







**Board of Directors - Meeting Minutes
November 20, 2020 10AM**

Attendees:

Present: Chad Engstrom-President, Jennifer Gryte-Secretary, Lisa Smude-President Elect, Paula Wokasch-Business Partner Liaison, Lois Slick-Treasurer, Jane Koliass-Salary Survey Coordinator, Chrissy Draper-Scholarship Coordinator

Absent: Shannon Demgen-Chapter Management Director, Dave Mandel-Business Partner Member at Large, Mandy Dobosenski-Social Media, Laurie Daniels-Communication Director, Blake Martin-Business Partner Member at Large, Heidi Powell-Member at Large

AGENDA ITEM	PRESENTER	ANTICIPATED DISCUSSION/ACTION
I. Call meeting to order	Chad Engstrom	10:11am
II. Review and approve October meeting minutes	Chad Engstrom	Lisa Smude -Motion to Approve Paula Wokasch seconded the motion. Minutes Approved.
III. Treasurer Report	Lois Slick	As of October 31 st 2020 Total Assets: \$135,091.70 Net Income: \$1,160.41 Checking account balance: \$87,349.83 <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  HHRAM October 2020 BS Compare.pdf </div> <div style="text-align: center;">  HHRAM October 2020 PL by Month.pdf </div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> <div style="text-align: center;">  HHRAM October 2020 PL YTD Detail.pdf </div> <div style="text-align: center;">  HHRAM October 2020 Actual to Budget </div> </div>

IV. Old Business		
Webinars for 2020	Chad Engstrom	<ul style="list-style-type: none"> • Difficulty getting the password for credits, cannot get a hold of Jennifer Bahe. • Jennifer Gryte to get account information from Lois Slick, and attempt to solve/ get the password. • Paula Wokash: Grant and Karen are on board for the webinars.

V. New Business		
Succession Planning for Director of Education	Chad Engstrom	<ul style="list-style-type: none"> • Jennifer Bahe left education position. • None of the present BOD are interested in taking on the education position. • No suggestions as to who could take on the position.

		<ul style="list-style-type: none"> • Chad Engstrom and Lisa Smude to discuss a solution • Education position is not a required position, but it is an important role that will be leaned on more as webinars increase.
Logo Launch	Chad Engstrom	<ul style="list-style-type: none"> • Mandy Dobosenski is not present. No updates. • Please email Mandy with any ideas. • Jennifer Gryte – to reach out to Mandy to see if Logo should be announced with the Gift Card e-mail to members • Logo will need to be highlighted in the Winter Newsletter.
Winter Newsletter	Chad Engstrom	<ul style="list-style-type: none"> • Laurie Daniels is not present. • Final Budget will be in Winter Newsletter • Highlight new logo in Winter Newsletter.
2021 SWOT Analysis	Lisa Smude	<ul style="list-style-type: none"> • Would like to revisit at January BOD meeting when more people are present. • Next steps: TEAM to create draft e-mail to BOD for SWOT analysis. Clair and Lisa Smude to connect before it is sent out. E-mail to include fillable SWOT form or questions & will discuss reformatting BOD meetings to fit more schedules. • See image below for SWOT brainstorm results.

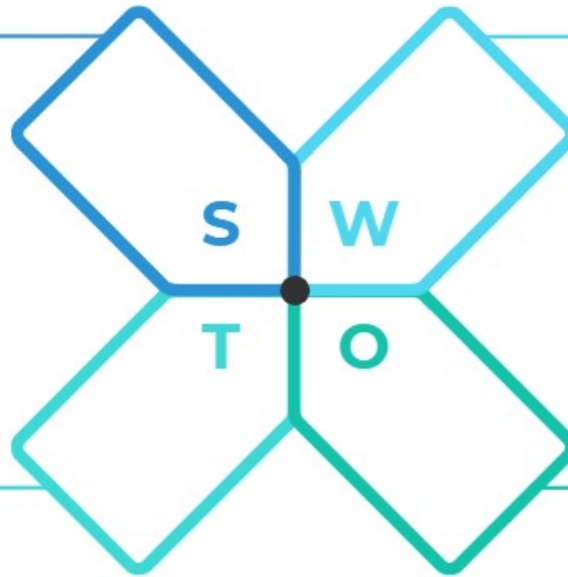
SWOT ANALYSIS

STRENGTHS

- Strong financially
- Do a lot with education
- Committed and involved BOD
- Salary Survey provider - big income generator
- Business Partners are engaged.

WEAKNESSES

- Time is limited
- Difficult to get entire BOD together regularly
- How do we add value w/o conferences? How do we stay relevant?



THREATS

- Pandemic/ COVID-19
- Losing members if HHRAM cannot stay relevant
- Losing Business Partners if HHRAM cannot stay relevant
- Losing Board Members/ unable to fill BOD positions - Board members being spread too thin

OPPORTUNITIES

- Beef up webinars
- Membership growth
- Increased Conference attendance
- A lot of talent among our members - get them involved and more active
- Social Media utilization: room for increase on LinkedIn & Facebook

<p>Budget Review</p>	<p>Lois Slick</p>	<ul style="list-style-type: none"> • Interest – left as is • Chapter Awards – changed to \$0 • Salary Survey – left as is, but 2019’s numbers seem off. <i>Lois to reach out to Shannon to verify. Jennifer Gryte to look into checks and past meeting minutes to verify.</i> • Membership Dues <ul style="list-style-type: none"> ○ Current: 197 Members ○ Consensus to Budget for 190 • Spring Conference <ul style="list-style-type: none"> ○ Based on 65 attendees, 30 paid members x \$25 = \$750 ○ Where is HHRAM’s break even point? • Fall Conference <ul style="list-style-type: none"> ○ What is break even? Are we okay with losing money? ○ Based on 55 attendees. 30 Paid members x \$275 = \$8,250 ○ Business Partners – Budget for 12 at \$4,500 each = \$54,000 • ASHHRA Conference – may not happen. Budget \$7,500. • Conference Expenses
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		<ul style="list-style-type: none"> ○ Spring: need to talk with Mandy and Dave before planning a budget. ○ Fall: \$30,000 ● Scholarships <ul style="list-style-type: none"> ○ Will keep in budget, even if it is not spent. ● Getting rid of Survey Monkey paid account. ● Advertising & Marketing <ul style="list-style-type: none"> ○ Need Mandy to weigh in on this. ● Getting rid of Education Meetings expenses <p>*Lois to e-mail out to all and then will review at January BOD Meeting.</p>
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Updates

Secretary	Jennifer Gryte	No updates – handing off responsibilities to TEAM
Communications and Marketing	Laurie Daniels	Skip
Social Media Director	Mandy Dobosenski	Skip
Director of Education	Open	Skip
Membership	Lisa Smude	<p>Up to 197 members – renewal went out, another going out on November 1st.</p> <p>2 Openings on Board next year: Membership and Education.</p> <p>Send out something to membership as a whole to gauge interest in positions.</p> <p>Has to be explained well – time commitment – discuss benefits, what you gain (discounted or free conferences, meetings, etc)</p> <p>Chad to write up sales pitch to members.</p>
ASHHRA	Chad Engstrom	No additional Info
Salary Survey	Jane Kalias	No additional info
Scholarship Director	Chrissy Draper	Dropped off call - skip

Business Partner Liason	Paula Wokasch	No additional info
Chapter Management	Shannon Demgen	skip
Member-at-Large	Heidi Powell	skip
Business Partner Members at Large	Dave Mandel & Blake Martin	skip

Next Board Meeting Scheduled for Friday, January 15th

Meeting adjourned at 11:51am