



HHRAM Board Meeting Minutes

Date: November 22, 2019

Time: 10:00 AM

Location: MNGI Digestive Health

Attendees:

Chad Engstrom-President, Shannon Demgen-Past President, Mandy Dobosenski-Treasurer, Jennifer Gryte- Secretary, Lisa Smude-Membership Director, Chrissy Draper-Scholarship Coordinator, Roxanne Hejhal- Communication and Marketing Director, Lois Slick-Chapter Management, , , Rachel Ask-Member at Large, Dave Mandel- Business Partner –Member at Large, Jen Bahe-Education Director

Absent:

Brad Lindow-Salary Survey Committee, Heidi Powell-Member at Large, Paula Wokasch- Business Partner Liaison

AGENDA ITEM	PRESENTER	ANTICIPATED DISCUSSION / ACTION
I. Call Meeting to order	Chad Engstrom	
II. Review previous meeting minutes	Chad Engstrom	Lisa made a motion to approve second Shannon 2 nd the motion the motion to approve the minutes.
III. Treasurer Report	Mandy Dobosenski	As of October 31, 2019 <ul style="list-style-type: none"> • Total assets - \$133,888.07 • Net income - \$ -12,790.18 • Checking account \$ 89,686.81

<p>IV. Fall Conference 2019</p>	<p>Lois, Chrissy, Paula</p>	<ul style="list-style-type: none"> Lois provided the board with the financials from the conference Great feedback from the conference Lois suggested having the communication Director do the conference survey as it is hard log in as we can only have two people have log in. Great conference! Jen Hanson from Noran is interested in helping plan a conference Chad will reach out Maybe look at changing the time of new member orientation <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  HHRAM Fall Conferene Profit Loss. </div> <div style="text-align: center;">  HHRAM Fall Conference Survey.pd </div> </div>
<p>V. Spring Conference 2020</p>	<p>Mandy, Dave and Rachel</p>	<ul style="list-style-type: none"> The conference will be in Stillwater at the Water street Inn. They have remodeled and we will have a 40 room block. The keynote will Chris Littlefield from Acknowledgement works. He will do two sessions for the conference. We are also looking at Darron Walker VP of HR -Operations for Sanford.- Working on centralizing HR and integrating HR and operations strategies. How do you become the employer of choice. Level up your HR game- Kind of a gaming theme. Wednesday night board meeting- A speakeasy, and escape room or axe throwing. Have the board come early, get everything set up before board meeting and dinner and then doing a board activity. Tuesday night, could we rent the paddle boat again?
<p>VI. Fall Conference 2020</p>	<p>Jessica Spicer and Amy Wark</p>	<ul style="list-style-type: none"> Looking a keynote and events for evening entertainment.
<p>VII. New Business</p>		
<p>Wage theft letter to legislation</p>	<p>Rachel</p>	<ul style="list-style-type: none"> Chad will send the letter on behalf of the HHRAM Board. Each board member can send the same letter to their own legislator. Rachel will send out the letter and the links. Lisa will ask Team to send it the letter for Chad. Email is also an option.
<p>HHRAM Insurance</p>	<p>Shannon</p>	<ul style="list-style-type: none"> Currently HHRAM has two separate insurance policies. One is general liability and one is Director and officer liability. Shannon and Chad worked with Lockton to get the Director and Officer liability insurance that covers general liability and D & O. It was discussed to also add Auto insurance for the board and event coverage if there is alcohol is being served. It would add the two plans into one and add all the additional auto and event coverage. The total cost would be \$1,508 per year. The insurance company

