→UPDATE 5 ASCLS members from each state in Region VI will be contacting all the MLS/MLT program directors in each of their states to inform them about ASCLS membership and that we desire the membership and membership continuity of their students. I will be sending out "talking points" to them and after they have contacted everyone I will email out a letter to be distributed to their students and/or get the students' contact information to contact them directly. It was brought up in the Region VI fall council meeting that this could be a more effective way to reach out to students, rather than directly receiving a letter from me right away (peer-to-peer contact).
4. Attended 2 MRC teleconferences since the National meeting. See MRC charges.

Current and future activities:

1. Working with Jan on a personal contact campaign to contact lapsed IA members to get them to renew membership.
2. Plan to target lapsed, new, and current student/FYP members in region to try to get them to retain/renew membership while keeping ongoing communication as an attempt to retain members.

CONCERNS:

1. It was brought up at the Region VI council meeting that ASCLS National planned to replace the FYP with NPC. This is being confirmed with National. If this is in fact true this would impact my current role as NPC chair and Shawn's current role as FYP for IA, as well as my position as Region VI FYP. See Region VI Bylaws report.

REQUESTS FOR ACTION:

1. Motion to approve of changes made to MRC SOP.
2. Motion to approve NPC SOP as a working document.

G. Membership Services (MSC)



REPORT OF: MEMBERSHIP SERVICES COMMITTEE
REPORT TO: ASCLS-IA BOARD
SUBMITTED FOR: BOARD MEETING
PREPARED BY: Jan Frerichs , CHAIR
DATE: November 20, 2010

PURPOSE: Responsible for the retention of present members, reactivation of lapsed members, and other member services.

ACTIVITIES:

Committee goals:

Committee goals:

1. Contact lapsed members about reactivating membership.
2. Communicate with members regarding importance of membership
3. Provide membership retention up-dates to ASCLS-IA board
4. Coordinate recurring membership action plans, assignments and activities
5. Transition student members to new professional status

Activities toward those goals:

1. Membership calendar posted on MSC and MRC pages of the ASCLS web site. States can down-load and use.
2. MRC and MSC will hold a joint conference call in November to discuss committees collaborating on recruitment and as well as "re-recruitment" of lapsed members.
3. Committee is collecting "best practices" in membership retention, materials to be posted on the web site
4. List of lapsed Iowa members was distributed to ASCLS-IA leadership. Members were asked to contact individuals on the list that they know or live in the area.

CONCERNS:

1. **Members of MSC and MRC at the national level who are very inactive – do not respond to e-mails or phone calls.**
2. **The organization does a good job recruiting student members, then fail to get them to convert to FYP.**
3. **ASCLS is down almost 500 members from a year ago.**

REQUESTS FOR ACTION:

H. NewsScope Editor(s)

I. Nominations and Awards

J. P.A.C.E. Coordinator



**REPORT OF: P.A.C.E.
REPORT TO: ASCLS-IA BOARD
SUBMITTED FOR: FALL BOARD MEETING
PREPARED BY: KIM VON AHSEN, CHAIR
DATE: NOVEMBER 20, 2010**

PURPOSE: P.A.C.E.® is an administrative system serving as the quality assurance mechanism for continuing education programs offered to clinical laboratory professionals. P.A.C.E.® Committee maintains the standards of P.A.C.E.® approval for education programs sponsored and/or offered by ASCLS-IA.

ACTIVITIES:

Committee goals:

Provide continuing education for members and non-members including approval of education programs offered by entities other than ASCLS-IA.

Activities toward those goals:

1. ASCLS is offering a CMP Maintenance Program with membership.
 - a. \$55 Certification Maintenance CE Package -- 12 online CE from MediaLab
 - b. \$99 Certification Maintenance Plus CE Package -- unlimited online CE from MediaLab
 - c. Request that you use this information in recruitment and retention including publishing in the NewsScope.
2. ASCLS is working on integrating CE Organizer with the BOC. The project is to electronic transferring CE organizer transcript to the BOC.
3. Received invoice for 2011 PACE Providership.

CONCERNS: No concerns.

REQUESTS FOR ACTION: No actions.

K. Promotion of the Profession

Subcommittee: Career Recruitment

Subcommittee: Professional/Public Relations



REPORT OF: PROMOTION OF THE PROFESSION
REPORT TO: ASCLS-IA BOARD
SUBMITTED FOR: SUMMER BOARD MEETING
PREPARED BY: KERI ERICKSON, CHAIR
DATE: November 20, 2010

PURPOSE: To promote the profession throughout the state of Iowa

ACTIVITIES:

1. Research on ASCLS website for media consent form.
2. Sent email to chair of the Promotions of the Profession looking for a media consent form.
3. Signed up for Membership Matters listserv

CONCERNS: Struggling with social media options.

REQUESTS FOR ACTION: None

L. Scholarship

M. Webmaster



REPORT OF: WEBMASTER
REPORT TO: ASCLS-IA BOARD
SUBMITTED FOR: FALL BOARD MEETING
PREPARED BY: KIM VON AHSEN, CHAIR
DATE: NOVEMBER 20, 2010

PURPOSE: To maintain the ASCLS-IA website and other current technology social networking/communication applications. The website serves as an essential means of communication information to potential, new, and existing members about the activities of ASCLS-IA.

ACTIVITIES:

Committee goals:

Maintain an up to date website.

Activities toward those goals:

1. Website
 - a. Current Wordpress website is under development and has been presented to the board. This new website allows for:

- i. Integration of Twitter and Facebook accounts to website
 - ii. Allows for News and Events to be posted by more than one user.
 - b. Still need student picture for website section
 - c. Plan to launch after the first of the year. Advertise to membership through email list serve and NewsScope newsletter.
2. ASCLS-IA emails
- a. All emails have been updated and information sent.

CONCERNS: No concerns.

REQUESTS FOR ACTION: No requests.

Old Business

1. Leadership Manual/SOP updates
2. Zip drives for new membership
3. Education about Mentoring program
4. New Professionals Committee
- 5.

Discussion:

New Business

1. Review Travel Reimbursement Policy for carry on baggage and Leadership Development reimbursement

Discussion:

Adjournment

Meeting adjourned by Keri Erickson at 12:06pm am pm