

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 10th – Neena to confirm with National which logo will be used on our website
 - b. Week of September 16th – website to be update by National
 - c. Week of September 16th – 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

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- 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 17th
 - b. Registration deadline for events – each Thursday before event

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- 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 5th – 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**

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- 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

September 10, 2024

Date