<p>SWAT Analysis and 2020 Goals</p>	<p>Chad</p>	<p>is USLI. A motion was made by Roxy and Rachel second the motion</p> <p>Things to think about- We have added additional members to the board. Shannon, Mandy and Roxy met to look at the budget. Chad has some ideas for goals</p> <p>Strengths: Networking, created relationships with other HR Healthcare practitioners, Relationship with out business partners, great job with planning and executing educational conferences, fiscally responsible, committed and caring board that works diligently to make being a HHRAM member a valuable, a diverse board with different work type backgrounds, full board-with all positions filled on the board. HHRAM Salary survey</p> <p>Weakness: Membership has stayed pretty flat as well as conference attendance, getting bigger city hospitals to join our conference, MN is so large and can be hard to get everyone in one spot. Marketing the value of HHRAM and the conferences.</p> <p>Opportunities: Could we make one session at the conference be a digital session- Charge a small fee and if they attend the get a discount on attendance at the next conference. Video from our speakers to post on social media. Could we do membership testimonials? Marketing the value of HHRAM. Continued partnerships with other chapters Eblasts- Do we need to do more? Offer 2 ASHHRA scholarship? Business Partner Board member Look at our long term business partners that were not at the conference- We need to get new but make sure we keep our longstanding partners. Send 2-3 HHRAM board members to Tri state or another ASHHRA state conference. Do we want to do a list serve to ask questions with in HHRAM? Trying to get someone to write an article for the ASHHRA Pulse- Could we entice some to write an article?</p> <p>Threats: Compensation survey- With opportunities like Payfactos we get more live data. Combatting budes- How do we offer more virtual and or partner with a company that can help us do it. Merger and consolidations- Businesses partners and membership</p> <p>2020 Goals:</p> <ol style="list-style-type: none"> 1. Increase HHRAM membership 2. Increase conference attendance- Maybe reach out and get some feedback to find out what would make those not attending attend. 3. Focus on Business partner retention and engagement- Invite them to the new
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		<p>member orientation</p> <ol style="list-style-type: none"> 4. Offer two webinars, one with another ASHHRA chapter utilizing our current business partners. 5. Use social medial to better promote HHRAM. Identify 3 tactics for the to do this 6. Communication- Support two newsletter and X amounts of eblasts- Laurie?? 7. Increase awareness of the HHRAM scholarships and what is can be utilized for. 8. Increase the level of professionalism with conference marketing and communication – Banners, conference signage, prestation’s <p>Please look at the goal and if you are the goal owner, please look at your goals or how you can assist or what assistance you could do.</p> <p>2020 Budget</p>  <p>HHRAM 2020 Budget DRAFT.xlsx</p>
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2020 Budget	Chad	
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VIII. 2019 Goals	Chad Engstrom	<p>Treasurer goal- Research bank to see if we can take credit cards for business partners and what that would cost HHRAM. Decrease credit card costs/fees, research bank options to see if there is a bank with better/less fees.</p>	Mandy- COMPLETE
		<p>Website update Roxy has been having weekly calls about the website and hoping to have it ready for the conference</p>	Roxy-COMplete
		<p>Template for Chapter Management-This would include what we have submitted in the past, what documents we used and where to find them.</p>	Lois-COMplete
		<p>Survey business partners and develop and implement plan by 3/31/2019 Paula sent this out on the 23rd. We had 10 respondents.</p>	Paula-COMplete
		<p>Membership- Increase membership by 5% or 10 members. This</p>	Lisa-COMplete

		includes diversifying our membership.	
		Review and update Job descriptions by September HHRAM Meeting-	Jennifer-COMplete
		Partner with another chapter for an education offering	Jen B.-COMplete
UPDATES			
IX. Secretary	Jennifer	No update	
X. Communication/Website	Roxy	2020- Create Social Media Director job description and update Communications Director based on dividing responsibilities	
XI. Education	Jen B.		
XII. Membership	Lisa	195 current members- Lisa will follow up with the Board after her call with Team on Monday	
XIII. ASHHRA	Chad		
XIV. Salary Survey	Brad	Salary Survey- 2019 revenue \$8,534.94. 2020 Survey opens December 9th and participation due February 7th.	
XV. Scholarship	Chrissy	No update	

XVI. Business Partner Liaison	Paula	\$2,5000 raised for fall conference (\$20,000 cash and \$5,000 in kind) Paula sent email to thank business partners for sponsorship 10/18 Paula sent email to all current and possible business partners to save the date for spring conference 10/18
XVII. Chapter Management	Lois	
XVIII. Social Media	Mandy	
XIX. Members at Large	Heidi, Rachel and Dave	Rachel created a letter on behalf of HHRAM to send to MN Legislation about Wage Theft. Many of the Board members will be sending it out as well.
XX. Open Discussion		
XXI. Adjourn	Chad Engstrom	Meeting adjourned at 1:46pm
		Next meeting January 17 th , 2020 This will be a conference call from 10am-2pm