

HHRAM Board Meeting Minutes

Date: June 19, 2020

Location: Zoom Call



Attendees:

Chad Engstrom-President, Lois Slick- Treasurer, Jennifer Gryte- Secretary, Lisa Smude-Membership Director, Paula Wokasch- Business Partner Liaison, Rachel Ask, Dave Mandel- Business Partner Member at Large, Chrissy Draper-Scholarship Coordinator, Shannon Demgen-Chapter Management Director, Mandy Dobosenski- Social Media, Blake Martin, Business Partner Member at Large, Heidi Powell-Member at Large, Laurie Daniels- Communication Director

Absent: ,Jane Koliass -Salary Survey Committee, Director, Jen Bahe-Education Director

AGENDA ITEM	PRESENTER	ANTICIPATED DISCUSSION / ACTION
I. Call Meeting to order	Chad Engstrom	10:07 am
II. Review previous meeting minutes	Chad Engstrom	Blake Martin made a motion to approve the meeting minutes and Laurie Daniels second the motion
III. Treasurer Report	Lois Slick	As of May 31, 2020 <ul style="list-style-type: none">• Total assists - \$135,626.38• Net income - \$1,692.24• Checking account balance \$91,301.17• Three business partners that moved their income to fall and two of the new Business partners asked for reimbursement and one member that needs to be refunded from spring for \$210• Dave will have the deposit for the boat held for next year and not have them send the check back to HHRAM.

IV. Fall Conference 2020 October 7, 2020	Jess Spicer, Nikki Tanaka	<ul style="list-style-type: none"> • Heidi shared that the committee is planning on getting out the brochure by July. Do we want to have a conference? Conversation around having a virtual conference was had. • Recommendation to send out a survey to see if people would attend in person or virtually. • Laurie and Heidi will put a survey out by June 26th. • Survey to Business Partners asking them how they would participate a virtual conference. Blake recommended having the business partners help with the speakers. – Paula and Blake will work on a survey for the BP
New Business		
V. HHRAM Succession Plan	Chad	<ul style="list-style-type: none"> • Rachel Ask is stepping off the HHRAM board as she has accepted a position out of healthcare. She will not be taking on the President- Elect role • Lisa is interested in taking it on. Taking on the budget and goals and succession planning. Chad will help Lisa with this. • Jennifer Gryte made a motion to elect Lisa Smude as the President Elect and Shannon Demgen second the motion
VI. ASHHRA Conference	Chad	<ul style="list-style-type: none"> • The ASHHRA conference has been moved to virtual conference The conference cost for members is \$299 • The 2021 ASHHRA Conference will be in April 2021 • Discussion of sending the 2020 and 2021 board was had as one benefit of being on the board is to attend the ASHHRA conference. This would include Lisa- President Elect Chrissy- Secretary Jennifer-Secretary Chad- President Lois- Treasurer Shannon-Chapter Management. • HHRAM would send 6 people in 2021 and not pay for anyone to attend the virtual conference this year. The reason behind this is sending the 2020 and 2021 board to attend. Lisa made a motion and Heidi second the motion.
VII. Logo	Mandy	<ul style="list-style-type: none"> • Mandy shared multiple new logos. The group picked on and Mandy is sending it to Robbin to get a mock up.

VIII. 2019 Goals

<p>Increase membership by 3%- Lisa Smude Increase membership- Ended the year at 204 members. Lisa will reach out to all MN ASHHRA members and share the benefits of HHRAM. Reach out to other healthcare organization in MN and let them know about HHRA.</p>	<p>Lisa</p>	<p>Currently have 194 members</p>
<p>Increase conference attendance by offering a discount to current member that have not ever attended a conference. Increase of attendance to 65 for spring and 55 for fall</p> <p>Spring 2019 conference cost-early bird, 200 for members, 250 non-members then after early bird member 250 and non-member 300 A discount of \$150 for spring conference- This needs to be by invite only</p>	<p>Heidi</p>	<p>No update</p>
<p>Attract 1 new business partner and add one previous who has not attended in a couple years. Offer a sponsorship level above where they would normally sponsor. (3 years)</p>	<p>Paula</p>	<p>We had two new BP's and because of the cancelling the spring conference they were both refunded. This goal has been met.</p>
<p>Offer two webinars, one with another ASHHRA chapter utilizing our current business partners.</p>	<p>Jen B</p>	<p>No update If there are webinars, reach out to Jen to get these approve and to invite other chapters.</p>
<p>Review our branding and social media to better promote HHRAM. Identify 3 tactics</p>	<p>Mandy</p>	<p>Mandy will continue to work on the logo and communicate on social medial.</p>
<p>Create and communicate two HHRAM newsletters and 10 eblasts. - Laurie (Laurie and Mandy will meet and can assign blast to the board</p>	<p>Mandy and Laurie</p>	<p>E-blasts have been going out due to COVID. Business partners are sharing info and Laurie is sending it out. The next newsletter will come out this fall. Dave is working on a document on the fraudulent unemployment claims and should come out next week</p>
<p>Increase awareness of the HHRAM scholarship by communicating 4 touchpoints</p>	<p>Chrissy</p>	<p>Chrissy wants to send an email out to extend the ASHHRA conference scholarship we should know in the next week if ASHHRA is having the conference. Fall conference communication will go out in June. We did communicate in the last newsletter.</p>

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<p>UPDATES</p>		
<p>IX. Secretary</p>	<p>Jennifer</p>	<ul style="list-style-type: none"> • No update
<p>X. Communication/Website</p>	<p>Laurie</p>	<ul style="list-style-type: none"> • No update

XI. Social Media Director	Mandy	<ul style="list-style-type: none"> No new update
XII. Director of Education	Jen B.	<ul style="list-style-type: none"> No update
XIII. Membership	Lisa	<ul style="list-style-type: none"> As of 05/31/2020 194 active members
XIV. ASHHRA	Chad	<ul style="list-style-type: none"> No update
XV. Salary Survey	Jane	<ul style="list-style-type: none"> No update
XVI. Scholarship Director	Chrissy	<ul style="list-style-type: none"> Chrissy will reach out to the applicant to see if she wants us to pay the \$300 registration or if she would like to re-apply for April.
XVII. Business Partner Liaison	Paula	<ul style="list-style-type: none"> No updates
XVIII. Chapter Management	Shannon	<ul style="list-style-type: none"> We got the ASHHRA 3 Star award. Shannon has asked for the score card to see where we could do better. Chad and Jennifer both received the ASHHRA Outstanding Chapter Officer Awards Shannon asked if there are any areas of chapter management we would recommend changing.
XIX. Members at Large	Heidi	<ul style="list-style-type: none"> No update
XX. Business Partner Member at Large	Dave & Blake	<ul style="list-style-type: none"> Blake was looking for feedback from the communication that is being sent out. There are so many resources out there that the business partners have and can offer. Not sure how to get that to membership.

XXI. Open Discussion	Chad	<ul style="list-style-type: none">• Have a touch point meeting in July to follow up on the surveys.
XXII. Adjourn	Chad	Next meeting July 17, 2020 10:00 am It will be a zoom call <ul style="list-style-type: none">• Meeting adjourned at 11:27 pm