**LHRMA March Board Meeting Minutes**

**Wednesday, March 6, 2019**

**Present**: Amy Dorenbach, Maggie Hayek, Justin Schreier, Jamie Mohrman, Cindy Mefford, Robbie Seybert, Angela Caldwell, Amber Dingwell, Jessica Reay, Jenessa Keiser, Amy Spellman, Beth Hemphill

**Absent**: Lindsay Selig, Joel Scherling

**Action Items:**

* Please send your Excel Award items to Joel.
* Amy S. is going to send updated SHRM re-certification language to Beth for the program promotion.
* Justin is going to put the list of non-renewals in Dropbox for board members to reach out to.

**Beth Hemphill, Chapter Management Professional (CMP)**

* April newsletter submission deadline is March 20th. Get necessary items to Beth Hemphill. Best way to correspond is via e-mail ([lhrma0048@yahoo.com](mailto:lhrma0048@yahoo.com)).
* Beth stated that 54 individuals have signed up for the March lunch and 4 have signed up for the workshop. Cindy stated if we don’t get 10 people signed up for the workshop that we would cancel it. Beth is going to send another reminder e-mail out with a push for the workshop.
* Amy is going to send Beth the wording for e-mails regarding SHRM re-certification credits so people know that if they attend the lunch and workshop, they receive SHRM credit.
* Robbie stated that it might be helpful if we let people know in advance in the newsletter what the upcoming programs are going to be. Amber can also then promote these upcoming programs on social media.

**Amy Dorenbach - Secretary**

* Amy made a motion to approve the February minutes in Dropbox. Robbie approved the motion, Jamie seconded the motion. No board members opposed the motion.
* Amy reviewed the non-profit discussion that we had at the October 2018 board meeting.

**Maggie Hayek - Treasurer**

* February Financials:
* Total Income for February: $1,488.65
* Total Expenses for February: $2,616.58
* Jamie made a motion to approve the February financials. Robbie approved the motion, Jenessa seconded the motion. No board members opposed the motion.
* Please see the full financial reports in DropBox for additional details.
* Maggie reviewed the marketing budget. A few board members recalled reserving money at one point in time for a marketing overhaul with an outside party but nothing ever came of it.
* Maggie asked when the budget is going to get approved. It was decided that we would wait until Lindsay has a chance to review the budget before the board votes on it.

**Lindsay Selig, President (Absent)**

* Meeting announcements
  + Lindsay is going to introduce the Doane University representative (Gold Sponsor) – 5 minutes of podium time.
  + Lindsay will announce a save the date for the state HR conference – August 22nd and 23rd
  + State Conference Director application available on HR Nebraska website.
  + Attending the national SHRM conference in June? See me after about a block of hotel rooms available to just members from Nebraska.
  + Joel is going to introduce the 13 new members for last month.
  + Angela is going to announce next month’s circle group which will be held at CHI. She may also have a couple of other announcements.
* Strategic Planning Meeting
  + Date: Wednesday, March 20th
  + Time: 3p-5p
  + Location: Cindy is going to see if the Eastmont Towers meeting room is available. Beth stated we could also hold the meeting at Assurity & Robbie stated that we could hold the meeting at LPS.
  + Plan: Please complete the strategic planning worksheet and save in Dropbox by Wednesday, March 13th. Please review all other worksheets prior to the meeting.
  + Jamie is going to talk with Lindsay about food or snacks for the strategic planning meeting.
  + Amy D. stated that she will not be able to attend the strategic planning meeting.

**Cindy Mefford – Programs**

* March 12th – Country Inn & Suites
  + Luncheon Program & Workshop – Stupid Things Leaders Do – A Guide to Not Ruining Your Culture
  + Presenters: Brett & Blake Hoogeveen of Mindset
  + Beth stated that 54 individuals are currently signed up for the March meeting.
* April 9th – Venue has not been confirmed
  + Luncheon Program & Workshop – Diversity Program on Poverty
  + Presenter: Clover Frederick
* May – Strategic & Cultural leadership at HillCrest
* June – Program on Rise – Jeremy Hillman & Pam Bourne will be presenting
* July – Mental Health Panel – Dr. Dave Myers – SCC
* October – Service Group for Comfort Animals – SCC
* November – Legal
* December – Social
* Upcoming program ideas – Opioid crisis or workplace violence

**Jamie Mohrman, President-Elect**

* Jamie stated the legislative update has been posted.
* Zach is continuing to update the website based on our new contract. Jamie is going to check his contact information to make sure we’re all sending items to the most current e-mail address.

**Amber Dingwell – Marketing/Social Media**

* Amber asked members to continue sending her items that need promoted via social media.

**Robbie Seybert – Workforce Readiness**

* Robbie stated that student numbers are at 41 which is what they were last year.
* Robbie stated this is the largest number of champion employers to date. We currently have 30 internships, which is the most we’ve ever had.
* Robbie stated the ACE IT day was last week. Mock interviews will be held tomorrow.
* Robbie stated there’s a $1,000 Budget from HRNE – Extra money from HR Nebraska. Robbie is looking for ideas on the best way to spend that on. He wants to spend the money on the students. Last year, we spent money on the portfolios. Our budget also includes money for new t-shirts. Jenessa stated her company’s employees always enjoy cups and mugs.
* Robbie stated that they are making two professional videos, one geared towards students and one geared towards champion employers. They are contracting these videos out so they’re professional and they can show them at upcoming champion employer celebration events.
* Robbie is going to get all of the numbers to Angela so she can promote the champion employers and student numbers on social media.
* Robbie stated we have a dilemma with champion employers keeping their interns so they don’t have open slots for future years. This year we had 6 new champion employers to fill those slots of companies that kept their interns.

