

## CVSHRM Board Meeting Agenda 02.02.2021

### → Financial Report – Megan

- ◆ Income for January - \$7,019.90
  - Most coming from state SHRM conference funds
  - Membership renewals
- ◆ Total expenses for January - \$3,622.38
  - Square fees, paypal fees, survey monkey membership, SHRM membership, January speaker
- ◆ Total Income for January - \$3,397.52

### → Membership Report – Katie

- ◆ 90 members for 2021
  - Doubled this month
- ◆ Working with Karla to work on spreadsheets for individuals to reach out to and follow up with
- ◆ Slightly down from past years (expected given COVID)
- ◆ Membership Drive Ideas
  - Social media blast - centered around benefits of CVSHRM and what CVSHRM can provide for you
    - 11 meetings per year
    - CEU's
    - Email blast with HR updates
    - Job board
    - Networking opportunities
      - ◆ Email any extra ideas to Lauren
  - Board members would share on our LinkedIn and Facebooks to reach more people to encourage renewals

### → Certification Report – Karen

- ◆ Waiting to hear from HRCI for February meeting (typical)
- ◆ Heard back from SHRM for February meeting
- ◆ Need to update form with new logo - Karla will help with this
- ◆ SHRM Study Group
  - Announcing it at the next meeting
  - Let members know we are gathering names
  - Don't have a set schedule/structure at this point
  - Looking for books/study materials -- if you have ones you don't need please donate if you are able!
    - Discount on 5 sets of books
    - Online access & books for \$535 (per person)
    - Potentially get the group discount if we have enough people interested
    - We'd also have to buy the instructor book \$575
    - Total Cost \$3250
- ◆ Internships -- Summer HR Internships
  - Requirement for 192 hours of internship for degree program
  - Contact Karen with any opportunities for her students
  - Have to do internship before they graduate -- course is offered in spring and summer

### → Marketing Report – Bryanna

- ◆ Internship Opportunities for Hawkeye students - posting about this
- ◆ Post on Facebook - lots of interaction on Facebook compared to LinkedIn
- ◆ Can use Canva to create a graphic
- ◆ Send out reminder for profile shut down in 15 days (unless people reregister)
- ◆ Would like to do more PR for the marketing role
  - Donations for Men & Women's shelter in Waterloo
  - Donations of professional clothing
  - Maybe a small event for SHRM to go over how to set up resumes, review resumes, mock interviews
  - Goal: August 2021 (at the latest)
- ◆ Advertise study group on social media
- Workforce Readiness Report – Kyle
  - ◆ Black Hawk County Health - Employer Registration for Vaccinations
    - Can request to get employees added if they are not already on the list
  - ◆ UNI is back in session
  - ◆ Start another mentorship opportunity for members who would be interested in it this semester?
    - Good participation last semester?
    - Fall 2020 - 8 students who were interested - then COVID happened
    - Coordinate virtually
    - Putting together program details to present to Karla
  - ◆ Main hurdle may be the amount of CVSHRM members that are interested
  - ◆ Hawkeye is considering doing a professional mentorship program as well
  - ◆ UNI is still looking for mentors at this point
  - ◆ Contact Kyle if you're interested
  - ◆ Scholarship options -
    - Open age range to sophomore standing
- One Cedar Valley - Patrick
  - ◆ Committee/board of 25 people
  - ◆ Working to build out what One Cedar Valley is -- bridging the gap between employers and those with barriers that are struggling to find employment
  - ◆ Lots of communities and silos in the Cedar Valley -- but no central hub that houses all the info and share the info with businesses
  - ◆ Hiring a Program Coordinator
  - ◆ Unique way to open businesses to people who haven't been given the chance
  - ◆ Focus on Greater Cedar Valley area
  - ◆ Always have a SHRM member on the One Cedar Valley Board
  - ◆ Barriers -- childcare, mental health, transportation
    - AA will be a result but is not a targeted effort
  - ◆ If you want to get involved -- contact Patrick Moran
- Special Projects Report – Cat
  - ◆ Connecting with Kyle & UNI to figure out what the plan is
- President-Elect Report – Lauren
  - ◆ All but one spot filled for 2021 - only one left is July 2021
  - ◆ February Sponsor - Mainstreet Waterloo
    - Get her added to presenter so she can be added
  - ◆ Planning initiatives -
    - Creating a survey to ask members what they would like to see

