



Board of Directors Meeting Minutes

January 20, 2023 10AM

Join Zoom

<https://www.google.com/url?q=https://us06web.zoom.us/j/86786784161?pwd%3DY3orVlBjbmt0RTFPZkhhd0Q4YWQ1Zz09&sa=D&source=calendar&ust=1643119448430674&usg=AOvVaw1CHaBDT25m3IIIZNuoxJVt>

Lois Slick	President
Lisa Smude	Past President
Chrissy Draper	Secretary/ Treasurer
Chad Engstrom	Business Partner liaison
Heidi Powell	Scholarship Director
Laurie Daniels	Membership Director
Dave Mandel	Business Partner – Member at Large
Blake Martin	Business Partner – Member at Large
Mary Hoffman	Social Media Director
Brianne Ptacek	Salary Survey Director
Shannon Demgen	Chapter Management Director
Jessica Gervenak	Member at Large
Nicole Nyberg	Member at Large
Kyle Buckingham	Guest
Roxanne Hejhal	Member at Large

Agenda

1. Call to Order Lois Slick, President
 - a. 10:04 AM
2. Presentation of the Nov. Board Minutes Chrissy Draper, Secretary/Treasurer
 - a. Lisa Smude motion to approve November minutes
 - i. Unanimously approved
3. Treasurer Report Chrissy Draper, Secretary/Treasurer
 - a. Assets: \$125,755.07
 - b. Net Income: (\$11403.83)
 - c. Checking: 67546.91

- d. Primary Concern – conference income was less than budgeted
- 4. Old Business
 - a. None
- 5. 2023 Budget Lois Slick
 - a. Ideas to cut budget down
 - i. Conferences
 - 1. Could set a hard budget for conferences, but that gets difficult with the rising prices.
 - 2. Proposal to cut Spring conference budget since it is a shorter conference
 - a. Keynotes are expensive – 18k for Spring
 - 3. Scale back the swag to whatever Diggity Dowdle will contribute.
 - ii. Review insurance plans, perhaps less coverage is needed.
 - 1. TEAM to send Insurance policies to Blake. Blake to look over what is needed.
 - iii. Could decrease scholarship amounts
 - 1. Proposal to cut scholarships down
 - a. ASHHRA scholarship to \$1000
 - b. Proposal to reduce education scholarships to \$500 each
 - c. Board decided to accept both proposals (as listed above) to reduce ASHHRA and education scholarships
 - 2. May discuss reducing the 2 HHRAM scholarships down to one next year, 2024.
 - b. The budget is negative
 - i. Have to drive up membership
 - ii. Get more business partners
 - 1. BP's could call their vendors and bring in more BP's
 - 2. Increase budget for Fall BP's?
 - a. Increase to 19k
 - iii. Increase conference attendance
 - c. Motion to approve all changes to the budget, as discussed above
 - i. Lisa Smude motion to approve
 - ii. Heidi Powell 2nds the motion
 - iii. Motion approved unanimously
 - iv. TEAM to update website budget?

6. New Business

- a. 2023 Goal planning Lois Slick
 - i. Members
 - 1. Value: Scholarships, conferences, educational opportunities
 - 2. Options to bring more value to members
 - a. Offer job descriptions and policies like SHRM. Are there legal logistics to that?

- b. Bring the forum back to the website
 - c. Goal: Increase resources and tools for members on the website.
 - 3. Member renewal – a lot of people on the board still need to renew.
 - a. BP's need to be Consultant MEMBERS – If not a consultant member, build in the \$150 to the registration.
 - b. Lisa to reach out to Laurie about member outreach
 - c. Dental and Vision membership increase, to be able to increase salary survey jobs.
 - i. Park Dental, Aspen Dental
 - d. Update member marketing materials
 - i. TEAM to send to Lisa
 - e. Goal: Increase membership 3%
 - f. Goal: Look into increasing jobs on salary survey
 - 4. Social media – how to get more followers on social media pages?
 - a. Suggest people that are members follow us.
 - b. Board members like, share, comment.
 - c. May do a sponsored post for conferences.
 - 5. Sponsorship
 - a. Add you can provide one webinar for members annually
 - b. Have new BP's come as attendees first, to tap into the relational side
 - i. Dave to create a relationship template and send to Board Members.
- b. 2023 Spring Conference Lisa Smude and Shannon Demgen
 - i. Options for Discounts
 - 1. \$25 - \$50 reduction off of conference if they make a referral
 - 2. If you bring multiple people from organization then guests get \$25 off
 - 3. New people who have not attended since Fall 2019 get a discount
 - 4. Lisa to report back to board on what the discounted rates will be
 - c. 2023 Fall Conference Mary Hoffmann, Roxie Hejhal & Lois
 - i. Planning is in progress
 - ii. More updates in February with the dates and location
 - d. Awards Lisa Smude
 - i. No current submissions, but few people are submitting to ASHHRA, so if we submit, likely would receive the award.
 - ii. Lisa will process the submissions, and then get letters of recommendations from other board members.
 - e. Monthly meeting dates/times Lois Slick
 - i. Fridays, 10:00 AM – does this need to be changed?
 - 1. Consensus to leave as is

