



CMSHRM Board Meeting

June 15, 2017

1:30 to 4:00 PM

We ARE the HR Voice of Central MN!

Members Present: Julie Schulte, Kristin Rademacher, Linda Wilson, Tammy Anhalt-Warner, Sara Netter, Lisa Duffin, Sue Roberts, Jenna Binsfeld, Betsey Lund Ross, Heidi Korver

Absent: -

New Business:

Financial Update	Account Balance - \$45,013.88
Membership Update	Total Membership – 114 Paid Members – 105 New Members – 26 Members Not Renewed – 44
May Event	Community Foundation Dollars
Electronic Storage Options	Do we want to change where we store our documents? Many board members can't use Dropbox and is stating it is full.
Board Positions/Expectations	Review of open board positions/expectations <ul style="list-style-type: none"> - College Relations Director: ??? - Legislative Director: Betsey Lund Ross - Membership Director: Tammy Arnety ? - Community & Business Outreach Director: Georgia McCann or Kelly Gerads ? - Certification Director (must be certified): Kayla Filbert ? - Website/Communications Director: Angela Mortezaee ?
Holiday Party Planning	Sue with an update <ul style="list-style-type: none"> - Coyote Moon Grill
Electronic Voting Update	Betsey
Membership Survey Results	Jenna
2017 Programming	<ul style="list-style-type: none"> - July – Social at Red Carpet Martini Lounge (Free event) - August – No Chapter Meeting - September (1/2 day) – Legislative Update - October – ??? - November – Employment Branding - December – Holiday Party
Rinke Noonan Lunch and Learn Series	Kristin to Update

2017 Strategic Plan:

Strategic Plan 2017	<u>Goal #1: Increase Membership</u> <ul style="list-style-type: none"> - Sara, Linda, Tammy, Heidi a) Focus on Retaining existing members <ul style="list-style-type: none"> a. Survey of existing members to see why they continue attending - DONE
---------------------	---

- b. Utilize the two “At Large” email blasts in 2017 to advertise our ½ day events – One Used, will use other for Sept. ½ day
- c. Networking opportunities – Social
 - i. Happy Hour; No paid drinks, yet just facilitate - DONE
- d. Everyone introduce themselves at the beginning of every meeting (Name – where they work – guests) - DONE
- e. Establish a baseline so we can more easily measure progress – Working on this
- b) Focus on Engaging the new member
 - a. Simplify application/renewal process – DONE
 - b. Recognize new members in the newsletter – DONE
 - c. CMSHRM Welcome email/letter – include social media links – Working On This
 - d. Refocus on new member orientation – DONE
 - e. Follow up with all guests after attending a chapter meeting – DONE

Goal #2: Improve Marketing

- **Lisa, Jenna**
- a) Improve Social Media presence of the Chapter (LinkedIn, Facebook etc.) – In Progress
- b) Paid advertising – In Progress
 - a. Saint Cloud Times
 - b. Chamber Pack
 - c. NewsLeader
 - d. CM Business Magazine
- c) Improve marketing of SHRM certification and testing – DONE
- d) Obtain updated logo – DONE
- e) Take more pictures – In Progress
 - a. Create slideshow to display at all chapter meetings, adding pictures as we go
 - b. Utilize pictures on Facebook
- f) Updated CMSHRM Generic Business Cards – DONE
- g) Update brochure with current contact information – DONE
- h) Publish programming schedule ASAP, to stay up to date with competitors – DONE
- i) Focus on being a stronger community partner – DONE
 - a. Young Professionals
 - b. Chamber
 - c. GSCDC
 - d. Junior Achievement
 - e. MN WFC

Goal #3: Improve Board Succession Planning

- **Kristin, Betsey, Julie**
- a) Focus on making the transition onto the board smoother for new members – DONE
- b) Continue to provide volunteer opportunities – DONE
 - a. Ensuring to follow up with those who are interested in volunteering ASAP
- c) Focus on marketing benefits of serving on the board- DONE
 - a. One-page flyer to be disbursed on the tables for chapter meetings
 - b. Introductions before chapter meetings of what each member does

Action Items:

Date			Date Completed
20170116	Julie	Review Dropbox and delete old documents to free up space	Working
20170216	Heidi	Update Treasurer Procedure to acknowledge all payments from SHRM over \$250	Working
20170316	Jenna	Add instructions in Dropbox or Job Description for how to update LinkedIn Admin	Working
20170316	Kristin	Include Tammy's informational session about SHRM Certification before the June meeting (11:00) in the April/May newsletters	Done
20170420	Sara	Email Julie list of non-renewals to reach out	Working
20170420	Jenna	Put together programming survey to be sent out by May 1 st	Done
20170420	All	If board position will be vacant, compose a short summary of your position responsibilities and send to Kristin	Done
20170420	Kristin	Compile summaries of board positions to be distributed during next Chapter meeting	Working
20170420	Tammy	Follow up to see if our email blast to SHRM about the May ½ day event was sent	Done
20170420	Sue	Negotiate with the Olde Brick House on providing appetizers, budget is \$600 or less, for the July Social	Done
20170420	Lisa	Add the July Social to the CMSHRM website and advertise no meeting charge and free food	Done
20170420	Sara/Heidi	Reconfigure Quickbooks from a Non-Profit setup to a for-profit setup	Working
20170420	Sara	Send questions to find out why members like to stay to Jenna to be included in the programming survey sent out in May	Done
20170420	Kristin	Include CMSHRM Facebook link in the next Chapter Meeting Newsletter	Working
20170420	Lisa	Send updated logo to the board	Working
20170420	Sara	Send list of certified chapter members to Tammy	Done
20170420	Tammy	Post May ½ day event on the Chamber online calendar	Done
20170420	Tammy	Reach out to Chamber to see if there is an HR topic coming up that we can sponsor a Lunch and Learn for	Done
20170420	Tammy	Follow up with mall advertising for the May ½ day event	Done
20170615	Julie	Work with Hedge Tactical to attempt to get some of our money back for the May Half Day Event	
20170615	Kristin	Add line item to the itemized spreadsheet for the May half day event – “speaker fee” and get to Tammy	
20170615	Julie	Research different electronic storage options for CMSHRM documents – Business Version of DropBox?	
20170615	Tammy	Connect with Denell about possibility of presenting to CMSHRM in October, same presentation as at PCI	
20170615	Heidi	Connect with Sheryl Kelly about presenting at CMSHRM	
20170615	Jenna	Reach out to potential future board members per list from Kristin to confirm interest	

