

## CVSHRM Board Meeting Agenda 11.02.2021 | Action Items

### → Financial Report – Megan

- ◆ Income for October - \$14.26
- ◆ Total expenses for October - \$1,561.35
  - Paypal fees, Zoom membership, State SHRM social, study materials reimbursement, strictly business giveaway, RAD reimbursement
- ◆ Total Loss for October - (\$1,547.09)

### → Membership Report – Katie

- ◆ 165 active members
  - Gained 3 members since September
- ◆ 2022 Renewals
  - Giveaways for early registration? # of sign ups for an office & get a membership free?
  - Partnering with other SHRM groups to drive attendance?
  - Combination of a few things:
    - Individual emails
      - ◆ Divide and conquer
      - ◆ Draft Email
    - Advertising what the membership benefits are
      - ◆ Creating a flyer with all we can offer
    - Membership incentive
      - ◆ Register by 12/31 - enter to win a gift card?
        - Give away 10 \$50 gift cards
    - Posting schedule & emphasize in-person meetings to drive excitement
    - Social media
    - Refer someone who was not a paid/registered member of 2021?
      - ◆ Enter to win a gift card?
  - Student memberships?
    - Discounted rate - \$25
    - Don't have to be a SHRM National Member for the price
    - Reach out to other HR professors -
      - ◆ Include in syllabus to encourage students to attend?
        - UNI
        - Hawkeye - Karen
        - Upper Iowa Campus in CF
        - Wartburg?
        - MBA programs?
    - Advertising scholarship options

### → Certification Report – Karen

- ◆ Have certifications for rest of 2021
- ◆ Focusing on reapplying for SHRM & HRCI membership
- ◆ Looking for a guest speaker to speak to students about recommendations for interviewing, resume building, what to wear, etc.
  - Business Professionals of America

### → Marketing Report – Bryanna



→ Workforce Readiness Report – Kyle



→ One Cedar Valley - Patrick



→ Special Projects Report – Cat

◆ Getting HR professors information from the student chapter at UNI

◆ Mentoring program updates?

- Skyler is the new lead for the UNI group and things are going well
- Hawkeye ones have been quite successful
  - One student has failed to meet with their mentor so she is stepping out of the program
- Really good for the students that have been participating

→ President-Elect Report – Lauren

◆ Speakers

- Set January & March Meetings; call about April meeting tomorrow
- Spreadsheet is updated in Google Drive
- So far all meetings are scheduled for in-person
- Send speakers you would like to see to Lauren
- Scheduled for around the lunch hour

◆ Setting meetings with Board Members over the next couple months

- Lauren will be reaching out to us

◆ Elections

- We had a couple of people drop off that were interested in positions
- Only have someone running for President-Elect at this time
- Open positions
  - Marketing
    - ◆ Katie reaching out to someone for this
    - ◆ Potential for a social media intern?
  - Workforce Readiness
  - Need to have someone by December 1st
  - Board majority can appoint someone if needed

◆ Membership Cost

- \$80 or \$100 -- average cost is \$119
- RAD Reimbursements for the board?
  - Is it crucial to help us to go to State SHRM?
    - ◆ Send Lauren our thoughts
  - If we are personally paying for the conference then you get reimbursed
  - If your company is paying for the conference then there is no reimbursement?

→ President - Karla

◆ Meet in person for the December meeting?

- Whiskey Road