

LHRMA March Board Meeting Minutes

Wednesday, March 7, 2018

Present: Lindsay Selig, Joel Scherling, Jamie Mohrman, Justin Schreier, Maggie Hayek, Angela Caldwell, Robbie Seybert, Jessica Reay, Jenessa Keiser, Amy Dorenbach, Beth Hemphill

Absent:

Judy Sinner, Amy Spellman, Amber Dingwell, Michele Spadt

Beth Hemphill, Chapter Management Professional (CMP)

- April newsletter submission deadline is March 19th. Get necessary items to Beth Hemphill. Best way to correspond is via e-mail (lhrma0048@yahoo.com).
- The registration deadline for the monthly LHRMA meeting is Friday, March 9th.

Amy Dorenbach - Secretary

- Amy made a motion to approve the February minutes in Dropbox. Robbie approved the motion, Angela seconded the motion. No board members opposed the motion.

Maggie Hayek - Treasurer

January Financials

- Total Income for January: \$16,449.03
 - Deposit from SHRM \$12,553.94
 - Transfer from Pay Pal \$2,485.00
- Total Expenses for January: \$13,465.74
 - Payment to HBE for review of financials \$3,225.00
 - SHRM Learning Systems \$3,557.71
- Please see the full financial reports in DropBox for additional details.

February Financials

- Total Income for February: 10,576.08
 - Deposits: \$1855.00
 - Transfer from Pay Pal: \$8,721.08
- Total Expenses for February: \$3,672.24
- Please see the full financial reports in DropBox for additional details.
- Please use mhayek@lincolnsurgery.com email address for communication.
- Lindsay made a motion to approve the January & February financials. Joel approved the motion, Jenessa, seconded the motion. No board members opposed the motion.

Lindsay Selig, President

- 2018 Strategic Goal
 - Lindsay recommend that for the board's strategic goal, we get better at tracking key data pieces. This encompasses all areas of the board. The board would then also put together an annual report that would encompass key data pieces. Members of the board agreed with this idea.
 - Lindsay asked all board members to get their strategic goals sheet posted in Dropbox with budget numbers listed.
 - Lindsay asked Maggie to review the budget items for the strategic planning goals so we can vote on a budget in April.

- The board will ask the state council for an initiative of \$1,000 to help us with better communication to enhance our membership and understand our analytics. Joel also suggested incorporating into the request a better marketing or communication strategy. Lindsay is going to put a draft together and send it out to the board before sending it out to state council.
- Banking Information
 - Lindsay stated she has not yet made the banking switches that were approved at February's board meeting. The board agreed it is okay for Lindsay to go ahead and make the changes that were previously approved at February's board meeting.
 - The board had a discussion on a checks and balances system for getting checks wrote at the membership meetings to the bank for deposit. Beth currently has a deposit sheet that she can give to Maggie and Maggie can confirm the correct amount of money is deposited into the bank account if Lindsay hand delivers the checks to the bank after the accounts have been transferred to First State Bank.
 - Other investments
 - CD – 5-year, 2.25% interest, 12-months of interest penalty for early withdraw. The board agreed to do a 22-month CD versus the 5-year CD. The 22-month CD interest rate is 1.87%. The board will do a new 22-month CD in July for \$20,000. Lindsay made a motion to approve this, no board members opposed. We will re-visit CD rates at the June board meeting.
 - Lindsay spoke to Brenda at First State Bank about other investment opportunities. Lindsay stated that Brenda told her there are really no other better investment options, other than CD's, for the LHRMA organization at the amounts that the board wants to invest.
- Joel suggested that we keep in mind that we continue to think about increasing membership rates as well as lunch costs.
- Justin stated we should also continue to think about doing a yearly price for LHRMA members to purchase at a discounted rate to attend the monthly meetings.
- Lindsay is going to create a "Future Agenda" items in Dropbox.
- Joel stated that we need to continue to review the bylaws and policy and procedures on an annual basis. By doing this, it should reduce the amount of time that it takes to review them.
- Angela and Robbie both have meeting announcements for the monthly meeting. Justin will make an announcement regarding new members.
- Jessica will put table tops up at the meeting regarding basket raffle donations.

Judy Sinner & Michele Spadt - Programs

- March 13 – Wilderness Ridge
 - Luncheon Program - Breaking the Status Quo in Todays Healthcare Landscape
 - Workshop – You Have a Healthcare Business and It's Losing Money
 - Presenters: Adam Hall and Travis Martin, The Olson Group

Jamie Mohrman, President-Elect

- No report.

