**Hiawatha Valley – SHRM Board Meeting**

**Smokin Oak**

**January 25, 2017**

**In Attendance:** Mary Easterling, Jewel Thurman, Marianne Kuhl, Jerry Olson, Katie Hardyman, Christy Rikli, Sherri Stensland, Karen Renshaw

**Absent**: June Rodgers

Meeting called to order by Mary Easterling

**President:** Mary

* Review of meeting minutes. Christy motioned to approve, Jerry seconded, motion carried.
* Welcome Karen to the Board and Thank You for taking on the role of Legislative Director.
* Thank You to Sherri for attending the State Conference.
* Succession Planning – currently interview President Elect candidates
* SWOT activity. By next meeting, February 3rd, please select up to 3 initiatives our Chapter should set for 2017 goals from the following themes:
  + Strengths
    - Dedicated/wise board members
    - Programs have high attendance
    - Financial strength
    - High membership/networking
  + Weakness
    - Succession planning for Board Members
    - Advertisement/visibility -- Facebook, Website, Apps
    - Non-HR professionals looking for help – do we know our audience’s needs
    - Non-engaged members
    - Slightly declining membership and attendance at meetings
  + Opportunities
    - Expense Board members for conference attendance/mileage
    - Succession planning
    - Social Media – advertise our advantages
    - Changes arising out of new United States Presidency
    - Programs open to community to engage non-HR professionals
    - More professional speakers to bring in larger audiences
    - Workforce readiness – where do we find our future employees
    - Partnership with other organizations within our demographic
  + Threats
    - Bench strength of board members
    - Time our members have to commit to HVSHRM programs vs. seeking other resources on-line and competition with other local organizations
    - Shrinking budgets – Employers not paying for membership dues
    - Confusion between SRHM vs. HRCI
    - Lack of business growth in Hiawatha Valley

**Past President:** Jewel

* Jewel, Mary and Sherry attended the Leadership Conference in St. Cloud. Great conference and got some good leads for future programs for our group to have.
* HVSHRM pins were given out and will be distributed tomorrow at the SHRM meeting at Indigo Room
* Congratulations to Katie Hardyman for being recognized for the volunteer work she does for HVSHRM
* Project Find, a non-profit organization that helps employers attract and retain employees and also adds diversity awareness, was introduced at the Conference and may be a helpful resource for local employees
* SHAPE report will be submitted after the financials are received.

**Treasurer’s Report:**  Jerry Olson

* See attached report for details
* Katie motioned to approve Treasures Report, Christy seconded, motion carried.
* 2017 Budget has been tabled until February 3rd’s meeting.

**Programs & Website Update:** Katie

* Tabled until Feb 3 meeting

**Membership Update:** Christy

* Tabled until Feb 3 meeting

**Workforce Readiness Update:** June

* Tabled until Feb 3 meeting

**Certification Update:** Sherri

* Tabled until Feb 3 meeting

Respectfully submitted, Marianne Kuhl