

## HHRAM Board Meeting Minutes

Date: September 18, 2020

Location: Google Meets



### Attendees:

Chad Engstrom-President, Shannon Demgen-Chapter Management Director, Jennifer Gryte- Secretary, Lisa Smude-Membership Director, Paula Wokasch- Business Partner Liaison , Dave Mandel- Business Partner Member at Large, Chrissy Draper-Scholarship Coordinator, Heidi Powell-Member at Large,

**Absent:** Lois Slick- Treasurer, Jane Koliass -Salary Survey Committee, Director, Mandy Dobosenski- Social Media, Jen Bahe-Education Director, Laurie Daniels- Communication Director, Blake Martin, Business Partner Member at Large

AGENDA ITEM	PRESENTER	ANTICIPATED DISCUSSION / ACTION
I. Call Meeting to order	Lisa Smude	10:12 am
II. Review previous meeting minutes	Lisa Smude	Approved
III. Treasurer Report	Lois Slick	As of August 31, 2020 <ul style="list-style-type: none"><li>• Total assets - \$141,647.82</li><li>• Net income - \$1,619.55</li><li>• Checking account balance \$ 97,481.95</li></ul>
IV. Fall Conference 2020 October 7, 2020	Jess Spicer	<ul style="list-style-type: none"><li>• Make sure she is on November call</li></ul>

<b>V. Webinars for 2020</b>	Jen Bahe	<ul style="list-style-type: none"> <li>● Jen B is working with Grant to do a webinar as well as Hays, Dates coming soon</li> <li>● Robbin Dowdle will give a basket of swag for the webinar</li> <li>● Dave will reach out to Jen B. to see how Fransis can help for a webinar</li> <li>● We need to make sure we do a collaborative webinar with Kansas</li> </ul>
<b>New Business</b>		
<b>VI. Logo</b>	Mandy	<ul style="list-style-type: none"> <li>● Logo           <ul style="list-style-type: none"> <li>○ Below is the final draft of the logo based on feedback from the group (the only new change is that I made the plus sign in the middle gray to match the border). Let me know if the team would like to see any final changes, otherwise I think it's good to go.</li> </ul> </li> <li>● Social media/branding goal           <ul style="list-style-type: none"> <li>○ Now that we've got a logo and color scheme, we should think about next steps. Originally we were going to roll out the new look to coincide with the fall conference, but since that's not happening what is everyone's thoughts on timing? Once we're ready to unveil it then that will cascade into the timing of updating things like our website and other materials with the new logo/colors.</li> </ul> </li> </ul> <p><b>Board talked about rolling out January of 2021 with a teaser of something big is coming in 2021</b></p>
<b>ASHHRA Chapter Achievement</b>	Shannon	<p>At the Chapter leadership meeting, the announced that HHRAM received a <b>4 star award</b> and not the initial 3 star award after Shannon reached out with questions.</p> <ul style="list-style-type: none"> <li>● The virtual chapter management zoom was not that helpful.</li> <li>● Shannon gave a lot of feedback about the 2021 Chapter Management program. Shannon feels like we should still submit for the award in 2021.</li> </ul>
<b>ASHHRA Virtual Conference</b>	Lisa	<ul style="list-style-type: none"> <li>● Lisa won registration for the 2021 ASHHRA conference.</li> <li>● The did one keynote speaker</li> <li>● Lots of breakout speakers that were pretty engaging</li> <li>● Gave you time to visit vendor booths- Some had drawings and chat features</li> <li>● Chat room for attendees</li> <li>● Lisa was glad she attended and thought it was worth attending</li> </ul>
<b>Goal Planning</b>	Chad	<ul style="list-style-type: none"> <li>● Chad and Lisa will be meeting and decide what needs to be accomplished for 2021</li> <li>● Include Lois for the budget stuff</li> <li>● November meeting will be a zoom</li> </ul>
<b>VII. 2019 Goals</b>		

