**LHRMA April Board Meeting Minutes**

**Wednesday, April 3, 2019**

**Present**: Amy Dorenbach, Justin Schreier, Jamie Mohrman, Cindy Mefford, Robbie Seybert, Jenessa Keiser, Amy Spellman, Lindsay Selig

**Absent**: Beth Hemphill, Jessica Reay, Joel Scherling, Amber Dingwell, Maggie Hayek, Angela Caldwell

**Action Items:**

* Lindsay will ask Maggie to send out the 2019 budget so the board can review and approve it at the May meeting.
* Lindsay is going to get pricing and order flower center piece arrangements for the Best Places to Work event.
* Amy is going to reach out to Christy Boswell to start discussions for the salary survey.
* Lindsay is going to follow-up with Beth in regards to utilizing Constant Contact.

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

* May newsletter submission deadline is April 20th. Get necessary items to Beth Hemphill. Best way to correspond is via e-mail ([lhrma0048@yahoo.com](mailto:lhrma0048@yahoo.com)).

**Amy Dorenbach - Secretary**

* Lindsay made a motion to approve the March minutes in Dropbox. Cindy approved the motion, Robbie seconded the motion. No board members opposed the motion.
* Amy discussed reaching out to Christy Boswell with Gallagher next week to start discussions for the salary survey. The following items were noted in regards to the salary survey:
  + Lindsay suggested that we should try to include the compensation budget for HR departments per employee. It was also suggested that we obtain data for the number of HR FTE’s per every 100 employees.
  + The board agreed that we should try to have the salary survey results out sent out in September. The goal is to try and have the survey itself sent out in July or July.

**Maggie Hayek – Treasurer (Absent)**

* March Financials:
* Total Income for March: $2,848.29
* Total Expenses for March: $5,398.55
* Lindsay made a motion to approve the March financials. Justin approved the motion, Jamie seconded the motion. No board members opposed the motion.
* Please see the full financial reports in DropBox for additional details.
* Inspro Renewals
* Directors and Officers Renewal - $835.00
* Crime Renewal - $191.00
* Crime Endorsement - $123.00
* Lindsay stated that Maggie recorded everything budget wise from the strategic planning meeting and set aside $4,000 for the LHRMA re-branding goal. Lindsay will have Maggie send out the budget and the board can approve it at the May meeting.

**Lindsay Selig, President**

* Meeting announcements
* Justin is going to announce the new members.
* Lindsay is going to announce that SHRM Nebraska State Council has changed their name to HR Nebraska.
* Justin will invite members to the at-large membership event. The event will be capped at around 30 people. Members will need to bring a friend who is at-large to help increase membership numbers.
* Angela is going to announce the circle and talent forum meetings as well as the event calendar that is on the LHRMA website.
  + Lindsay is going to have Angela ask Talent Forum if we can promote LHRMA at these events.
* Lindsay reminded the board that the Best Places to Work event is Thursday, April 25th at the Cornhusker. Lindsay is going to send out an e-mail for board members to respond to if they are able to attend.
* Lindsay stated that we need to come up with about 15-30 centerpieces for the tables at the Best Places to Work event. The board agreed to do flowers for centerpieces. Lindsay will check on the cost to see if we want to do 15 or 30 tables. Coordinators of the event stated that they could fill the other half of the tables with votives in case decorating 30 tables is not financially feasible.
* Lindsay stated they had a state council meeting last week. The SHRM Nebraska State Council has changed their name to HR Nebraska and they have a new logo. All seven chapters in Nebraska feed through the State Council. Lindsay will also make this announcement at the program meeting.
* Lindsay stated the State Council has a Go to Webinar meeting account that we can use for free for up to 100 people. Lindsay has heard that we should cap the event at around 85 people in case people forward the webinar without registering. The board plans on having two webinars throughout the year for individuals to attend.
* Amy S. suggested that as a benefit of their LHRMA membership, members would not be required to pay to attend the webinars. Non LHRMA members would need to pay a fee. The board agreed that this is a good idea.
* Cindy stated that HRAM would also allow LHRMA to partner with them on their webinars.
* Lindsay, Jamie, and Amber discussed via phone our marketing scope of work. One item we want to implement is brand standards. We currently have approximately four different logos out there with different colors, fonts, etc. We also need to ensure our website has the correct content, ease of use, is aesthetically pleasing, and is mobile friendly. Justin stated that in the past, he’s seen quotes for re-branding be around $18,000. We have budgeted $4,000 so if there’s additional money we could also look into the following:
* Showing value of membership to our current members.
  + Jenessa questioned if we want to continue sending LHRMA e-mails to people who have not renewed. The board discussed the use of Word Press and what Beth uses to send e-mails out to members. Lindsay wants to ensure that members who don’t renew are not able to see the membership list or receive the legislative updates. Jamie suggested having members sign-in to the LHRMA website like SHRM does.
  + Robbie suggested that we have the updated materials moved to the must-haves list. Lindsay stated that we still want to do this, we just might not be able to pay somebody to do it. Justin suggested that we use a letterhead template for all of our marketing materials that ties into the website.
  + Jamie stated that the marketing materials would fall into place once we have the brand standards and website developed.
* Developing e-mail templates.
  + Lindsay stated that we may be able to develop these ourselves.
* Lindsay is going to add Google Analytics and a blog to her list of items to ask for advice on.
* Robbie asked about a timeline for all of this. Jamie, Lindsay, and Amber will make sure they have a list of everything that we want done gathered before they get start getting RFP’s from approximately 5 companies.
* Robbie asked if SHRM has any contacts of who we could work with. Lindsay is going to reach out to Nancy Conway to see if she knows of any companies.
* Follow Up
  + Non-Profit Sponsorships/Announcements
  + Lindsay stated we would follow-up with this when Angela is in attendance.
  + Constant Contact
  + Lindsay stated we will follow-up with this when Beth is in attendance. Lindsay is going to ask Beth to contact Justin so she can get a better understanding of what Constant Contact provides so we’ll be able to discuss it in-depth in May. Lindsay will also ask Beth to have the program meeting topic and credits highlighted in the e-mail blasts.

