



**Board of Directors Meeting
January 6, 2021 10AM**

Present: Lisa Smude (President), Laurie Daniels (Communications & Marketing Director), Chad Engstrom (Past President), Chrissy Draper (Secretary), David Mandel (Business Partner At Large), Paula Wokasch (Business Partner Liaison), Lois Slick (Treasurer), Shannon Demgen (Chapter Management Director).

Not Present: Mandy Dobosenski (Social Media Director), Heidi Powell (Member At Large), Jane Kalias (Salary Survey Coordinator), Blake Martin (Business Partner At Large)

Join Zoom <https://zoom.us/j/97332307978?pwd=NnBpYVVOZEFUa1VuSGpRTTFZn2J1Zz09>

Agenda

1. Call to Order: 10:09am Lisa Smude, President

2. Presentation of the November Minutes Chrissy Draper, Secretary
 - a. Motion to approve: Chad Engstrom
 - i. Second: Laurie Daniels
 1. Motion Passes – November Board Meeting Minutes Approved

3. Treasurer Report Lois Slick, Treasurer
 - a. Total assets: \$144,091.66
 - b. Net Income: \$520.37
 - c. Checking account: \$94,735.17
 - d. Not a lot of expenses – moved conference spring income to 2021. Continuing education fee for webinar.
 - i. Continuing Education Fee for Webinar: [Chad to get Continuing education credit process and info to TEAM. TEAM to look at process.](#)
 - ii. [Chrissy to send out agenda and financials each month.](#)

4. **Old Business**
None

5. **New Business**
 - a. Succession Planning Board
 - i. Shannon: Slate needed: Treasurer and president elect for 2022 – need names by February 1st, as conference is in April.
 1. Lois volunteered to run as treasurer again
 2. Chad volunteered to help until we can recruit someone – may not want to commit to the next 3 years.
 - a. Healthy for the organization to get new people involved.

3. Shannon may pick a name and slot it in, and then board can discuss throughout the year.
 - a. Chad offered to have his name slotted in.
 4. Lisa: Membership Director and Education Director position is open
 - a. Hoping that Heidi would be willing to take on a role.
 - b. Currently Lisa is covering membership director.
 - c. Laurie Daniels – volunteered to help with membership
 - d. [Chad: reaching out to Heidi to get answers this week.](#)
- b. SWOT Analysis/Goals Lisa Smude/Chad Engstrom
- i. No potential edits
 - ii. Finalize goals based off this
- c. Meeting times Board
- i. Lisa: Fridays can be difficult as it coincides with time-off. Team agreed as a whole Fridays is the best day for everyone and will leave as is.
 1. BOD meetings can get long (which is okay sometimes) The aim is to get it to an hour to an hour and a half for most meetings.
- d. Spring Conference Dave/Mandi
- i. Dave: Deposits from last spring and moved them to 2021 – maybe \$1000 for each. We have rooms reserved for Spring of 2021. May want to re-engage them and look at policies for postponing to the fall.
 1. [Dave will commit to contacting Mandy and setting up conference call with both locations – policies, notice, how big are meeting rooms, social distance policies, etc.](#)
 2. New expansion accommodates up to 300 guests, so even if they must comply with local mandates, they have the space to host.
 3. Money down for Fall conference was rolled forward from fall 2020.
 - a. August/September Vaccination rates should be high enough – best chance to host conference in the fall.
 - b. Chad – would it be better to have the Stillwater conference in the fall and swap them?
 - i. Ease of location, policies, money loss, etc.
 - ii. Chrissy – See if one location will cause HHRAM to lose money, and one will not. Go with whichever will not give a refund.
 - c. Pier 1 may have more room for outdoor activities – weather permitting in September.
 - i. [Chad to discuss with Heidi and Jess.](#)
 4. February should be the decision on canceling or not
 - a. [Chrissy to add to February BOD Agenda and we will look to make a final decision in February.](#)
- e. Logo Launch Chad Engstrom
- i. Push to February Meeting with Mandy.
 - ii. Logo Launch on social media week of business/BP meeting, and highlight it during the virtual business meeting.
- f. Benefit Survey next steps Board
- i. Who is in charge of this?

1. Chad E - Roxy was involved. Where did we leave it?
2. David M - Gallagher (was Kathy Johnson) and Kari Larsen or Lauren
 - a. Shannon – unsure if they are doing it this year. No communication from them yet.
3. Chad to reach out to Lauren regarding “Gallagher Benefit Survey/ HHRAM Benefit Survey” and we can discuss more in February meeting.

