

# NEPA SHRM Meeting Minutes

## Call to order

A meeting of **NEPA SHRM BOD** was held at McNees Wallace & Nurick, Suite 220 (2nd floor), 125 North Washington Avenue, Scranton, PA 18503 on May 7, 2019 at 5:30 PM.

## Attendees

Christine Jensen  
Doug Hertel  
Kellie Knesis  
Joe Sileo  
Dr. Marc Marchese

Dr. Karen Yarish  
Tracey McMillian-Booker  
Sara Rosinski-Perez  
Dr. Lee Felder  
Eric Emiliani

Neena Patton  
Heather Clark  
Brooke Lipperini

## Members not in attendance

Tara Petroski

## Old business

- A motion was made to approve the April minutes by Kellie and seconded by Christine.

## Presidents Update

- Revenue sharing program
  - Our membership has grown to over 300 members, making us a large chapter.
  - We need 5 volunteers to attend a State Council meeting in order to receive revenue sharing funds moving forward.
    - Meetings will be attended by Christine and Neena in August, Karen and Sara in September. This will fulfill the 5 volunteers with Doug attending / volunteering in May. Doug will also be attending the VLS in November.
  - Eric is an alternate to attend in September.
- Doug attended the Legislative and Legal Conference in Harrisburg, PA from 5/2 – 5/3
  - Gloria Sinclair-Miller spoke about 2<sup>nd</sup> Chance Employment for those with criminal backgrounds and tax incentives for employers to hire those candidates. This is a possible topic for a future NEPA SHRM event.
  - There were several other excellent speakers that presented on current legal topics and developments at the Federal and state level.
- Promotional pens were ordered, featuring our new logo and website address. \$183.80 was spent to purchase a quantity of 500 pens.
- An event registration fee was refunded for the Professional Development Seminar. All future event flyers and notices will state that registration may be transferred but is not refundable.
- Heather reached out to other Chapters within a 100-mile radius to gauge interest in cross-promotion of events - approximately 23 chapters. Three responded with interests so far, including Lancaster, NYC and NJ Garden State. The full list of respondents is located in the Communications folder in Dropbox.

**Brooke will head this for future programs and engage with the surrounding chapters.**

- Events are listed on the website in chronological order.

**Brooke to explore options to 'feature' events on the website that show up first.**

- A member reached out for opinions on an HR related matter. Discussion was had around emailing Membership through the website to solicit responses or utilizing our LinkedIn group. The consensus was to encourage

# NEPA SHRM Meeting Minutes

members to post such questions on our LinkedIn group – LinkedIn will then email those in the group and anyone may respond.

Brooke to add a statement to this effect on the QR Code flyer.

BOD members should each invite their connections to follow our LinkedIn group.

Brooke will work with Joe on disclaimer and post to LinkedIn. Brooke to propose recommendations for engaging members and posting in the LinkedIn group.

Brooke finishing project of going through all NEPA SHRM members and adding them to the LinkedIn group.

## Committee Updates

- Communications Committee
  - Excel Award Goal
    - 10% annual increase in followers on our LinkedIn and Facebook pages
    - Followers as of 4/2/19
      - LinkedIn = 286
      - Facebook = 250
    - Followers as of 5/7/19
      - LinkedIn = 291
      - Facebook = 258
    - Goal
      - LinkedIn = 315
      - Facebook = 275
    - Needed to reach goal
      - LinkedIn = 24
      - Facebook = 17
  - Initiatives to increase followers
    - QR Code flyer will be distributed at events (to be updated with LinkedIn information for June event)
    - Slide when attendees enter the room at next and following events highlighting our Social Media pages and benefits of connecting with us
    - Tracey will include links to our LinkedIn and Facebook pages in the message to new members
    - Post 'happening now' picture at next event and run promotion for those interacting with the post (i.e. gift card selected at random)
  - Website Access
    - Website administrators include Heather, Brooke, Doug and Christine
    - Access has been updated for all other BOD members and those individuals will no longer be coded as administrators.
- Finance Committee
  - Review of April expenses. Motion to approve by Doug, seconded by Joe
  - Review of current CD's



Financial Statement  
April 2019.pdf



April 2019 Expenses  
by Vendor.pdf

# NEPA SHRM Meeting Minutes

- Legislative Committee
  - Joe looking for opportunities to post additional blog content on the website.
- Membership Committee
  - Received lists from the Chamber – reaching out to HR departments at various organizations.
  - Continued focus on the 400+ at large National SHRM members who have not joined NEPA SHRM.
  - Next meeting 5/13 at 1:00pm
- Professional Development Committee
  - Professional Development seminar results
    - Survey feedback included ‘more interactive pieces’, ‘larger print handouts’, ‘binders difficult to handle’
    - Discussion around sending material to registrants earlier next time
    - Share speaker information with other chapters
  - June 19<sup>th</sup> breakfast seminar at Radisson in Scranton – focusing on the Economic Value of Diversity
    - 1.25 credits pending
    - Sponsored by NEPIRC
  - Scholarship
    - Funds are underutilized
    - Goal is to promote SHRM Certification

Marc to propose language for utilization of remaining scholarship funds.
  - Working on SOPs for program development activities to allow for more consistency and to help with “succession planning” for these responsibilities as others assume more involvement.  
Doug to review Heather’s draft and use for June event.
  - Doug will consider ways to share speaker ideas with surrounding chapters; currently asks for recommendations.
- Governance Committee
  - Excel Award -- review and adjusted as needed.

## New Business

- Need to correct typo on agenda to Board of Directors
- Motion to adjourn by Kellie and was seconded by Karen.

## Next Meeting

June 4, 2019 @ 5:30 pm at TBD.

*Brooke Lipperini*

05/07/2019

Date