

BOD Meeting Minutes

Call to Order

A meeting of NEPA SHRM BOD was held virtually via Zoom on October 1, 2024, at 5:00pm.

Attendees (Red Indicates No Camera Use)

Neena Patton	Sean Miller	Heather Buck	Regina Cochado
Brooke Lipperini	Christine Jensen	Heather Clark	

Members not in Attendance

Carrie Krott	Kellie Knesis	Holly Courter	Sarah Suwak
Melissa Sharp			

Previous Minutes

- a. September Minutes (Brooke)
 - i. September minutes motioned to approve by Christine and seconded by Heather B.

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 on 10/7/2024 (vertical color primary logo)
- 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. This account is now active.
- 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
- g. Update on by-laws revision, National came back with some non-material revisions.

Committee Updates

- a. Communications Committee (Brooke)
 - a. No update – Committee meeting on Thursday
- b. Finance Committee (Kellie Knesis absent – Financials reviewed by Neena)

BOD Meeting Minutes

- a. Review of previous month expenses, deposits, checking account balance. Note that some corrections are needed.
 - b. Total net worth = \$119,370.28.
 - 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 September financial statement – motion will be made via email once the corrected statement is circulated.
 - 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. 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. Brooke to work on creating a form on the website. Heather will work on a flyer.
- 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. Request for motion to approve referral program to provide a \$25 gift card to current members who refer a new member to join, with a maximum of 40 per year. Motion by Christine, seconded by Regina, confirmed by BOD.

BOD Meeting Minutes

- e. Professional Development Committee (Update from Neena)
 - a. Legal Update event on October 17th
 - b. Registration deadline for events – each Thursday before event
 - 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. Workforce readiness – no update this month
 - g. Heather B. will be leading the PD committee as Chair!
 - h. Request for two \$75 gift cards to raffle at the Legal Update event – motion by Neena and seconded by Heather C. Board confirms.
 - i. November webinar – Coaching 101
- 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.
 - b. Effort to promote membership mixer to the student population for Fall.
 - c. Student Social event planning underway – Regina sending survey to solicit interest. 10 students expressed interest in this event (both from Kings and Scranton). Activities to include resume review and interview tips. Possible dates for event are Oct 22nd or Oct 23rd. Request for approval to spend up to \$500 on this event - motion by Heather C, seconded by Sean.
 - 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. Heather B. shared suggestion for Jeannine Luby, a comedian who also offers laughter yoga.
 - c. Discussion on venue location – possibly the Raddison.
 - 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

BOD Meeting Minutes

- a. Succession planning discussion – 4 BOD seats to fill
- b. Neena preparing summary of who is moving into new roles
- c. Board members to reach out to their network for possible referrals

Meeting Close - Meeting Adjourned – Motion by Sean., seconded by Christin, BOD confirms

Action Items

- **Committee Chairs**
 - Please remember to send monthly committee meeting notes with Neena or save to Google Docs
- **Kellie:**
 - Explore option for Venmo account
- **Neena**
 - Work on revision of Board Bucks program – ongoing pending by-law approval
- **Melissa**
 - Create a flyer for membership referral
- **Brooke**
 - Update logo on social media sites
 - Create form on website for membership referral

Next Meeting

November 5, 2024 – virtual

Brooke Lipperini

October 1, 2024

Date