**LHRMA Strategic Planning Meeting**

**Thursday, February 20, 2020**

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

**Absent**: Micah Lindblad, Jessica Reay, Lindsay Selig

**2019 Strategic Planning Initiatives, Mission, & Vision**

* Vision
	+ Be the go-to resource on people management for the community
* Our Mission
	+ Be the resource on people management by:
		- Connecting professionals to solve everyday problems.
		- Providing quality education,
		- Collaborating with community leaders; and
		- Leading change for our industry.
* 2019 Strategic Initiatives
	+ Marketing – LHRMA Rebranding to website, social media, and marketing materials
	+ Adding member value – include 2 webinars – high level topics
	+ At-Large event to increase membership
	+ Increase LHRMA membership to 350

**SHAPE/EXCEL Award Submission Ideas**

* Lindsay and Jamie will be working on getting information submitted by March 15th. The have discussed submitting for the following achievements:
	+ Sharing SHRM benefits at member meeting to enhance the SHRM community.
	+ Adding member value through the webinar for serving HR professionals.
	+ Logo change and rebranding for advancing the HR profession.
	+ Axe throwing networking event.
	+ Improved social media.
	+ Updating LHRMA newsletter and Constant Contact clicks and data.

**Working/Not Working Activity**

* Working
	+ Legislative Updates – Quality
	+ People responding to topics
		- Legal topics highly attended
	+ Utilizing calendar usage on the website
	+ E-Mail blast format
	+ Social media presence and membership engagement increase on posts up
	+ Networking at lunches
	+ LHRMA brand update
	+ Newsletter information and content
	+ Feeling at meetings is positive
	+ Topics with tangible takeaways/learning objectives
	+ SHRM certification class
		- Letter to help employers justify cost
	+ First Jobs Lincoln
	+ Recruitment of new members (71 new members in 2019)
	+ Board engagement at meetings
	+ New location method – good start
* Not Working
	+ Content/timing of e-mail blasts
	+ Renewals
		- No corporate renewal
		- No auto renewal
		- Timing of renewals (cease services so members know they need to renew)
	+ Multiple databases (HRAM Database)
	+ Website
		- Pages need updated
		- Does not seem like an added benefit/resource for members
		- Internal communication about our website to members, i.e. careers page
	+ Communication on upcoming monthly meetings
		- No annual topic calendar
	+ Increasing name recognition
	+ Salary survey
	+ More intentional about changing needs of members
		- Timing
		- Topics
		- Workshops
		- Speakers
		- Locations
		- Caterers
	+ Sponsors
	+ SHRM certification scholarship marketing
	+ Recruitment/costs
	+ Packaged lunch plans
	+ Engagement of board members in between meetings

**2020 Board Initiatives**

* Marketing 2.0
	+ Website updates
		- Update pages
		- Working with NE Digital to see what’s possible
		- Increase content, assign members to different parts of the website
		- Why stay a member, why join?
* Increase member value/engagement
	+ Be intentional about changing needs of members
		- Topics
		- Narrow locations
		- Caterers
		- Times
		- Strategic level workshops
		- High-level speaker (1)
	+ 350 membership goal
	+ Quarterly meet-ups for members
	+ Volunteer idea, getting board members engaged
	+ Re-engagement of past-presidents
	+ Figuring out renewals
	+ Member recognition
* Newsletter utilization

Meeting ended at 5:15 p.m. The next board meeting is scheduled for Wednesday, March 4th, 2020 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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