**LHRMA August Board Meeting Minutes**

**Wednesday, August 7, 2019**

**Present**: Amy Dorenbach, Justin Schreier, Robbie Seybert, Lindsay Selig, Amber Dingwell, Angela Caldwell, Jessica Reay, Jamie Mohrman, Jenessa Keiser, Amy Spellman, Maggie Hayek

**Absent**: Joel Scherling, Cindy Mefford, Beth Hemphill

**Action Items:**

* Lindsay is going to work with Beth in regards to Constant Contact e-mails.
* Amber is going to continue working on our re-branding efforts.

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

* September newsletter submission deadline is August 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**

* Amy made a motion to approve the June and July minutes in Dropbox. Robbie approved the motion; Jamie seconded the motion. No board members opposed the motion.
* Amy discussed the salary survey. We had 32 companies participate this year. The survey results will be available mid-September at the latest.

**Maggie Hayek – Treasurer**

* July Financials:
* Total Income for July: $4,202.08
* Total Expenses for July: $5,917.19
* Lindsay made a motion to approve the June and July financials. Amy S. approved the motion; Jenessa seconded the motion. No board members opposed the motion.
* Please see the full financial reports in DropBox for additional details.

**Lindsay Selig, President**

* Beth has been using Constant Contact to send out the LHRMA e-mail blasts. Justin asked what the click-rate is. Lindsay said she would check with Beth to get this number. Lindsay said she would work with Beth on ensuring these e-mails go out more consistently. Lindsay stated the plan is to have half of the e-mails go out to LHRMA members only and the other half going out to everyone. Amy S. asked that any e-mails that have certification credits go out to everyone. Jenessa stated that e-mails with items we’re trying to sell like the salary survey should go out to everyone as well. Robbie also asked that any e-mails containing information for First Jobs Lincoln to go out to everyone.
* Lindsay stated that LHRMA will pay for any board members to attend one-day of the State Conference. Expense forms can be submitted to Maggie.
* State Conference
* Lindsay stated that they’re trying to encourage more networking at the State Conference event. At-large individuals will be able to sign up for LHRMA at the event. Lindsay stated that some chapters are having board members sit at separate tables to encourage enrollment.
* The board discussed having LHRMA flyers on the tables to help encourage LHRMA membership. Lindsay also encouraged board members to facilitate conversation. Amber is going to work on getting a flyer ready. Jamie suggested having the flyer be the size of a postcard. Lindsay said we should tell individuals on the postcard where they can sign up while they’re at State Conference. Justin gave Amber a tri-fold that we use to help develop the postcard. Jessica suggested using the color that LHRMA is going to be assigned at the State Conference on the flyer. Lindsay asked Amber to print 300 of the flyers for the State Conference.
* The board stated we were okay with spending some money in order to get the flyers printed off in a nice format.

**Cindy Mefford – Programs (Absent)**

* September 10th – Embassy Suites, Lincoln, NE
  + Luncheon – Prescription Drug Abuse
  + Presenters: Bryan Independence; Kimberley Mundil, LIMHP, PLADC, Center Clinical Manager; Jackie Beau BSN, RN, Nurse Manager
* October 8th – Southeast Community College
  + Luncheon – Service Animals Versus Comfort Animals
  + Presenter: Marna Munn
* Program document has been updated in Dropbox.

**Jamie Mohrman, President-Elect**

* Jamie has been working on finding a topic and somebody to facilitate LHRMA’s first webinar. The idea that was presented is “Crafting a Compensation Strategy” and there’s an October timeframe.
* Speaker from Mercer, they may be willing to do this presentation for free.
* Jamie stated that we are looking for a Certification Chair Opening. Amy S. will be in the role through the end of the year. Jamie asked for any suggestions of people who are interested or would be a good fit. Amy S. stated that the individual does have to be SHRM certified to be in the chair. Amy S. also said that she would be able to help the new individual out during the first year.

**Amber Dingwell – Marketing/Social Media**

* Amber presented the new proposed logos. From the Survey Monkey, Option 3 was the favorite.
* The board agreed on the LHRMA font from page 3 of the handout.
* On page 6 of the handout, the board voted to go with the style with the two lines being symmetrical. However, the second line needs to stand out more.
* In regards to coloring, the board decided that the SHRM blue should be in some portion of the logo. The board agreed that all of the text should be the same color. Angela asked if we could have a colored background and a transparent background in case we need to use it on a website that has a blue background.
* The board created a pros and cons list for each logo picture. Amber will present the pros and cons list to the designer to see if we can find a logo that the board agrees on. Amy S. said she likes the green from the tri-fold brochures that Justin designed.
* Amber stated that she would provide the feedback to the designer with our tweaks and see if she can get three new revised options. Lindsay stated that if these were available before our next board meeting, we could do another Survey Monkey and discuss it at the meeting.
* Amber stated that when our LinkedIn account was initially set up, it was set up as a group. This makes it harder for individuals to find the account. There’s no option to convert it from a group to a page. Amber said there’s not many people in the group and there’s no interaction between members. Amber is going to create a LHRMA LinkedIn page and promote it. Jenessa also suggested a post be made in the group directing current members to the new page.

**Robbie Seybert – Workforce Readiness**

* Robbie stated that the celebration event went well.
* Robbie handed out First Jobs Lincoln t-shirts to all of the board members. These t-shirts have been designed to use as a marketing tool.

**Justin Schreier – Membership**

* Justin stated that Beth and him reconciled the active membership list. The non-website renewals were added in. The full list as of August 4th, 2019, is saved in Dropbox.
* Membership as of July 31st was 295. Goal is 350 members by December 31st.
* June 30th - 278
* May 31st – 271 to 275
* April 30th – 268
* March 31st – 263
* Number of new members we gained through state conference last year was 2. This will carry them through the rest of 2019 and all of 2020.
* Justin stated for the month of July, we had 4 new members via the website.

**Jenessa Keiser - College Relations**

* No report.

**Jessica Reay – SHRM Foundation**

* Jessica is working on acquiring donations for State Conference. She said it’s been slow going, it’s much harder to get donations for this event versus the LHRMA event.
* Amber is going to check and see if her company would support a donation.
* Jenessa believes that Michele has money in the budget for both a May Day basket and a State Conference basket.

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

* No report.

**Angela Caldwell – Community Outreach**

* Angela stated that the non-profit application is a work in progress.
* Angela discussed having lunch and learns on hiring refugees if LHRMA decides to not have a monthly program. Amber stated that we had really good turnout and a lot of communication on Facebook for the RISE program. Angela also said there’s quite a few grant programs that will pay an individual’s wages for the first 90-days to give them an opportunity.

**Amy Spellman – Certification**

* Amy is working on getting people signed up for certification class. There are currently 3 individuals signed up. The deadline for registration is August 16th. Amber discussed having a testimonial from current certified professionals. Amber is going to reach out to a co-worker of Amy’s to get a testimonial.

Meeting adjourned at 12:47 p.m. The next board meeting is scheduled for Wednesday, September 4th, 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.

ald