



**Board of Directors Meeting
March 19, 2021 10AM**

Join Zoom <https://zoom.us/j/99989675338?pwd=N0tVRHRJcWZQM1FuTFVnWjdhc0ZZQT09>

Present: Paula Wokasch, Lisa Smude, Laurie Daniels, Jane Kolas, Chad Engstrom, Lois Slick, Jessica Spicer, Blake Martin, David Mandel, Christina Draper, Brianne Ptacek, Shannon Demgen,

Agenda

1. Call to Order Lisa Smude, President
 - a. 10:03am
2. Presentation of the March Minutes Chrissy Draper, Secretary
 - a. Chad Engstrom motion to accept minutes, Lois Slick second
 - b. Motion passes
3. Treasurer Report Lois Slick, Treasurer
 - a. Checking Balance: \$98,825.53
 - b. Assets: \$148,236.29
 - c. Income: \$9,184.63
4. **Old Business**
 - a.
5. **New Business**
 - a. Spring Virtual Conference Virtual Planning Committee
 - i. Mini virtual conference series starting on May 12th with New member orientation starting at 2:00pm.
 1. Chris Littlefield as keynote speaker – free virtual 2:30 – 4:30pm
 - ii. Conference series wrapped up by the first week of June
 1. Department of Labor Speaker – date TBD
 2. Allina – presenting for free, date and time TBD
 3. Paula working with Grant for date and time TBD
 4. Breakout sessions – group people by regions, department, industry size, etc.
 - a. Interaction with Business Partners - split business partners within breakout rooms
 - b. [Lisa to provide topics to help conversation](#)
 5. End conference with business meeting and a social hour.
 - a. [Paula, Chrissy, and Lois planning](#)

- b. Will be a tropical beach theme – all who are registered will receive a towel with HHRAM Logo
 - iii. Lisa and TEAM to work on digital advertising
 - iv. Education credits to be submitted by TEAM when all dates and times finalized.
 - v. How can we better get Business Partners involved?
 - 1. Outside of breakout groups is there another way to have BP's get more interaction with our membership?
 - a. Lois: breakout rooms with 1 BP in each room, and attendees go into each room.
 - i. Could get overwhelming quick on moving people in and out of rooms.
 - b. Lisa: 1 main room and have BP's scheduled for certain times, then we don't have to move participants, they can come in and out to talk to vendors they like.
 - i. Depends on how many people show up, the goal would be to have no more than 5 per breakout room. Then people would be rotated through.
 - ii. May 12th brief BP introduction.
 - c. Cost of attendance: \$50 for attendees and \$250 for Business Partners
 - 2. Want to ensure BP's get value back for their money.
 - a. Blake: From a BP standpoint, we want exposure and being an active participant in HHRAM.
 - i. 1:1 convos will likely have to happen after the fact. Difficult to do in a virtual environment.
 - b. Lisa: If we can't have dedicated BP/vendor time, we could add, in the post attendee survey, have people sign up to talk with the BP's.
 - c. Dave: Ask BP's – could you provide within 15 minutes, something that you have done recently that has had an impact on the industry/ organization.
 - d. Blake: BP's are benefits and broker heavy – would it make sense to team BP's up in breakout sessions? They can partner to create discussion topics and then conversation can happen more organically.
 - 3. Jane K: Lockton – could they be a part of this?
 - a. Paula to reach out to Lockton
 - b. TEAM to create and send survey to BP's for participation in summer educational webinars.
- vi. \$50 for member attendees, \$250 for BP's.
 - 1. Attend 1 or all 6, same price
 - 2. BP's who have already paid for past conference – will forward payment to fall conference or next year.
- vii. Paula to order Beach towels with HHRAM new logo
- viii. TEAM to get in contact with HRCI and submission
 - 1. Lisa on vacation, Laurie and Jane to help in her absence.

