

HHRAM Board Meeting Minutes

Date: March 13, 2020





Location: Phone Call



Attendees:

Chad Engstrom-President, Roxy Hejhall- President Elect, Lois Slick- Treasurer, Lisa Smude-Membership Director , Mandy Dobosenski- Social Media Director, Shannon Demgen-Chapter Management Director, Paula Wokasch- Business Partner Liaison, Jane Koliias -Salary Survey Committee, Blake Martin, Business Partner Member at Large, Chrissy Draper-Scholarship Coordinator, Heidi Powell-Member at Large, Dave Mandel- Business Partner

Absent: Rachel Ask-Member at Large, Jennifer Gryte- Secretary, Jen Bahe-Education Director, Laurie Daniels- Communication Director

AGENDA ITEM	PRESENTER	ANTICIPATED DISCUSSION / ACTION
I. Call Meeting to order	Chad Engstrom	10:05 am
II. Review previous meeting minutes	Chad Engstrom	Shannon Demgen made a motion to approve the meeting minutes and Paula Wokasch second the motion.
III. Treasurer Report	Lois Slick	<p>As of February 29, 2020</p> <ul style="list-style-type: none"> Total assists - \$133,387.07 Net income - \$ \$2,487.81 Checking account balance 92,114.21 <p>     </p> <p>HHRAM February 2020 P&L YTD Compa2020 BS Compare.pdf HHRAM February 2020 P&L YTD Detail.p HHRAM February 2020 Actual to Budget</p>
IV. Spring Conference 2020	Mandy, Dave and Rachel	<ul style="list-style-type: none"> Waiting on Robbin yet for swag type of stuff. 9.5 credits CHHR and SHRM approved so far. HRCI waiting on yet. Brief discussion around spring conference and if Coronavirus would impact it. No

		adjustments made currently. Just on our radar.
V. Fall Conference 2020	Jess Spicer, Nikki Tanaka	<ul style="list-style-type: none"> • Heidi and Lisa had a call with Jess on March 11th. On track with everything. • Speaker line up finalized, haunted ship for potential activity, board dinner at Red Lobster.
New Business		
VI. 2020 HHRAM Budget	Chad	<ul style="list-style-type: none"> • Approved last meeting
VII. TEAM Agreement	Chad	<ul style="list-style-type: none"> • Nothing more to add. Finalized.
VIII. HHRAM Succession Plan	Chad Engstrom	<ul style="list-style-type: none"> • Chrissy Draper is interested in Secretary Position. • Jennifer Gryte is membership at large
IX. Covid-19	Chad Engstrom	<ul style="list-style-type: none"> • Chad asked for thoughts on Coronavirus and opened up for discussion. • Everyone appreciated the idea sharing via email. • Talked about how we could share this stuff with our Membership without giving out their personal email addresses or over flood anyone. No decisions made quite yet. Board was asked to think about it.
X. Wild Apricot Plan	Lisa Smude	<ul style="list-style-type: none"> • Currently at the 1 year plan of \$972.00 for 500 contacts. Currently at 498 contacts. Next level is \$1728.00 and can hold up to 2,000. Plan renews 8-10-2020. • Board approved Lisa to go up to next level if needed despite it not being on our 2020 budget.
XI. Newsletter	Laurie and Chad	<ul style="list-style-type: none"> • Chad proofed newsletter this week so it is getting close.
XII. Logo	Mandi	<ul style="list-style-type: none"> • Mandi sent out 16 options to executive committee. She will be sending out their top options for the rest of us and we will discuss more at April call. • Hope to unveil at business meeting during spring conference.

		<ul style="list-style-type: none"> Shannon confirmed we don't need ASHHRA's approval for a logo change.
XIII. Chapter Mgmt	Shannon	<ul style="list-style-type: none"> Due today. Got it all submitted last week. Anticipating another 4 Star. Big takeaway: Make sure when submitting for awards, make sure to check the box so the email gets sent to them as well to forward to Shannon so we have proof. Shannon has joined the ASHHRA committee-Member Relations Committee.
XIV. Annual Report	Chad	<ul style="list-style-type: none"> Chad submitted everything here.
XV. 2019 Goals		
Increase membership by 3%- Lisa Smude 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 organization in MN and let them know about HHRA.	Lisa	Please see her update below.
Increase conference attendance by offering a discount to current member that have not ever attended a conference. Increase of attendance to 65 for spring and 55 for fall 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	Roxy and Heidi	So far we have had 1 discount for a new conference attendee. Anticipating more. No other updates.
Attract 1 new business partner and add one previous who has not attended in a couple years. Offer a sponsorship level above where they would normally sponsor. (3 years)	Paula	Healthsource Solutions is our new business partner! One Previous still working on. 3 Business Partners signed up so far.
Offer two webinars , one with another ASHHRA chapter utilizing our current business partners.	Jen B	No update
Review our branding and social media to better promote HHRAM. Identify 3 tactics	Mandy	<ul style="list-style-type: none"> Refresh some of our branding materials (see above). Goal for by Spring Conference Post on social medial 4 times a month (more around conferences) Determine how many times we want to pay for targeted advertising on social media.
Create and communicate two HHRAM newsletters and 10 eblasts. - Laurie (Laurie and Mandy will meet and can assign blast to the board	Mandy and Laurie	No update
Increase awareness of the HHRAM scholarship by communicating 4 touchpoints	Chrissy	May E-blast In Newsletter

UPDATES		
XVI. Secretary	Jennifer	<ul style="list-style-type: none"> No update
XVII. President Elect	Roxy	<ul style="list-style-type: none"> No update
XVIII. Communication/Website	Laurie	<ul style="list-style-type: none"> No update
XIX. Education	Jen B.	<ul style="list-style-type: none"> No update
XX. Membership	Lisa	<ul style="list-style-type: none"> As of 3/13/2020 we have 207. 182 active (up from 168 last month) and 20 left to renew. Lisa reached out email two weeks ago and via phone this week to all remaining and for sure 3 will be renewing soon. Waiting to hear back from the final 17. Emailed all vendors to become members and 2 took me up on it so far. Will send email to remind vendors in the beginning of April. 8 new members in the last 30 days.
XXI. ASHHRA	Chad	<ul style="list-style-type: none"> Don't need to send anything for HR week to Shannon. No longer part of chapter mgmt.. August 22-25 in Denver is ASHHRA conference. Registration not open yet.
XXII. Salary Survey	Jane	<ul style="list-style-type: none"> No update
XXIII. Scholarship	Chrissy	<ul style="list-style-type: none"> No Update and no applicants yet
XXIV. Business Partner Liaison	Paula	<ul style="list-style-type: none"> Spring Conference Sponsors so far: Healthsource Solutions-Bronze sponsor Lockton-Gold sponsor Incentive Services-Bronze Sponsor Ascentis-Bronze sponsor
XXV. Chapter Management	Shannon	<ul style="list-style-type: none"> No update.

XVI. Members at Large	Heidi, Rachel and Dave	<ul style="list-style-type: none">• No update
XVII. Open Discussion	Chad	<ul style="list-style-type: none">• Blake asked about how business partners can add value and we had open discussion about it. Blake loves how inclusive and welcoming we are of vendors. Dave mentioned how he loves how open we are for input from all vendors.• Blake will send information to board about the current market and it's impact on retirement etc. that may help calm fears of employees.
XVIII. Adjourn	Chad	<ul style="list-style-type: none">• Meeting adjourned at 11:26 am