

# BOD Meeting Minutes

## Call to Order

A meeting of **NEPA SHRM BOD** was held virtually via Zoom on June 4, 2024, at 5:00pm.

## Attendees (Red Indicates No Camera Use)

Neena Patton	<b>Sean Miller</b>	Heather Buck	Regina Cochado
Brooke Lipperini	Heather Clark	Tiffany Jackson	Melissa Sharp
Kellie Knesis			

## Members not in Attendance

Carrie Krott	Sarah Suwak	Denisse Batista	Holly Courter
Christine Jensen	Krissy Bryk		

## Previous Minutes

- a. May Minutes (Brooke)
  - i. May minutes motioned to approve by Heather Buck and seconded by Heather Clark.

## Presidents Update

- a. Excel submitted March 2024.
- b. SHRM Branding initiative
  - a. Christine shared the sample we received from our contact at National
  - b. Confirmed we will not need the affiliate logo on all materials if we move to the new logo
  - c. Reviewed and approved by the board to move forward with 'Northeast PA'
- c. 2024 State Event Attendance
  - a. State Legal & Legislative Event – May 2 & 3 – Regina and Heather B (Council Mtg too)
  - b. State Leadership Conference – July 25 & 26 – Christine Jensen (Brooke checking availability to attend)
  - c. State Annual Conference – September 12 – 13 – Tiffany & Holly
  - d. Volunteer Leaders Business Meeting – November 21 – 23 – Neena and Tiffany
- d. Co-branding initiative
  - a. Logos received and downloaded in Google Drive (Communications folder)
  - b. National to update logo on website
- e. No BOD meetings scheduled in July or August – committee chairs to send monthly meeting notes to Neena during this time
- f. Succession planning for Officer roles – both the VP of Finance and VP of Membership roles will be open. Melissa Sharp will assume the VP of Membership role.

## Committee Updates

- a. Communications Committee (Brooke)
  - a. First draft of task list created and shared with the committee
  - b. Press release draft in process – Brooke to send to Neena
- b. Finance Committee (Kellie Knesis absent – Financials reviewed by Neena)
  - a. Review of previous month expenses, deposits, checking account balance.

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- b. Total net worth = \$113,309.93
  - c. Every month there will be a review of the PayPal account and will move funds over \$500 to the PNC account.
  - d. Motion to approve May financial statement – motion by Neena seconded by Regina.
  - e. Contact made with accounting audit firm who we have used previously for our last audit in 2018.
  - f. Move of \$15,000 to Edward Jones account as previously approved.
- c. Legislation Committee (Holly absent – no update)
- d. Membership Committee (Christine)
- a. Goal, retain members and gain new members
    - i. All members must be a SHRM National member – 100%
    - ii. Dual membership is in place (NEPA and National run concurrently)
    - iii. Reconciliation process established
    - iv. Promoting membership with event flyers; free events for members
    - v. Growth and retention:

Month	New Members	Renewing Members	Total Members	Variance from Goal of 261	Retention Rate (Using 269 as base)	Variance from Goal of 75%
January	4	31	255	-2.30%	93%	+24%
February	4	25	258	-1.15%	100%	+25%
March	9	20	264	+1.14%	99%	+26%
April	5	19	274	+5.00%	102%	+36%
May	8	12	279	+6.90%	104%	+39%

- vi. Suzie and Holly supporting with engagement of new and renewing members
  - vii. Fall member mixer event to be held on September 12, 2024 at Rail rider’s game, to include guests (guests pay for their own ticket), more details to come closer to that date.
  - viii. Sharon Brodie assisting with reaching out to at large members
- e. Professional Development Committee (Tiffany)
- a. PD – 62 attended the event.
  - b. Legal Update planning in process (October)
  - c. Registration deadline for events – each Thursday before event
  - d. Reconciliation deadline for events – each Friday before event
  - e. Event topics identified for each month through November 2024
  - f. Securing speakers for 2025
  - g. Gathering information from other states for speaker contacts/topic recommendations
  - h. Workforce readiness – no update this month
- f. Governance Committee (Heather)
- a. By-laws were returned and are going through final review.
  - b. 2023 Excel Award received.
  - c. 2024 Excel goals being finalized – committee chairs to review and send any changes to Heather

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- d. By-law revisions reviewed by Heather C. – motion to accept with revisions as presented to be submitted to SHRM for review (not fully ratified until approved by SHRM) – motion by Sean and seconded by Regina
  - a. Nonmaterial changes reviewed and accepted in advance of the meeting
  - b. Addition of Zip code ranges – defines range of zip codes that are in our area of coverage
  - c. Proposed change to language regarding Student Member dual membership requirement – Heather and Neena following up on this
  - d. Joe Sileo reviewing some of the changes under State requirements
  - e. Retain parameters for how many members of the Board are required
  - f. Proposal to include Past President role as an Officer position
  - g. Revision of Evaluation process
  
- g. Student Relations Committee (Regina)
  - a. Working on creation of an in-person event to include higher education professionals and students. Expand reach to more Colleges in the area. Will be held at the University of Scranton towards the end of May.
  - b. Effort to promote membership mixer to the student population for Fall.
  - c. Holiday event
    - a. December 5<sup>th</sup> – first Thursday of the month.
    - b. Guest speaker has backed out – suggestions needed. Discussion around possible entertainment instead of speaker.
    - c. Discussion on venue location – must have restaurant.
  - d. Scholarship (Regina)
    - a. No Applicants. Need to push advertising.
    - b. Send email blast of Flyer to promote scholarship and certification to our membership.
    - c. Student membership scholarship outreach in Fall
  
- h. New business (no update)

**Meeting Close** - Meeting Adjourned – Motion by Heather C., seconded by Melissa, BOD confirms

### Action Items

- **Committee Chairs**
  - Please remember to send monthly committee meeting notes with Neena or save to Google Docs
- **Christine:**
  - Communicate with and determine next steps for the National SHRM branding initiative
- **Kellie:**
  - Explore option for Venmo account
- **Neena**
  - Discuss regular cadence of sending scholarship marketing out to members – add to list of communications tasks
  - Work on revision of Board Bucks program – ongoing pending by-law approval
  - Ask National branding team about timing to update on website
- **Brooke**
  - Promote and advertise certification scholarships

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## Next Meeting

September 3, 2024 – virtual

*Brooke Lipperini*

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June 4, 2024

Date