



## **CMSHRM Strategy Meeting**

January 22, 2015

2:00pm – 4:00pm

### **We ARE the HR Voice of Central MN!**

#### **Members present:**

Valerie Larkin, Jen Gertken, Heidi Korver, Nathan Brown, Julie Schomer, Brie Curfman, Sara Netter, Katrina Mathews

**Absent:** Carissa Schwinghammer, Kristin Rademacher

Jen called the meeting to order at 2:00 pm

#### **1. Review of Shape Report**

#### **2. Development of Strategic Initiatives for 2015:**

##### Engage and Maintain Membership

Goal #1: Improve programming: Katrina

- a. Sponsorship program to contribute funds toward programming
- b. C-suite Seminar
- c. ½ Day Seminar expanded to outreach to more local community members
- d. Partner with SCSU and/or local business for funding to bring in higher level speaker

Goal #2: Increase national membership from existing 54%: Brie, Sara

- a. Educational Presentation on Benefits of the Membership at the Chapter Meeting
- b. Supplement or award membership
- c. Discount Chapter membership if national membership

##### College Relations

Goal #3: Create and engage student chapter at St. Ben's(CSB) and St. John's: Carissa, Sara, and Julie

- a. Additional resources to assist the College Relations Director
- b. Review and develop funding options for CSB/SJU students

##### Workforce Readiness

Goal #4: Promote HR Certification: Tammy

- a. Educational Presentation to Chapter Members
- b. Add information to New Team Member Presentation
- c. Gift upon Certification
- d. 4 discounts provided for educational coursework
- e. Advertise contact person

Goal #5: Developing community outreach in a variety of areas: Nathan, Val

- a. Workforce center job fair
- b. Partner with school district
- c. Partner with Chamber of Commerce
- d. Other local HR groups

### 3. Additional Notes: No board meeting in February

#### Summary of Action Items

Date			Date Completed
20150122	Julie	Check if monetary contribution has to increase by 10%	
20150122	Katrina	Add Heidi to the programming committee	
20150122	Heidi	Check with Dr. Tan regarding potential mentees for mentoring program	
20150122	Jen	Add Strategic Initiatives to each agenda until complete	
20150122	All	Determine what funds are needed for initiatives and send to Jen for budget	