<p><b>Increase membership by 3%- Lisa Smude</b>  Increase membership- Ended the year at 204 members. Lisa will reach out to all MN ASHHRA members and share the benefits of HHRAM. Reach out to other healthcare organizations in MN and let them know about HHRA.</p>	<p>Lisa</p>	<p>Currently have 195 members  Talk about in October membership dues, letters going out and a Membership Director</p>
<p><b>Increase conference attendance</b> by offering a discount to current members that have not ever attended a conference. Increase of attendance to 65 for spring and 55 for fall</p> <p>Spring 2019 conference cost-early bird, 200 for members, 250 non-members then after early bird member 250 and non-member 300 A discount of \$150 for spring conference- This needs to be by invite only</p>	<p>Heidi</p>	<p>No update</p>
<p><b>Attract 1 new business partner and add one previous who has not attended in a couple years.</b> Offer a sponsorship level above where they would normally sponsor. (3 years)</p>	<p>Paula</p>	<p>No update</p>
<p><b>Offer two webinars</b>, one with another ASHHRA chapter utilizing our current business partners.</p>	<p>Jen B</p>	<p>Jen and Paula will reach out to business partners to get something set up</p>
<p>Review our branding and <b>social media to better promote HHRAM.</b>  Identify 3 tactics</p>	<p>Mandy</p>	<ul style="list-style-type: none"> <li>● Logo <ul style="list-style-type: none"> <li>○ Below is the final draft of the logo based on feedback from the group (the only new change is that I made the plus sign in the middle gray to match the border). Let me know if the team would like to see any final changes, otherwise I think it's good to go.</li> </ul> </li> <li>● Social media/branding goal <ul style="list-style-type: none"> <li>○ Now that we've got a logo and color scheme, we should think about next steps. Originally we were going to roll out the new look to coincide with the fall conference, but since that's not happening what is everyone's thoughts on timing? Once we're ready to unveil it then that will cascade into the timing of updating things like our website and other materials with the new logo/colors.</li> </ul> </li> </ul> <p><b>Board talked about rolling out January of 2021 with a teaser of something big is coming in 2021</b></p>
<p><b>Create and communicate two HHRAM newsletters and 10 eblasts.</b> - Laurie (Laurie and Mandy will meet and can assign blast to the board</p>	<p>Mandy and Laurie</p>	<p>We met this goal  One more winter newsletter</p>
<p><b>Increase awareness of the HHRAM scholarship by communicating 4 touchpoints</b></p>	<p>Chrissy</p>	<p>We are at three touch points. Chrissy has one more touch point to send out.  The scholarship winner wrote an article</p>

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<b>UPDATES</b>		
<b>VIII. Secretary</b>	Jennifer	<ul style="list-style-type: none"> <li>• No update</li> </ul>
<b>IX. Communication/Website</b>	Laurie	<ul style="list-style-type: none"> <li>• No update</li> </ul>
<b>X. Social Media Director</b>	Mandy	<ul style="list-style-type: none"> <li>• Mandy has the logo done for a January roll out</li> </ul>
<b>XI. Director of Education</b>	Jen B.	<ul style="list-style-type: none"> <li>• Jen is working with Grant to do a webinar as well as Hays, Dates coming soon</li> <li>• Robbin Dowdle will give a basket of swag for the webinar</li> <li>• Dave will reach out to Jen B. to see how Fransis can help for a webinar</li> <li>• We need to make sure we do a collaborative webinar with Kansas</li> </ul>
<b>XII. Membership</b>	Lisa	<ul style="list-style-type: none"> <li>• As of 195 active members</li> </ul>
<b>XIII. ASHHRA</b>	Chad	<ul style="list-style-type: none"> <li>• Lisa won registration for the 2021 Annual Conference</li> <li>• Roxy may have attended</li> <li>• Sarah Fredrickson or Beck Rauen may also have attended- Shannon will reach out to them to see if we can get points</li> </ul>
<b>XIV. Salary Survey</b>	Jane	<ul style="list-style-type: none"> <li>• No updates</li> </ul>
<b>XV. Scholarship Director</b>	Chrissy	<ul style="list-style-type: none"> <li>• Article written by scholarship recipient and will be in year end newsletter</li> </ul>
<b>XVI. Business Partner Liaison</b>	Paula	<ul style="list-style-type: none"> <li>• Hays is willing to do a webinar for HHRAM</li> </ul>
<b>XVII. Chapter Management</b>	Shannon	<ul style="list-style-type: none"> <li>• 4 star for 2020-Way to go Shannon</li> </ul>

<b>VIII. Members at Large</b>	Heidi	<ul style="list-style-type: none"><li>• No update</li></ul>
<b>XIX. Business Partner Member at Large</b>	Dave & Blake	<ul style="list-style-type: none"><li>• Working with Robbin on the gift basket and Jen on the webinar</li></ul>
<b>XX. Open Discussion</b>	Chad	<ul style="list-style-type: none"><li>• No open discussion</li></ul>
<b>XXI. Adjourn</b>	Chad	<p><b>Next meeting September 23, 2020 10:00 am It will be a zoom call</b></p> <ul style="list-style-type: none"><li>• Meeting adjourned at 11:13 am</li></ul>

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