

Minutes

Jayhawk Chapter of SHRM - Board of Directors Meeting

Thursday, January 7 – 11:30am-1:00pm

Hosted by: Debbie Snyder

Location: Sandbar Subs Conference Room

1. **Old Business**
   1. History of chapter? Kelly confirmed with Nancy Conway that chapter anniversary date 10/15/1991 – 25 year anniversary in 2016.
      1. Board will look for ways to celebrate in 2016
      2. Board will look for ways to incorporate into membership drives
   2. HR Aces/Pinnacle Project Update
      1. Request from CASA for board member with HR expertise. Target specific recruitment plan for a SHRM member. Aware of any interest?
         1. 2 people from City of Lawrence have expressed an interest. Lori reported-no feedback to date. She will follow up with City staff to see if there is continued interest.
      2. Rich Minder with Success By 6 Board is looking for one or two managers for a panel discussion on January 28th. Give HR perspective on work/life balance policies and practices.
         1. Breakfast invitation to be sent out via eblast and share at January chapter meeting.
   3. Welcome board members. Lori Carnahan is our president elect for 2016! Chapter voted at the December meeting. Welcome to Annette Delaney our new College Relations Chair.
   4. Positions still open are Volunteerism and Sponsorship Chair.
      1. Kelly will talk with Charlie Upton about interest in either.
      2. The open positions will be a table topic at the January meeting.
   5. Status of transition in board roles and traning: Finance, Communication, Legislature, Foundation and College Relations.
      1. Finance-Heather reported transition is complete. Barry is close by for questions.
      2. Communication-Cynthia reported transition is complete.
      3. Legislature-Dennis reported transition is ongoing.
      4. Foundation-Cassie reported she is in training/transition.
      5. College Relations-Annette/Lori reported that transition has begun but will be completed over the next month. SOP is ½ complete.
2. **2016 Strategic Goals**
   * 1. Ensure that by 1/1/17 the Jayhawk Chapter of SHRM has at least twenty-five (25) national SHRM members primarily coded to the chapter AND a minimum of fifty-one percent (51%) membership of active national SHRM members. Note that the SHRM Board of Directors has postponed indefinitely the 51% affiliation requirement for all SHRM Chapters. The Board recognized the challenges chapters were having in meeting the requirement. Prior goal and will be in effect for 2016 is 30% for SHAPE.

Steps to achieve this goal:

1. Analyze and evaluate “associate members” as it relates to this SHRM national percentage.
2. Evaluate an option of a new sponsorship membership category where get credit somehow for national membership.
3. Identify a chapter membership category that significantly promotes national SHRM membership.
4. Identify and contact “at large” members to find out reasons why they may have left the chapter and attempt to recruit back the member.
5. Develop and implement at least one other “at large” targeted initiative.

Discussion:

1. E-blast was sent out week of 1/4/16
2. Getting SPAM membership applications
3. Membership applications are coming in daily
4. Holly reports her plan for membership follow up is to reach out to the non-renewed in February. She will bring a list to the February board meeting for the board to review and volunteer to reach out to members.
5. Holly will bring blank membership applications to January meeting.
6. Ideas from National Leadership conference are attached.
7. Who are our champions?
   1. Ryann Waller
   2. Jayhawk Board
   3. Contacts with State Board
8. Ways to promote membership?
   1. Pinpoint businesses not involved currently and do a postcard campaign.
   2. Table topic at January meeting to discuss: Why do you join the Jayhawk chapter?
   3. Market membership to people in organizations where they have multiple responsibilities to include but not exclusively Human Resources.
   4. Post meetings on:
      1. Lawrence.com
      2. LJworld business briefs (Cynthia has been doing this)
      3. Chamber calendar
   5. Talk about membership to the other vendors/booth holders at Job Fairs
   6. Contact KU Endowment and invite Mary’s replacement to the next meeting, or as the position is filled.
   7. Contact individuals through LinkedIn including 2nd and 3rd degree level.
   8. Individually contact large employers in Lawrence to discuss the benefits of SHRM membership. Several committed to contact one employer before the February Board Meeting:
      1. KU Central Human Resources-Annette
      2. Peoples Bank
      3. Hyvee
      4. Dillon’s - Debbie
      5. Wal-Mart
      6. Target
      7. LMH-Kelly
      8. School District-Keri
      9. Douglas County-Lori
      10. MERC-Holly
      11. Big Heart Pets-Heather
   9. Look at a Bring a Guest (non-member) to a meeting for general membership. Place on February agenda to discuss cost/benefit. Debbie will talk to Maceli’s to see if we could have a reduced meal price for that meeting in order to make affordable. Do early in the year (March/May)
   10. Produce a tri-fold that promotes membership in the local chapter. Cynthia will produce and pass around via e-mail in about a week so board can approve via e-mail and use in contacting the businesses listed above.
   11. Gather personal testimonials about the benefits of membership at the January meeting during Table Topics as well as the question of the week on-line.
       1. Goal: Ensure long-term financial health of the chapter. (February Board Agenda)

Steps to achieve this goal:

1. Recruit a sponsorship chair.
   * Kelly reach out to Charlie Upton? Ask if he has any ideas of someone who may interested.
   * Approach Michelle Stegman about the SHRMinar committee and help with sponsorships.
2. Task board and chapter members to talk to sponsors using the sponsorship brochure.
3. Develop an organized way to ask members for their vendors, e.g., phone-a-thon.
4. Renew and analyze sponsorship levels and consider Peter’s feedback.
   * Need more than just a contact. Need to sell the sponsorship. Don’t need to change the price. A good opportunity to reach HR people. Follow up and make multiple contacts. Someone in an HR role.
   * Step back the cost and get some sponsorship going.
   * Peter send out an email to those contacts this year. What would interest them in a sponsorship?
   * Peter to send a list of sponsorship contacts made this year.
   * Pair up topic with type of sponsorship. Professional Development & Sponsorship Chairs coordinate sponsors.
   * Peter recommends keeping the rates at current.
     1. Who has completed the development or update of their position’s Calendar of Duties document for the website? Reminder to complete by year end, combine the SOP doc and Calendar of duties doc into one Calendar of duties doc and upload revision to the website.