- f. Chapter Management questions Lois, Chrissy or Lisa
 - i. Anyone participated in HR activities outside of the chapter – send Shannon the documentation.
 - ii. Any activism, legislation, etc – Send Shannon the documentation.
 - iii. In Newsletters, we have to specifically highlight board members for chapter management points
- g. MMGMA Conference Panel request Lois, Chrissy or Lisa
 - i. Let Shannon know if you can attend the Panel.
 - ii. Shannon is looking to see if panel members can attend virtually
 - iii. Chad can help if no one else wants to.
- h. ASHHRA Attendance
 - i. Chrissy, Chad, Lisa, Lois
 - ii. Board members who haven't attended can apply for ASHHRA scholarship.
- i. ASHHRA Renewal for 2023 (\$200)
 - i. Lois Slick approves to pay

7. 2022 Goals

<i>Goal</i>	<i>Presenter</i>	<i>Updates</i>
Membership: Increase Membership by 3% from 2022 (ended at 160 members in 2022) and diversify membership by adding 1 (one) nonhealthcare membership (i.e. Dental, Mental Health, & Vision). Also increase ASHHRA Membership by 2 people. Engage Members at large to reach out.	Laurie Daniels and Lisa Smude	Currently 20 ASHHRA Members (ASHHRA would like 20% of members to be ASHHRA members)
Business Partners: Create BP relationship template Engage members at large to reach out.	Chad Engstrom / Dave Mandel	
Increase Social Media Presence and following Advertise ASHHRA Events at least 2 times a year (for chapter management points)	Mary Hoffman and Lisa Smude	

Website: Increase resources and tools for members.	Lois Slick & Roxanne Hejhal	
Salary Survey: Look into increasing jobs on salary survey	Brianne Ptacek	

Updates

a.	President	Lois Slick
b.	Past President	Lisa Smude
c.	Secretary/Treasurer	Chrissy Draper
d.	Business Partner Liaison	Chad Engstrom
e.	Scholarship Director	Heidi Powell
f.	Director of Education	Open
g.	Communications and Marketing	Roxy Hejhal
h.	Membership	Laurie Daniels
i.	ASHHRA	Chad Engstrom
j.	Salary Survey	Brianne Ptacek
k.	Business Partner Members at Large	Dave Mandel & Blake Martin
l.	Social Media Director	Mary Hoffman
m.	Chapter Management Director	Shannon Demgen
n.	Member at Large	Shannon Demgen
o.	Member at large	Jessica Frank
p.	Member at large	Nicole Nyberg

2023 HHRAM Board Members

Lois Slick	President
Lisa Smude	Past President
Chrissy Draper	Secretary/ Treasurer
Chad Engstrom	Business Partner liaison
Heidi Powell	Scholarship Director
Laurie Daniels	Membership Director
Dave Mandel	Business Partner – Member at Large
Blake Martin	Business Partner – Member at Large
Mary Hoffman	Social Media Director
Brianne Ptacek	Salary Survey Director
Shannon Demgen	Chapter Management Director
Jessica Gervenak	Member at Large
Nicole Nyberg	Member at Large
Roxanne Hejhal	Member at Large

Future meeting	February 17 , 2023 @ 10:00
-----------------------	----------------------------

Meeting adjourned: 12:00 PM