**Justin Schreier – Membership**

* Justin stated that a renewal reminder e-mail was sent out. There was a lower open and click rate – 22%. Not a flood of renewals coming in. Justin said we’re at 86 people who we have their contact information but have not heard a response from them.
  + Justin asked for volunteers from the board to follow-up with these approximately 86 people. Justin also has about 20 people who he doesn’t have an address for.
  + Justin is going to post the list on Dropbox so that all board members can help him clean up the list and we can update the list as we contact people.
* Justin passed out the new perspective member pamphlets that he ordered 200 of. He said the pricing came out to around $1 per tri-fold.
* Justin didn’t think we had paid the bill for Constant Contact but it turned out that we had paid for it upfront. We need to get the payment updated to the LHRMA credit card so it’s not on Jamie’s personal credit card. Justin gave the log-in information to Maggie so she can update the payment information.
* Justin stated there will be an at-large membership social towards the end of April.
* Jenessa discussed using constant contact for the LHRMA e-mail blasts. She stated when her items get pushed to the top of the list, she gets a much higher response rate versus being at the bottom of the LHRMA e-mail blast. Beth, Justin, and whoever else wants to know more about Constant Contact may schedule a tutorial meeting.
* Justin and Beth think we currently are sitting better at memberships/renewals than we were at this time last year. Just this last month, we had 13 new members.
* Jamie stated it would be interesting to do a survey for members who did not renew. Justin thinks as we contact our non-renewals, we can ask them. Jenessa stated on the spreadsheet, we could make a column for reason that they are not renewing.
* Robbie stated that he thinks the weekly e-mail blasts are too much so he thinks that should be a part of the discussion. Amy S. discussed an outside vendor for a marketing plan. Robbie stated there are groups that we could partner with that we aren’t currently. Jamie said we could have this discussion during our strategic planning meeting.
* Robbie asked when the last time LHRMA re-branded was. Amy S. stated that our logo that gets printed on things, is not actually our logo. Our logo is what is on the letterhead and has images of people on there. Amy S. stated that a logo rebranding would need approval.
* Jessica stated that rebranding and Constant Contact could be an initiative for the Excel award for 2019.
* Robbie asked if we could send the new pamphlets out electronically. Justin stated that he would e-mail them out to everybody.

**Jenessa Keiser - College Relations**

* Jessica stated that six students matched at UNL with LHRMA mentors.
* Jessica is trying to plan an end of semester event/meeting with mentor matches. Jessica stated that she had three mentors that matched last year that re-matched again this year.
* Amber suggested doing a testimonial from mentors and students. Jamie stated that we could do something at one of our meetings promoting the mentorship program. Amber also suggested that we could sponsor some students. Jenessa stated that in the past we have sponsored students for state conference and state council events. Jenessa also stated that the students receive chapter support.

**Jessica Reay – SHRM Foundation**

* Jessica stated that she’s gearing up to do the LHRMA annual May Day basket raffle
  + Jessica received a list of local vendors from Judy Fischer.
  + Justin e-mail Jessica a list of leads from Constant Contact.
  + Jessica will be drafting an e-mail to ask for donations through Constant Contact with Justin’s assistance.
  + Jessica is meeting with committee members on March 7.
  + Jessica stated that she always appreciates the basket donations but we really need more people to attend the May meeting. This is why she always hopes that we have an enticing program for May. Amber stated that she would push the May program to assist with attendance.
  + Jessica stated that we’ll need to have extra tables for the May program. Cindy is going to work with Hillcrest to ensure we have the tables as needed.
* Jessica sent Amber the SHRM Foundation scholarships to be advertised via social media.
* Jessica discussed the leadership campaign
  + In the past, board members have been encouraged to donate $30 to the SHRM Foundation for Team Empower. Ideally, donations to the SHRM Foundation should occur before October 25, 2019. Jessica said the board member donations should be compelled, not required. Robbie stated that in the job descriptions, it states that the donation is required.

**Joel Scherling, Past President (Absent)**

* Jamie stated that Joel is submitting the Excel and Shape award for the board. The Excel award is due on Friday. Joel also received a deadline extension on the Shape award.
* Amy S. suggested that we decide at the strategic planning meeting what our initiatives are going to be so that the person submitting the information doesn’t have to struggle with ideas at the last minute.

**Angela Caldwell – Community Outreach**

* Angela is working on dates for the community outreach calendar for the website.
* Angela put together an application for sponsorship that she passed around. She stated that this is a rough draft and is open to feedback. Justin asked if this is a form that we could have Zach create and have it all be done electronically. Beth stated the information is already on the website so Zach could just add a link for companies to fill out.
* Justin stated he thought the form would be strictly for non-profits. Angela suggested we just add a checkbox to the link that we’re going to have Zach complete to check either profit or non-profit.
* Angela is going to go to the LHRMA website and try to register as a sponsor and see what is available on the website. Jenessa could not find the spot online for sponsors to register.
* Jamie is going to add website template updates as an item to discuss at the strategic planning meeting.

**Amy Spellman – Certification**

* Amy is going to e-mail Beth the correct language for programs regarding re-certifications.

Meeting adjourned at 1:02 p.m. The next board meeting is scheduled for Wednesday, April 3rd, 2019 from 11:30 a.m. to 1 p.m. The meeting will be held at Eastmont Towers at 66th and O Street. Board members will need to enter in the Springfield building and check-in with reception.

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