



**Board of Directors Meeting  
August 19, 2022 10AM**

Join Zoom

<https://www.google.com/url?q=https://us06web.zoom.us/j/86786784161?pwd%3DY3orVIBjbmtORTFPZkhhd0Q4YWQ1Zz09&sa=D&source=calendar&ust=1643119448430674&usg=AOvVaw1CHaBDT25m3IIIZNuoxJVt>

<b>Lisa Smude</b>	President / ASHHRA Liaison
<b>Lois Slick</b>	President Elect
<b>Christina Draper</b>	Secretary/Treasurer
<b>Chad Engstrom</b>	Business Partner Liaison
<b>Shannon Demgen</b>	Chapter Management Director / Member at Large
<b>Jessica Frank</b>	Social Media Director
<b>Heidi Powell</b>	Director of Education / Scholarship Director
<b>Laurie Daniels</b>	Communications and Marketing Director/ Membership Director
<b>Brianne Ptacek</b>	Member at Large, Salary Survey Coordinator
<b>Dave Mandel</b>	Business Partner at Large
<b>Blake Martin</b>	Business Partner at Large
<b>Nicole Nyberg</b>	Member at Large
<b>Mary Hoffman</b>	<del>Member at Large</del>
<b>Sommer Morales</b>	Guest (Lockton)
<b>Erica Dominguez</b>	Guest (Lockton)
<b>Mkadin</b>	Guest (Lockton)

**Agenda**

1. Call to Order Lisa Smude, President
  - a. 10:02 AM
2. Lockton Presentation
  - a. 30% of participants is HHRAM (39 orgs) – fewest HHRAM members than they have in years past
  - b. Lockton had an email delivery issue, which has been resolved, but could have led to lower numbers.
  - c. 2023
    - i. Iowa is a new target market to increase participation – will give Iowa organizations the survey results for free.
    - ii. Will add a question about preceptor pay
    - iii. 3% price increase annually

- iv. Will continue referral offer
- d. New jobs to add – Supervisor, Billing and Manager, Compliance
- e. Schedule
  - i. Feb 10<sup>th</sup> 2023 Survey Deadline
  - ii. April 14<sup>th</sup> 2023 results distribution
- 3. Presentation of the June Board Minutes Chrissy Draper, Secretary/Treasurer
  - a. Blake Motions to accept the June Board Minutes
    - i. Laurie seconds the motion
      - 1. Motion passed unanimously
- 4. Treasurer Report Chrissy Draper, Secretary/Treasurer
  - a. Skipping the treasurers report as Chrissy and Lois not present.
- 5. Old Business
- 6. New Business
  - a. Fall Conference Heidi Powell and Blake Martin
    - i. All speakers finalized and locked in
    - ii. Have to pick out the food
    - iii. Schedule
      - 1. Stevie Ray comedy 1 & casino night
        - a. 50/50 raffle for the chip pot. ½ to the winner, ½ to the nonprofit
      - 2. Otterbar on the 2<sup>nd</sup> night.
    - iv. Swag
      - 1. Meditation cards, lotion, water bottle, and candle
      - 2. Dress comfortably “come as you are”
      - 3. Robbin will open a store with HHRAM swag for purchase
      - 4. Board shirts – [Heidi to send out sizing sheet](#)
      - 5. ASHHRA – [Shannon to reach out to see if they have anything available to give away.](#)
  - b. Membership outreach Laurie Daniels
    - i. 105 companies that used to be members and are no longer – people who are suspended, archived, etc
      - 1. The list is on Google docs and we ask that the Board sign up to contact some companies that they know.
      - 2. Requirement that BP’s need to be members for 2023
    - ii. If new members join now, they get the last few months of the year free.
    - iii. Laurie to draft a letter to send to the addresses

## 7. 2022 Goals

<i>Goal</i>	<i>Presenter</i>	<i>Updates</i>
Membership: Increase	Lisa Smude and Laurie Daniels	Currently have 29 HHRAM

<p>Membership by 3% from 2021 (ended at 181 members in 2021) and diversify membership by adding 1 (one) nonhealthcare membership (i.e. Dental, Mental Health, Vision). Also want to increase ASHHRA Membership by 2 people.</p>		<p>members that are signed up for ASHHRA. That is 15%. ASHHRA wants 20% or at least be able to show the efforts made to get that percentage up. HHRAM to pay for Executive Boards ASHHRA membership (if exec board employers do not pay for it).</p>
<p>Conference Attendance: Increase conference attendance.  Had 54 attendees for Spring Virtual 2021 - increase by 5 people. Had 41 attendees for Fall 2021 – increase by 5 for 2022.</p>		
<p>Re-engage Business Partners: On 3 separate occasions engage Business Partners (once at each conference and 1 additional time)</p>	<p>Chad Engstrom / Dave Mandel</p>	
<p>Increase Social Media Presence Advertise ASHRRA Events at least 2 times a year (for chapter management points)</p>	<p>Jessica Frank</p>	

### Updates

- |                                      |                            |
|--------------------------------------|----------------------------|
| a. President                         | Lisa Smude                 |
| b. President Elect                   | Lois Slick                 |
| c. Secretary/Treasurer               | Chrissy Draper             |
| d. Business Partner Liaison          | Chad Engstrom              |
| e. Scholarship Director              | Heidi Powell               |
| f. Director of Education             | Heidi Powell               |
| g. Communications and Marketing      | Laurie Daniels             |
| h. Membership                        | Laurie Daniels             |
| i. ASHHRA                            | Lisa Smude                 |
| j. Salary Survey Coordinator         | Brianne Ptacek             |
| k. Business Partner Members at Large | Dave Mandel & Blake Martin |
| l. Social Media Director             | Jessica Frank              |
| m. Chapter Management Director       | Shannon Demgen             |

- n. Member at Large
- o. Member at large
- p. Member at large

Shannon Demgen  
 Brianne Ptacek  
 Nicole Nyberg

**2022 HHRAM Board Members**

<b>Lisa Smude</b> - President
<b>Lois Slick</b> -President Elect
<b>Chrissy Draper</b> -Secretary/Treasurer
<b>Chad Engstrom</b> - Business Partner Liaison
<b>Heidi Powell</b> - Director of Education, Scholarship Director
<b>Laurie Daniels</b> - Communication and Marketing Director
<b>Dave Mandel</b> - Business Partner –Member at Large
<b>Blake Martin</b> - Business Partner-Member at Large
<b>Jessica Frank</b> - Social Media
<b>Brianna Ptacek</b> -Member at Large, Salary Survey Coordinator
<b>Shannon Demgen</b> – Member at Large
<b>Paula Wokasch</b> - Member at Large
<b>Nicole Nyberg</b> - Member at Large

<b>Future meeting</b>	September 27 <sup>th</sup> 2022
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Meeting adjourned: 11:20 AM