

HRATV Board Meeting and 2018 Planning Session
Wednesday, January 10, 2018
4:30-7:30 pm
Boise State University

In Attendance: Pat Duncan, John Ashby, Laurie Nowierski, Patti Perkins, Ian Nesbit, Valerie Davis, Donnita Richardson, Vickie Coale, Brian Marshall, Kari Korell, Kathryn Penn, Rhiannon Albert, Bryan Taylor, Anna Miller, Joshua Jensen, Karey Brady and Shirley Koch

Absent: Cheryl Gmirkin, Justy Thomas, Jaye B. Pierce and Sally Grandi

Patti called the meeting to order at 5:11pm.

The December meeting minutes were distributed via email for review. Karey made a motion to approve the minutes; Kari seconded and all approved.

Treasurer: Doni presented the treasurer report with year-end figures. We were over on income and under in expenses for the year. She also presented a proposal for the 2018 budget. Several line items were discussed, including Community Affairs, Certification scholarships and educational materials. The Board discussed whether or not to increase the non-member registration rate for monthly programs to encourage membership. A decision was made to plan initiatives prior to setting the budget. All board members should submit any budget recommendations for their area to Doni via email prior to January 31st. She will prepare a budget to be voted on at the February board meeting.

Membership: Valerie presented a slate of 23 applications for membership and discussed several membership level changes. Pat made a motion to approve the 23 applications as amended; Brian seconded and all approved. Valerie also mentioned that she and Ian have come up with several ideas for membership initiatives for 2018, including a member referral program.

Chapter Administration: Laurie distributed a sign-up sheet for the monthly newsletter articles, as well as a contact list of board members. She also mentioned that we need to make changes to the Mountain West bank signature card for both savings and checking accounts. Vickie made a motion to adjust the signature cards by removing Brian Marshall and adding Patti Perkins, current President. Doni Richardson and Laurie Nowierski will remain on the accounts as signers. Doni seconded the motion and all approved.

Communications and Marketing: No report at this time.

Arrangements: Vickie reported that this month's meeting partner is the NNU Center for Professional Development. Registrations are at 65 now but will probably increase by the Monday deadline.

Certifications: Anna has not received any inquiries about the study group. Other board members made suggestions as to next steps, including newsletter announcements/articles and meeting announcements. It can take time to generate enough interest to start a group.

Programs: Rhiannon and Kathryn are reviewing the speaker proposals in DropBox and will make arrangements for the February program soon. Kari also has some speaker proposals to share with them.

Conference: Shirley reported that the sponsorship invitation will go out via email this week. All but one speaker are confirmed.

Community Affairs: Karey and Jaye B met to discuss the budget and possible projects to work on in 2018, including Dress for Success, Idaho Foodbank, Life's Kitchen, Create Common Good, and veterans' organizations.

Legislative Affairs: John and Bryan had no report at this time.

Student Affairs: Sally was unable to attend the meeting but sent in her report via email. She has reached out to universities with flyers and emails about the scholarship and is looking into the possibility of classroom visits or meeting with Gundars Kaupins.

Other Business: The board discussed Board meeting dates and times for 2018. The meetings will be held on the Thursday prior to the membership program at noon. The location will alternate between John Ashby's office at Hawley Troxell and Kari Korell's office at Anesthesia Associates. Laurie will add dates and locations to the website and will send out a calendar invite.

The next Board meeting is scheduled for Thursday, February 8, at noon at Anesthesia Associates.

PLANNING SESSION MINUTES

Patti reviewed the Mission Statement, Excel and Pinnacle Awards. The Pinnacle Award is granted by SHRM to Chapters that show outstanding leadership or engage in innovative projects. There is recognition and a \$1,000 grant provided as award. HRATV has never applied for this award. The Excel Award is given annually to all Chapters and is based on the number of initiatives set forth by the board and accomplished during the year. One initiative must be Membership. HRATV has received this award each year. In 2018, the board can set goals to achieve a higher level of recognition.

Patti also discussed the SHRM Foundation and its purpose. She encouraged all board members to visit their website and learn more about them.

Patti started the discussion of planning initiatives using the SWOT approach: Strengths, Weaknesses, Opportunities and Threats.

Strengths:

- elevated educational level in programs
- growth of membership
- networking platform
- dedicated people
- administrative support
- community

Weaknesses:

- communication about SHRM/awards/board activities to membership
- educating and encouraging use of SHRM resources and membership to our members
- State Council awareness
- connecting to new members/ current members/prospective members
- inclusiveness and welcoming of new members
- reaching fringe communities outside Treasure Valley
- no technology used to record and broadcast programs to remote areas
- global/nationwide topics in programming
- meet needs of different levels of HR professionals

Opportunities:

- nametags for new members to differentiate them at meetings
- create membership ambassadors to help with initiatives
- partner with other similarly sized chapters to share best practices and presenters
- create satellite chapters for remote areas under our umbrella
- offer events for members only or SHRM members only
- brochures as take-away from programs so attendees can share what they learned with co-workers
- HRATV brochures available at programs
- Promote Executive Luncheons

Threats:

- economy
- other organizations
- perceived value of membership

Current Strategic Initiatives that will continue into 2018 are:

- Book Club
- Mentoring Group
- Social Media Presence

Possible new initiatives for 2018:

- Networking
- Mentoring
- Community Focus
- SHRM State Council partnership
- Local legislative Advocacy
- Membership
- Marketing
- Certification Focus
- Student Chapter involvement

MEMBERSHIP:

- referral program (send thank you note with coupon for free program)
- connect with other organizations
- updates to Members Page on website
- New Member packet (sponsored?)
- Member retention: reach out after 3 months to check in; after 1 year to assess
- text notifications via Wild Apricot?
- add secondary email and cell phone info to profile so we can stay connected if they change jobs
- pulse survey by text
- increase value of membership
- connect members to the purpose of HRATV as outlined in our Mission Statement
- reach out to SHRM at-large members
- Members on the Move
- member highlights online or in newsletter

LEGISLATIVE:

- depending on legislative agenda, partner with state council to visit legislators
- connect with SHRM A-team

MARKETING:

- member spotlights

CERTIFICATIONS:

- TBD

STUDENT CHAPTER INVOLVEMENT:

- Connect with Community Affairs projects

NEXT STEPS:

- Narrow to 2-3 initiatives to focus on (in addition to ongoing plans)
- Create committees and leaders to implement
- Bring plans back to the board and report on monthly
- Establish deadlines for implementing plans

The meeting adjourned at 7:30pm. Bryan motioned to adjourn, Doni seconded, and the motion was approved.