

LHRMA March Board Meeting Minutes
March 3, 2015

Present: Kelly White, Joel Scherling, Kenda Fink, Jenessa Keiser, Adam Parrish, Lindsay Selig,
Kathy Harper, Melissa Price, Kim Michael, Amy Spellman, Judy Ganoung, Jamie Mohrman

Absent: Denice Sears, Leon Holloway

Secretary

- There were no February minutes as meeting was cancelled due to weather. Jamie will send out minutes from March meeting for approval by the board.

President-

- Melissa welcomed Jamie Mohrman to the board as Secretary.
- Melissa introduced 2015 initiatives to drive Membership, onboard, orientate new members.
 - LHRMA Website - Amy, Adam and Kelly
 - New Member Orientation- Adam, Judy, Jamie
 - Changes to Programs- Kenda
 - Social Events focused on At-Large members- Jenessa, Adam, Melissa
 - Focus Group/Survey to measure perceived value- Joel, Kelly and Lindsey
 - Rebranding- wait until focus group is complete
- Melissa asked for the board members input for bringing on an additional CMP to help with web design/updates. The board agreed to bring on an additional paid position to assist with website design/updates. Kathy will gather hours estimate and Kelly will draft a job description and send to Melissa. The board also discussed a potential interested candidate for the position. Kathy will remain as a back-up for this position.
- Melissa discussed the upcoming LHRMA Salary Survey and the board agreed to have Luann continue to work on this with her committee and provide update to board. The board also discussed finding out the cost of the HRAM survey for potential future use- Kelly Reilly has informed LHRMA that this will be her last year to work on the salary survey. We will look into other options to continue this benefit for LHRMA members-

Treasurer

- Lindsay reported that she is working on the financial report for February and will send out completed report via email for the board to accept.

Programs

- Kenda gave an overview of upcoming programs and provided a P & L statement for the Jan/Feb. programs. March program will be at the Country Inn and Suites. There will be no workshop in March. April program will feature salary surveys and presentation by Andi with Silverstone on compensation.
- Kenda announced that the November meeting will move to the 3rd Tuesday of the month.
- Kenda is currently confirming details of venue and date for a recruiting workshop. The board discussed conducting the workshop in June or October. This workshop would be held on an odd day and be offered at a higher price to cover cost of presenter. The board discussed seeking a sponsor(s) to curb workshop cost for participants. Kenda will update board next month.

- The board also discussed a future Project Management Workshop. The board discussed possible presenters- Adam suggested an esteemed PM from Hudl to assist. The board also suggested looking for a sponsor. Joel suggested contacting Chad Richter from Jackson Lewis as presenter.

Membership

- Adam will report back to board next month on progress of outstanding memberships.

Certification

- The board discussed how to wear and recognize additional and updated SHRM certifications -Amy will look into cost-effective options and report back.
- Amy will update member roster of new SHRM Certifications and recognize new and updated certifications at monthly meeting.
- Amy had 5 members in her first certification class of 2015.

Marketing

- Kelly gave an update on the new website progress. NE Digital finished draft and Adam-Kelly-Jennifer took on checking over and revising. Kelly is working with NE Digital to ensure they meet objectives/tasks and agreed upon deadlines. Kelly will reach out to NE Digital to set a 1 week hard deadline for updates and dictate training for the site. The board agreed that training will be necessary before launch and hope to complete by April 1. Kelly will update next month.
- The board also decided against a 2015 board member announcement in paid portal such as Lincoln Journal Star and will utilize LinkedIn, Facebook and website for marketing purposes.

College Relations

- Jenessa announced that UNL will give a 5 minute update at meeting. She has not received response from others.

Legislative Director

- Joel addressed the recent LB493 legislation. The board voted to oppose the bill. Kenda moved and Adam seconded the motion. The board voted to oppose the bill. Since the bill has not moved out of committee, a letter will not be sent at this time. However, if the bill moves, a letter on behalf of LHRMA may be sent.

Workforce Readiness

- Kim updated that the student count is much lower this year and so the committee has not done as much employer recruitment. They have 8 registered employers so far and a total of 10 kids. April 15th will be the Mock Interview Day and Kim asked for volunteers from the board who would be interested in attending either the AM/PM session. Kim will announce at the meeting for more employers interested in conducting mock interviews and Kathy will follow up with email blast.

Diversity

- Leon was unable to attend but provided an update via email. Leon is finalizing a March 11th meeting with Angela Caldwell who is a member of LHRMA and two non-members from LPS. Once that is confirmed, Leon plans to invite a couple of LHRMA members to increase the importance of LHRMA and our mission.

SHRM Foundation

- Denice was unable to attend but sent an update via email. Denice offered several ideas from various chapters to create a new strategy for fundraising for the SHRM Foundation. The board discussed the May Basket raffle and will discuss strategies to assist with donations and set-up at May program to make this successful.

Past-President

- Judy discussed upcoming Best Places To Work “Toast to the Top” on March 5th at Talent Plus. Judy also discussed the upcoming reception on April 15th – She is in need of volunteers for decorations and set-up at the event.
- Judy also discussed that HRAM is doing a panel discussion with past winners of Omaha’s BPTW competition. The panel will include CEO’s and a representative from Quantum. She and Kenda Plan to attend the June 9 meeting in Omaha. The Program is planning to do the same type of panel at the December meeting. As a rule we don’t do December meetings but may provide this program in the afternoon before the December social which could draw more members to the social.
- Meeting adjourned at 1:15 pm.