- b. Fall Conference Jessica Spicer
 - i. Biggest concern is can we have one?
 - ii. Planned for last week in September/ October 1st.
 - iii. Rooms, speakers, etc are all set to go from last year.
 - 1. [Jessica to follow up with 1 speaker who has not confirmed.](#)
 - iv. In process of determining a socially distanced night activity
 - v. Lisa: Any concerns regarding fall conference being in person?
 - 1. Lisa – July 1st opening up in person. CDC allowing vaccinated travelers has helped open things up.
 - 2. Jane: we may never go back to in person, likely our company will always work from home. But hopeful to have in-person conference.
 - 3. Chad: Hopeful to have in person conference.
 - 4. [Dave to talk with MHA on if their annual conference is happening.](#)
 - a. Will move forward with in-person conference unless MHA says they will not be doing it in person.
 - 5. Shannon: MMGA is having July conference in person.
 - a. September, hopefully nice enough to do something outside.
 - 6. [Lisa, Jessica, Brianne, and Chad to collaborate on Fall conference planning](#)
- c. Logo Launch Chad Engstrom
 - i. No updates
- d. Membership vote All
 - i. Laurie: 19 outstanding memberships not renewed.
 - 1. Revo Health has 6
 - ii. Laurie - motion to remove the 19 that have gone into default
 - 1. Lisa Seconded motion
 - 2. Motion passed
 - 3. [TEAM to archive those members](#)
- e. Social Media Page review Shannon/Lisa
 - i. Lisa has been posting.
 - 1. Pulse check to make sure it is looking good.
- f. Awards update Lois Slick
 - i. Propose an idea for a more formal process for awards nominations.
 - 1. No one knows the criteria or number of awards available.
 - 2. Lois created a formal application process, which could then be reviewed by the executive committee.
 - a. Promote ASHHRA as well as HHRAM members ability to be eligible for awards
 - 3. Shannon: 1 award that must be given to an executive BOD member.

- a. Any ASHHRA member can nominate people.
- b. We hardly get anyone to apply for scholarship, so we may struggle to get people to submit the applications.
- 4. Lisa: Would still have to be a board driven process, but the transparency and availability for members is great.
- ii. Exec members should know who is nominated and why they are nominated.
- iii. Lisa: Take conversation offline, create a proposal to bring back to the BOD.
 - 1. Shannon, Lisa, & Laurie happy to participate in the subcommittee.
 - 2. Make the process clearer and educate all.

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 (one) 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	Suggestions: 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. None
 - b. Scholarship Director Chrissy Draper
 - 1. Too close on time to open up \$50 scholarship for spring virtual conference.
 - 2. Scholarship Levels Review
 - 1. Educational Scholarship
 - 1. Eligibility: HHRAM Member, Member's dependent child, HHRAM member workplace employee, HHRAM member pursuing SPHR or PHR certification
 - 2. Funded by HHRAM
 - 1. When we get applications we score them
 - 2. Amount: \$1000 per year used for tuition, books, supplies, certifications, fees, etc.
 - 3. Awarded 2 times per year (fall and spring term)
 - 4. Apps submitted by: July 1st for Fall, November 1st for Spring Term.
 - 2. ASHHRA Scholarship
 - 1. Deadline: June 15th
 - 1. May need to change deadline if dates of conference change.
 - 2. Amount \$1500
 - 3. For HHRAM members attending ASHHRA Conference
 - 4. Must be used for current years conference.
 - 5. Requirements: Prepare a 1 page summary report
 - 6. Applicant must show financial need. Consideration will be given consideration who are in a NEW field of HR and are 1st time conference attendees.
 - 7. Will not fund attendees that pay for the conference or who are not members of HHRAM.
- c. Communications and Marketing Laurie Daniels
 - 1. None
- d. Membership Laurie Daniels
 - 1. No additional updates
- e. ASHHRA Lisa Smude
 - 1. Shannon attending virtual conference.
 - 2. Lois & Shannon signed up for Chapter Leadership Meeting – [need 2 more people to sign up to get Chapter Management Points](#)

3. If you sign up for either, forward registration confirmation to Shannon
 4. [Shannon to forward link to BOD to register for Chapter Leadership Workshop Friday April 30th – free](#)
- f. Salary Survey Jane Kalias
1. None
- g. Business Partner Liaison Paula Wokasch
1. Survey to do something official for educational offerings
 2. Shout out to crew that helped to connect with BP's!
- h. Chapter Management Shannon Demgen
1. If doing any presenting or work within community (mock interviews, etc) Get documentation to Shannon.
 2. Fall Conference – Philanthropy, raise money or do something for the community.
 3. Any work with MHA or MMGMA – document and send to Shannon.
- i. Director of Education Heidi Powell
1. None
- j. Business Partner Members at Large Dave Mandel & Blake Martin
1. None
- k. Social Media Director Open
1. None

[Lisa to email info for conference & calendar invites.](#)

2021 HHRAM Board Members

Lisa Smude - President/ temporary social media
Chad Engstrom - Past President
Chrissy Draper -Secretary
Lois Slick -Treasurer
Shannon Demgen -Chapter Management
Paula Wokasch - Business Partner Liaison
Laurie Daniels - Communication and Marketing Director
Jane Kalias -Salary Survey Coordinator
Dave Mandel - Business Partner –Member at Large
Blake Martin - Business Partner-Member at Large
Heidi Powell - Director of Education
Brianne Ptacek -Member at Large

Future meeting	May 21 st , 2021
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