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| President Elect: Develop new  (Debbie-working on it) | Diversity Chair: Convert SOP to a Calendar of Duties  (no report) |
| VP Membership: Combine  (no report) | Foundation Chair: Review Calendar of Duties for any updates  (no report) |
| VP Finance: Combine  (Heather-working on it) | Legislative Chair: Combine  (no report) |
| VP Prof Development: Convert the SOP doc to a Calendar of Duties  (no report) | Recognition/Networking Chair: Convert SOP to COD  (no report) |
| VP of Comms: Convert SOP to a Calendar of Duties and INCLUDE Website Administrator tasks as applicable \*will need to delete Web Site Administrator Links once this is completed.  (no report) | Volunteerism: Develop new COD  (no report) |
| Past President: Develop new  (Kelly-working on it) | KU Student Relations Chair: Develop new COD  (Lori-working on it) |
| Certification Chair: Convert SOP to a Calendar of Duties  (Dennis/Jenny-working on it) | Sponsorship Chair: Develop new COD  (no report) |

* + 1. Maceli’s confirmed for 2016. Contracts to be signed on 1/12. (Debbie Reported)

1. **New Business**
2. State Leadership Conference (1/14 & 1/15):
   1. Who is attending? Debbie and Lori
   2. Reimbursement for lodging for Chapter President and mileage for everyone attending?
3. Kelly Calvert motioned, Dennis Meier seconded that the Jayhawk Chapter cover the hotel costs for the Chapter President and mileage for all board members attending the leadership conference on 1/14 and 1/15/2016. Passed unanimously.
4. Leader’s Summit
   * + 1. Membership ideas. Kelly and Debbie share ideas from Leader’s Summit on membership.
       2. New ideas we can implement to grow membership and achieve strategic goal.
5. **Standing Items**
6. Thank you for helping/hosting/standing at entrance to greet people! Who can do this at next meeting? -- Peter Steimle
7. Monthly Meeting –Mary McKenzie
   * + 1. Hot topics at January meeting.
          1. Ask members about interest in committees, HR Aces and future board positions. Testimonials as to why they join the chapter. Promote SHRMinar committee help. Ask for ideas for future speakers and benefits of National SHRM membership.
          2. Hot topics-table submit ideas of what their issues are today, table discuss and offer best practices in round table format.
       2. SHRMinar
          1. Mary reported that she needs committee members and is specifically looking to the board members with past event/SHRMinar planning experience to volunteer as she needs support in that arena. She is also looking for others to volunteer to help set up/break down/etc.
          2. Annette volunteered to assist and Debbie said she would assist any way she could.
          3. Requested board members be at each table to facilitate hot topics at the January meeting.
       3. Toastmasters confirmed for February meeting? Yes
8. Sponsorship Update – Open
   * + 1. American Century confirmed as January sponsor but not yet paid.
       2. Paycor a sponsor at upcoming meeting? Peter is following up.
       3. MidAmerican Credit Union – sponsor in February, May and August
9. Membership Update – Holly Goodman
   * 1. Status of membership renewals? 27 renewals, 20 of which are national members.
10. Financial Update – Heather Bunker

Financial update on 12/31/15

Checking – 4,928.35

CD’s 91 day – NA

CD 182 day – NA

CD 12 mos – 8509.33

PayPal – 413.55

Petty Cash – 100

Total 13,951.23

1. Certification – Jenny Hiatt
   1. Jenny has the list of everyone who finished the on-line tutorial/pathway to certification from HRCI. She will submit for 2015 and 2016 subsidy from National SHRM. 25 certified, 21 are National members.
   2. One of the items that National reviews is if we do a survey after every program to measure satisfaction. We need to make sure we do this. Heather will forward a list of attendees at each meeting to Debbie who will have a survey sent out.
2. SHRM Foundation – Cassie Gilmore
   1. Holly will be taking professional pictures at the January meeting for a suggested $10 donation to the SHRM foundation. Cassie will help collect (unless detained at work).
   2. Cassie reported she is learning her responsibilities for Foundation.
3. Social Media & Recognition – Keri Rodriquez
   1. No report
4. College Relations – Annette Delaney
   1. KU Board is in place and 4 meetings are scheduled for spring semester. Jayhawk SHRM will be utilized for the speakers. Topics are pre-selected by KU SHRM Board.
   2. Lori would like to ask for speakers during announcements at January meeting.
   3. Annette will work with KU Advisor to develop relationships with advisors, business school administration and faculty in spring 2016.
   4. Work toward national KU SHRM affiliation with SHRM in 2017.
5. Diversity – Cathy Espinosa
   1. No report
6. Volunteerism – Open
   1. No report
7. Legislative – Dennis Meier
   1. Legislature started last week. Dennis has signed up for e-mails and will forward to Board as they arrive.
8. Communication – Cynthia Colbert
   1. Newsletter Submissions by the 25th
9. Other Business
10. **Adjourn**