Consultants Practice Specialty Conference Call Minutes of August 3, 2012

Pam Walaski moderated the phone conference. Also attending: Dave Smith, Debby Shewitz, Terry Grisim, Rich Moscato, Carol Robinson, Cindy Straka, Ken Clark, J.A. Rodriquez

Review of June 4, 2012 minutes

Approved by Carol, seconded by Cindy

Newsletter

- The last newsletter did not meet the word content of 10,000 words (typically ~ 5 articles).
- To prevent from happening again, suggestion posed to have “extra” articles on hand – hard to do when the scheduled ones are not received
- Other options - possible joint newsletter with another practice specialty or sharing of articles. Training and Communications is a good fit for us.
- Also suggested was a more “depurate tone” in emails to members and/or postings on LinkedIn page.
- Pam explained the articles submitted do not need to be authored by the submitting member – if you see something which you feel would be of importance to all, submit and the Society staff can assist with obtaining approval from author.
- Also offered was drawing from the Bok.
- Next deadline is November.
- Everyone asked to think hard and pitch in where possible –bulk of the load is being borne by one person and it’s a very hard job

Website

- Some comments were shared about current information on page.
- Carol was not on call so it will be sent to her for review and submission to Society staff for changes.

Directory

- Debby advised no set time line yet.
- Discussed how coordinating time available for people involved and staff is difficult
- Not all details are available yet for pricing and kick-off rates.
- Pam, Jeff Camplin (VP of CoPS) and Directory Task Force Members to have a conference call this week to develop strategy for getting project moving again

Declining Membership

- Affecting all practice specialties, but especially the CPS in the past 3-5 years.
- Membership Chair Rich Moscato summarized his draft plan (sent with the agenda)
To help counteract the trend and attract new members, connect to the global initiative of Society and the BoK and utilize the 12 resources available to help membership grow.

- Plan has goals established for Marketing, Outreach and Monitoring. These involve changing the membership trend, heralding the benefits of membership, initiating the global footprint which has been started with the international practice specialties and monitoring the speakers of presentations so they are CPS members.
- Suggestions were also made regarding the previous membership survey and offering incentive rates for participation in the consultant’s directory.
- Advisory Committee gave Rich the OK to move forward with implementation.
- Rich is looking for 2 volunteers to join his committee.

**Body of Knowledge**

- Discussed the need for content to be “serviceable” to the member
- Advisory Committee members were asked to review Greg Lauf’s recent email regarding submissions
- Looking for newer things to be posted; power point presentations; reference materials on being a consultant
- Also send to Carol Keyes for inclusion on the website

**White Paper**

- To increase value to members and content CoPS is looking to increase the number of White Papers being published.
- There was discussion as to what the content would be. Most concerns were around the idea of not putting the time into publishing something unless we knew the members perceived it as a need. Otherwise, it becomes a lot of work for little review. Reviewed discussion about Member Survey that was supposed to have been done last fall but was postponed in part due to poor response rates for other PS surveys.
- General consensus among those participating was with the time involved to produce the paper and the day to day business priorities in this economy, perhaps this should be reviewed at a later date.
- Rather than a White Paper, the suggestion was made to look at publishing something like a “Guide to Becoming a Consultant” and/or showing how Consultant Services add to the bottom line of your client. We could pull from previously published article for the newsletter and PDC Proceedings by members and ask them to refresh, rather than start from scratch. This was seen as a less time intensive endeavor and more doable and of interest to the members.

**Next Call**

September 7th, same time (3-4 pm EST)