



## **CMSHRM Strategic Planning Meeting**

January 18, 2016

2:00pm – 4:00pm

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

#### **Members present:**

Valerie Larkin, Jen Densmore, Julie Schulte, Heidi Korver, Brie Curfman, Betsy Lund Ross, Linda Wilson, Kristin Rademacher, Tammy Anhalt-Warner, Tanja Goering, Jenni Morine

**Absent:** Sara Netter, Jaci Olson

Julie called the meeting to order at 2:20 pm

- 1. Review of Job Descriptions and General Board Member Responsibilities**
- 2. Review of SHAPE Report**
- 3. Development of Strategic Initiatives for 2016:**

#### **Membership**

Goal #1: Increase membership

- a. Reach out to “At-Large” Members and market benefits of CMSHRM
- b. Contact local, small businesses without HR Departments and market
- c. Present at a Chamber meeting to network with potential members
- d. Contact large companies in the area who are not represented at CMSHRM and market
- e. Create Membership Committee to meet monthly, informally, to brainstorm ways to increase membership

Goal #2: Increase retention of current members

- a. Personally reach out to non-renewals
- b. Track reasons for non-renewals and adjust based on feedback
- c. Start advertising renewal earlier in the year
- d. Ensure New Member Orientation is helpful, providing different days and times for the orientation to ensure it can fit in their schedule

#### **Improve Programming**

Goal #3: Improve the quality of programming and in turn increase membership and renewals

- a. Implement “icebreakers” at the tables during Chapter meetings to promote conversation and personal connection
- b. Present on topics that are useful and relevant to Young HR professionals

#### **Improve Technology**

Goal #4: Utilize new technology for registration, payment and within the Board

- a. Discontinue use of Sport Ngin and move forward with an alternative

- b. Research what websites and payment methods other chapters are using
- c. Review if DropBox is the best option for Board Document Retention
- d. Review possible technology to allow meeting attendees to pay on the spot for their meals versus pre-paying

College Relations

Goal #5: Increase engagement from the CSB/SJU and SCSU student chapters

- a. Continue working with contacts at CSB/SJU to see how we can be of help to them
- b. Provide opportunities for students to volunteer at meetings
- c. Create open communication with leadership of SCSU chapter in terms of funds provided by CMSHRM, speakers for their meetings and mentorship opportunities

**Summary of Action Items**

Date			Date Completed
20160201	Julie	Resend Bylaws and 2016 Chapter Planning Document	
20160201	Julie	Request 'At Large' list from SHRM and send to Board	
20160201	Linda	Suggest topics that may be more relevant to young professionals	
20160201	Heidi	Determine cost of Sport Ngin and send to Julie	
20160301	All	Review Job Descriptions and send any updates if needed	
20160301	Julie	Add training of new board member clause to member responsibilities	
20160301	Julie	Update 'Board Contact List'	
20160301	Julie	Send Wage Survey Proposal to the Board	
20160301	Jenni	Review possible technology to allow meeting attendees to pay on the spot for their meals versus pre-paying	
20160401	Julie	Contact other Board Presidents to see what payment/registration systems they are utilizing	