

# BOD Meeting Minutes

## Call to Order

A meeting of NEPA SHRM BOD was held virtually via Zoom on September 10, 2024, at 5:00pm.

## Attendees (Red Indicates No Camera Use)

Neena Patton	Sean Miller	Heather Buck	Regina Cochado
Brooke Lipperini	Sarah Suwak	Christine Jensen	Heather Clark
Melissa Sharp			

## Members not in Attendance

Carrie Krott	Kellie Knesis	Denisse Batista	Holly Courter
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## Previous Minutes

- a. June Minutes (Brooke)
  - i. June minutes motioned to approve by Heather Buck and seconded by Sean Miller.

## Presidents Update

- a. 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
  - c. State Annual Conference – September 12 – 13 – Holly Courter
  - d. Volunteer Leaders Business Meeting – November 21 – 23 – Neena
- b. Co-branding initiative
  - a. Logos received and downloaded in Google Drive (Communications folder)
  - b. National to update logo on website
- c. 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.
- d. Reward Builder – new platform for gift card purchases
- e. Rebranding timeline
  - a. Week of September 10<sup>th</sup> – Neena to confirm with National which logo will be used on our website
  - b. Week of September 16<sup>th</sup> – website to be update by National
  - c. Week of September 16<sup>th</sup> – social media sites to be updated by Brooke with support from Heather Clark
  - d. Heather to order promotional materials with new logo
- f. Sarah S. to attend volunteer webinars and report back to the BOD

## Committee Updates

- a. Communications Committee (Brooke)
  - a. No update
- b. Finance Committee (Kellie Knesis absent – Financials reviewed by Neena)
  - a. Review of previous month expenses, deposits, checking account balance.
  - b. Total net worth = \$116,191.34

# BOD Meeting Minutes

- 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 August financial statement – motion by Heather Buck seconded by Melissa.
  - e. Contact made with accounting audit firm who we have used previously for our last audit in 2018.
- 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%	95%	+18%
February	4	25	258	-1.15%	96%	+25%
March	9	20	264	+1.14%	98%	+24%
April	5	19	274	+5.00%	102%	+27%
May	8	12	279	+6.90%	104%	+29%
June	5	17	288	+10.34%	107%	+32%
July	3	24	290	+11.11%	108%	+33%
August	6	18	293	+12.26%	109%	+34%

- vi. Suzie and Holly supporting with engagement of new and renewing members.
- vii. Fall member mixer event held on September 12, 2024 at Rail rider’s game.
- viii. The Chair of the Membership Committee will transition to Melissa Sharp, Christine working on a transition plan.
- ix. Discussion of a possible Member referral initiative. Christine and Melissa to outline details so the Board can vote.
- x. Personal information for renewing members sometimes is not the same as the data in our records. We rely on our members to update their particulars in our system.
- xi. Exploring possible message to our members from NET Credit Union – Christine and Heather Buck to obtain details.
- xii. Vote to commit to sponsor a table at the University of Scranton’s annual Disability Conference for \$250 – motion by Heather Clark and seconded by Regina.

- e. Professional Development Committee (Update from Neena)
- a. Legal Update event on October 17<sup>th</sup>
  - b. Registration deadline for events – each Thursday before event

# BOD Meeting Minutes

- c. Reconciliation deadline for events – each Friday before event
  - d. Securing speakers for 2025
  - e. Gathering information from other states for speaker contacts/topic recommendations
  - f. Tiffany stepping down from Committee Chair, Neena supporting in the interim
  - g. Regina working on plans for the Holiday event
  - h. Workforce readiness – no update this month
- f. Governance Committee (Heather)
- a. 2023 Excel Award received.
  - b. 2024 Excel goals being finalized – committee chairs to review and send any changes to Heather
  - c. By-law revisions
    - 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
  - d. By-laws are approved and in process of being implemented.
- 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. Student Social event planning underway – Regina sending survey to solicit interest.
  - d. 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.
  - e. 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 B., seconded by Melissa, BOD confirms

## Action Items

- Committee Chairs

# BOD Meeting Minutes

- 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

## Next Meeting

October 1, 2024 – virtual

*Brooke Lipperini*

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September 10, 2024

Date