**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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