Amber Dingwell – Marketing/Social Media

- No report.

Robbie Seybert – Workforce Readiness

- Robbie stated that 40 students participated in the ACE IT Day and there were 3 student presenters that were in the program before.
- Robbie stated that the Mock Interviews went seamlessly.
- There is an upcoming Job Fair on Thursday, March 29th.
- Robbie stated that fourteen employers have signed up to be Champion Employers. There are still a couple of tentative employers that are supposed to sign-up. The deadline has been extended to March 19th. There are currently 22 open internships.

Justin Schreier – Membership

- Justin suggested using Zoho to search and pull reports for membership data. He will report back in April with the cost and all of the features that we could use to track our membership.
- Justin will also look into the e-mail features of Zoho for our members. He stated Constant Contact is easier to use for e-mails but it is possible to do this with Zoho as well.
- Jamie stated that we currently pay to use Constant Contact for e-mails. Jamie will look into how much we pay for this. LHRMA may be receiving a discounted rate since we are a non-profit.
- Justin and Beth are going to work together to review the Zoho e-mail features and report back in April.
- Jamie and Justin will compare the e-mail metrics between Constant Contact & Zoho to ensure that all of the current features we use Constant Contact for are available in Zoho.
- Justin pulled up the cost for Zoho and the standard cost is \$12 p/month. The upgraded version for tracking e-mails is \$20 p/month. We will review this in April and take a vote on changes at the April board meeting.

Jenessa Keiser - College Relations

- LHRMA will send out an e-mail blast supporting the UNL Business Networking Event. The event takes place on April 2nd.
- The board discussed sending out weekly e-mail blasts to include everything all at once versus sending out four separate e-mails. Beth said Friday would work to send out this e-mail. If you have any information that needs to be e-mailed out, get it to Beth by 5 p.m. on Thursday.
- Joel mentioned that if we don't have much to send out in the Friday e-mail that we could fill the gap with promoting LHRMA membership in different ways. The board will ask Amber to fill-in if we need information in the weekly e-mail that will go out.
- The board will discuss the marketing aspect of this e-mail at April's meeting. Jamie mentioned "Friday Five".
- Jenessa is going to take the scholarship information form down from the website. Currently, only UNL members are eligible for the scholarship because they are the only ones with a student chapter. However, UNL does their own scholarship. LHRMA has not sponsored a scholarship with UNL since they do their own.
- LHRMA will start sponsoring a \$500 scholarship in addition to the scholarship from UNL. Jenessa is going to revise the policies to include this.
- Student Membership
 - LHRMA registration is free for UNL students as UNL is a chapter of SHRM. Other students need to pay for a LHRMA membership. Only students who are free through the UNL SHRM chapter need to register through Jenessa.
 - Jenessa is going to send updated language to Beth for the website.
 - Jenessa updated our policies and procedures regarding student memberships. The board will review the bylaws concerning this at a later date.

- Jenessa stated that there's no field on the application form to mark members as students. Jenessa is going to review the current application to ensure that if a student, who is not at a school with a SHRM chapter, is paying for their LHRMA membership.
- Jenessa, Justin, Jamie, and Beth are all going to work on reviewing the Zoho system to see if it covers all aspects of what we are needing in terms of tracking e-mails and student memberships.

Jessica Reay – SHRM Foundation

- Jessica has a meeting next week for basket raffles. If you have any new ideas of organizations to contact, please let Jessica know.
- Jenessa, Jamie, and Angela all stated that their employers would do a basket.

Joel Scherling, Past President

- Jenessa is going to update the policies and procedures with student membership information.
- Joel stated that the Excel Award is due by March 15th.
- Joel is going to send out the updated policies and procedures to board members to review and approve.

Angela Caldwell – Community Outreach

- Aaron and Sarah are going to be attending the March membership meeting.
- Joel mentioned that he received a comment that there has not been much social media activity on the LHRMA Facebook page. If we have any information to be posted on social media, please make sure this information gets to Amber. After doing a quick review of the LHRMA Facebook page, it looks like this comment may have been in error as there appears to be quite a few posts on the LHRMA Facebook page.
- Angela will do an announcement at next week's monthly LHRMA meeting regarding a couple of upcoming diversity affair events.

Amy Spellman – Certification

- HRCI Preferred Provider

Meeting adjourned at 1:00 p.m. The next board meeting is scheduled for Wednesday, April 4th, 2018 from 11:30 a.m. to 1 p.m. at the Lincoln Medical Education Partnership, 4600 Valley Road, Entrance #1. The meeting will be held in the Vrbka 3 meeting room.

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