6. 2021 Goals

<i>Goal</i>	<i>Presenter</i>	<i>Updates</i>
Membership: Increase Membership by 3% from 2020 (ended at 195 members) and diversify membership by adding 1 (one) nonhealthcare membership (i.e. Dental, Mental Health, Vision). Also want to increase ASHHRA Membership by 2 people.	Lisa Smude and Laurie Daniels	Currently have 29 HHRAM 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).
Conference Attendance: Host 1 (one) in person conference in 2021 & 1 Virtual offering (more than just a webinar).		Sunsetting the goal of ‘increase conference attendance’ for 2021. Likely focused on the Fall conference for 2021. Chad to reach out to Heidi and venues to determine best course of action and where the conference could be best hosted.
Re-engage Business Partners: On 3 separate occasions engage Business Partners	Paula Wokasch/ Dave Mandel	Chad and Lisa planning a Virtual Business meeting first then suggestions were to have 1 social hour event (Chrissy, Paula and Lois looking into this) and 1 webinar/podcast event. If business partners feel they are adding value, they will want to stick around.
Increase Social Media Presence	Mandy Dobosenski	Suggestion to roll out the new logo @ the Business Partner meetings

Updates

- a. Secretary Chrissy Draper
1. Gathering what needs to go with the Agenda when it is sent out. Anything else to add to agenda, financials, and previous meeting minutes – Friday before.
- b. Communications and Marketing Laurie Daniels
1. Winter Newsletter went out
 2. Updates on Website
 1. Laurie to update: Lisa's title to Divisional Manager of Talent Acquisition
 2. Laurie to Update: ASHHRA Leadership (found on their website)
- c. Social Media Director Mandy Dobosenski
1. Skip
- d. Director of Education Open
1. Skip
- e. Membership open
1. Talk more in February
 2. Please renew your HHRAM membership if you have not yet
- f. ASHHRA Chad Engstrom
1. Switch updates to Lisa in the future.
 2. Chad – ASHHRA looking for anyone interested in regional role
 1. Shannon may apply
- g. Salary Survey Jane Koliias
1. Skip
- h. Scholarship Director Chrissy Draper
1. 1 Carry Over from ASHHRA – have to move to virtual, or she forfeits it.
 1. If she forfeits it, she could re-apply in the future for in-person
 2. Slow on the scholarship front with conferences
- i. Business Partner Liaison Paula Wokasch
1. No updates
- j. Chapter Management Shannon Demgen
1. Basic Chapter management submitted in Dec – should have 10/10 points
 2. Will try to submit webinars to count as points for education
 3. Lisa's registration for virtual ASHHRA conference in 2020 did anyone else attend?
 1. Lois – Has chapter leadership attendance, but will work to find conference attendance.
 2. Shannon - Will put together e-mail to blast to members – did anyone attend? And will check with Heidi on attendance.
 4. CH Credit – any other credits requested?
 1. 2/6 possible points for that
 5. CHHR Scholarship
 1. Shannon will ask if anyone else did scholarship
 6. Chapter Mgmt activities
 1. Did we do HRCI credits for Grants Webinar? Shannon to check
 1. They need to start considering SHRM programs
 7. Chapter Member Community Partnerships
 1. MMGMA proof is settled
 2. Will try to get 2/2 for that
 8. Has anyone done presentation for schools? Interview prep for students? Job shadowing?

1. Send to Shannon if you do.
9. Got advocacy this year with Wage Theft programming
10. New member orientation – usually a part of conferences. Maybe rethink that for this year.
 1. Could do via Zoom – [Lisa, Laurie and TEAM to plan a new member orientation on Zoom.](#)
11. [Chad to send Shannon – Dental List \(for diversity\)](#)
12. Participation/ volunteering with ASHHRA
 1. Anyone else do anything on ASHHRA committees or submit anything for publication?
13. Still looking pretty good. Hoping for a 3 star rating.
14. Diversity in membership
 1. Lisa – no paper trail from outreach last year.
 2. This year – keep a list of organizations that we reach out to.
15. [Shannon to submit by February 1st.](#)

k. Member at-Large Heidi Powell
 1. Skip

l. Business Partner Members at Large Dave Mandel & Blake Martin
 1. No updates

11:52 AM Meeting Adjourned

2021 HHRAM Board Members

Chad Engstrom - Past President
Jennifer Gryte -Member at Large
Lois Slick -Treasurer
Shannon Demgen -Chapter Management
Paula Wokasch - Business Partner Liaison
Laurie Daniels - Communication and Marketing Director
Mandy Dobosenski - Social Media Director
Jane Koliass -Salary Survey Coordinator
Dave Mandel - Business Partner –Member at Large
Blake Martin - Business Partner-Member at Large
Heidi Powell -Member at Large
Chrissy Draper -Secretary
Lisa Smude - President

Future meeting	February 19 th , 2021 10:00am – 12:00pm
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