**Cindy Mefford – Programs**

* April 9th – Del Ray Ballroom, 817 R Street, Lincoln, NE 68508
  + Luncheon Program & Workshop – Workplace Stability
  + Presenter: Clover Frederick, a certified trainer in Bridges Out of Poverty Workforce Stability
  + Program and workshop are valid for 3 PDC’s toward SHRP-CP & SHRM-SCP recertification.
* May 14th – Hillcrest, Lincoln, NE
  + Luncheon – Why Strategies Fail
  + Presenter: Dan Sedor
  + Cindy stated this should get strategic credits.
* June 11th – Wilderness Ridge (Tentative)
  + Luncheon – RISE - Getting Talent Back to Work
  + Presenter: Pamela Bourne & Jeremy Bouman
* July 9th – Southeast Community College
  + Luncheon – Mental Health w/Panel
  + Presenter: Dr. Dave Miers & Susan Sapp (lawyer)
* September – Opioid Crisis and addiction at Embassy Suites
* October – Service versus comfort animals at Southeast
* November – Legal topic
* December Social – Have members bring a friend
* Cindy stated that she posted the updated list of meetings in Dropbox.

**Jamie Mohrman, President-Elect**

* No report.

**Amber Dingwell – Marketing/Social Media (Absent)**

* With approval from the board, Amber is going to reach out to get bids for the LHRMA re-branding, marketing overhaul.
* Amber’s new contact information is: amber.dingwell@monolithmaterials.com.

**Robbie Seybert – Workforce Readiness**

* Robbie stated that two weeks ago they had the mock interviews. The snow day postponed the event two weeks. Sixteen people participated on the employer side, and all 43 students participated. Last week they had the job fair which Lindsay participated in. Lindsay and Robbie both said the event went smoothly. Some job offers have already been extended.

**Justin Schreier – Membership**

* Justin stated that the membership number as of March 31st was 263. The board has a goal of 350 members for the year.
* Justin has a new spreadsheet of non-renewals in Dropbox from April 1 with the same name for board members to review. He stated there are approximately 40 individuals left that we have not yet contacted. Justin stated that we are on track with last year’s numbers.
* Jessica Campbell at Nelnet is reaching out to axe throwing venues for pricing for the membership event. Justin stated that our budget is $500 for 30 people. He has already sent her the at-large membership list. Justin is calling it a membership event so that current members will bring a friend that can then become members.
* Lindsay mentioned pricing regarding individuals who sign up for LHRMA at the state conference. LHRMA receives $25 from SHRM for each member. It was suggested that we charge individuals who sign up at state conference $100 for the rest of the current year and next year. Lindsay made a motion to approve the membership rate, no board members opposed.

**Jenessa Keiser - College Relations**

* No report.

**Jessica Reay – SHRM Foundation (Absent)**

* Jessica is still working on baskets for the May program event.

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

* No report.

**Angela Caldwell – Community Outreach (Absent)**

* No report.

**Amy Spellman – Certification**

* No report.

Meeting adjourned at 12:54 p.m. The next board meeting is scheduled for Wednesday, May 8th, 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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