- 2020 has brought changes -- how you experience CVSHRM has changed -- get feedback
- If you have any ideas for questions -- send over to Lauren
- ◆ Meeting face to face?
  - This will be a question that we ask
  - Had sponsors pick dates at the end of the year hoping to be face to face
- President Report – Karla
  - ◆ Reaching out to all of us to set up times to meet with us (virtually) to go over what we would like to accomplish and what Karla would like to see happen
  - ◆ Get up goals for the year
  - ◆ Big goals:
    - Membership
    - Member engagement - what we can do to assist our members and help them get value out of their membership
    - Executive group for positions that are a little higher
    - Certification study group
    - Logo redesign (Karla’s husband working on this)
    - Continuing the award program that was started last year
    - Scholarship
      - Scholarship program -- weren’t sure what the rollout of the program was
      - Agenda next month - Kyle is researching
    - Diversity & Inclusion
      - Diversifying our members (lack of diversity among CVSHRM) members
    - Awards -
      - Any ideas for a project for these?
      - We try to apply for these
      - Pinnacle award - 2020:
        - ◆ Submitted our accomplishments for the year and how we executed them
        - ◆ Elevating our profession and our brand
      - 2021 -- piggyback on 2020
        - ◆ Show certifications
        - ◆ Partnership with One Cedar Valley
- Upcoming Meeting Report
  - ◆ Meeting on 02/09
  - ◆ “The Ultimate Why” - the one thing that motivates every employee
  - ◆ We are using their platform
    - They will send us an attendance list
  - ◆ How many are registered? We don’t know yet
    - Karla will get from the presenter
  - ◆ March Meeting
    - UNI & Hawkeye students can attend the March meeting for free (recruiting technique)

## CVSHRM FINANCIAL REPORT

2021 JANUARY

	CURRENT	YEAR	ANNUAL	VARIANCE	
	MONTH	TO DATE	BUDGET	TO BUDGET	NOTES:
<b>INCOME</b>					
Membership Dues	\$2,125.00	\$2,125.00	\$ 13,500.00	(\$11,375.00)	Square, PayPal
Meals/Meeting		\$0.00	\$ 300.00	(\$300.00)	
Workshops		\$0.00	\$ -	\$0.00	
National/State SHRM	\$3,993.14	\$3,993.14	\$ 3,713.14	\$280.00	State SHRM Conference Funds
Sponsorships	\$900.00	\$900.00	\$ 2,400.00	(\$1,500.00)	Profile by Sanford, Bergan KDV, PDCM Insurance
Disrupt HR		\$0.00	\$ 2,000.00	(\$2,000.00)	
Miscellaneous	\$1.76	\$1.76	\$ -	\$1.76	Interest on Money Market Acct
<b>TOTAL</b>	<b>\$7,019.90</b>	<b>\$7,019.90</b>	<b>\$21,913.14</b>	<b>(\$14,893.24)</b>	
<b>EXPENSES</b>					
Chapter Administration	(\$538.38)	(\$538.38)	\$ (1,800.00)	\$1,261.62	Square Fees, PayPal Fees, Network Solutions, Zoom Membership, Survey Monkey Annual Subscription
Chamber Dues		\$0.00	\$ (500.00)	\$500.00	
Disrupt HR		\$0.00	\$ (2,000.00)	\$2,000.00	
Foundation		\$0.00	\$ (400.00)	\$400.00	
Leadership Support	(\$1,864.00)	(\$1,864.00)	\$ (6,000.00)	\$4,136.00	Past President Gift, Karla National SHRM Conference Registration, Karen Reynolds National SHRM Reimbursement
Certification Materials		\$0.00	\$ (1,500.00)	\$1,500.00	
Meals		\$0.00	\$ (5,000.00)	\$5,000.00	
Membership Support		\$0.00	\$ (3,000.00)	\$3,000.00	
Postage		\$0.00	\$ (100.00)	\$100.00	
Scholarship		\$0.00	\$ (1,500.00)	\$1,500.00	
Speaker Fund	(\$1,220.00)	(\$1,220.00)	\$ (2,000.00)	\$780.00	Great River HR Association-January Chapter Meeting
Student Chapter Support		\$0.00	\$ -	\$0.00	
Supplies/Printing		\$0.00	\$ (150.00)	\$150.00	
Website		\$0.00	\$ -	\$0.00	
Sponsorship		\$0.00	\$ (500.00)	\$500.00	
Misc.		\$0.00	\$ (100.00)	\$100.00	
<b>TOTAL</b>	<b>(\$3,622.38)</b>	<b>(\$3,622.38)</b>	<b>(\$24,550.00)</b>	<b>\$20,927.62</b>	
<b>INCOME/(LOSS)</b>	<b>\$3,397.52</b>	<b>\$3,397.52</b>	<b>(\$2,636.86)</b>	<b>\$6,034.38</b>	
<b>ASSETS</b>					
	<b>BEGINNING</b>	<b>ENDING</b>			
	<b>BALANCE</b>	<b>BALANCE</b>			
Checking	\$15,570.43	\$20,594.42			
Money Market	\$13,796.69	\$13,798.45			
PayPal	\$2,150.53	\$1,946.48			
Petty Cash	\$3.10	\$3.10			
CD	\$5,918.80	\$5,918.80			
Savings	\$50.00	\$50.00			
<b>TOTAL</b>	<b>\$37,489.55</b>	<b>\$42,311.25</b>			