

CVSHRM Board Meeting Agenda 03.02.2021

→ Financial Report – Megan

- ◆ Income for February - \$2,846.59
- ◆ Total expenses for February - \$292.34
- ◆ Total Income for February - \$2,554.25

→ Membership Report – Katie

- ◆ 122 current members as of 3/2/2021
- ◆ Karla and I are going through the economic inclusion list and removing current members and will be posting the list to the google drive for all board members to go through to being reaching out to the participants to see if we can get them to join CVSHRM
- ◆ We will be contacting surrounding communities chambers for list of members to target them to join CVSHRM/
- ◆ Karla is reaching out to the 2020 members personally that did not renew to see if she can get them to renew
- ◆ Breanna is going to be posting on social media for a membership drive highlighting reasons why being a CVSHRM member is valuable.
- ◆ Karla and I discussed ways to get memberships for 2022 this fall when promoting renewals such as contests or bulk discounts. We will revisit these in fall 2021 to see what we want to offer.

→ Certification Report – Karen

- ◆ The Certification Study group is going great - lots of interest!
 - We are purchasing the majority of the materials
 - \$275 for group and then if they pass the test we will refund the \$275
 - Lots more interest than we originally thought
 - What other chapters are involved?
 - Great Rivers
 - Eastern Iowa (Dubuque)
 - ◆ Great collaboration effort!
 - Potential to use for Pinnacle Award
 - This is a huge member give back opportunity and good for the chapter
 - 11 more members are certified
- ◆ Certification -- just got HRCI and SHRM credits for the meeting next week
- ◆ Waiting to hear from April speaker about certification to get certification process started

→ Marketing Report – Bryanna

- ◆ Reminder to get blast out tonight before 7pm
- ◆ Not a whole lot going on - chatted with Karla today about bio/headshot for the speaker
 - Add to social media accounts
 - Help to recruit other people to enroll and gain interest based on webinar/speaker
- ◆ In person meetings - opened up to general public that if they paid a little more -- they would attend
 - Charge \$5 for people that were not in CVSHRM and allow them to join the webinar
 - Maybe try for April meeting?
 - Lots of people on Facebook but not sure the ratio of member/non-member
 - Feedback on this?
 - Max participant limit = 100 people
 - ◆ Average participation = 46 people in February

- ◆ Most in 2020 - 70-75 people
 - ◆ Sarah Knoll Wilson - exception
 - Great potential recruiting tool
 - Let them join for free then follow up with more info
 - Market \$25 value for free for first
 - \$20+ for non-member (don't want the cost to be too low)
 - Tie in a membership discount?
 - Giving away a lot of free membership -- potential to devalue product/chapter
 - ◆ Potential to take away past president free membership or add timeline (3-5 years?)
 - \$20 for any non-CVSHRM membership through eventbrite for webinar in April
 - Process?
 - ◆ Post it to Facebook, add link, pay fee through eventbrite
 - ◆ Need to check on how to get webinar information with confirmation or send evening before/morning of to send info?
 - Entice people to join CVSHRM or they will pay for the webinars
 - ◆ August for Professional Clothes Drive
 - Promote dress pants and dress shirts and work clothing (sturdy jeans, work shirts), etc.
 - Think beyond the professional/office field
- Workforce Readiness Report – Kyle
 - ◆ Scholarship program emails have been sent - due date 3/30/21
 - Survey monkey with details attached and we will all vote and pick the winners
 - ◆ Community side - working with One City United Momentum Project
 - Mimicking Urban Alliance - gets people with significant barriers (drug conviction, poverty, etc.) back in the workforce with life skills, coaching, etc. over a six week period then they graduate and ideally have a job waiting for them at the end of the six weeks
 - VGM has been a primary partner for them
 - Looking to expand into CNC and machinist roles
 - 2 classes so far with 12 total graduates
 - ◆ Economic Inclusion Committee Front
 - Presentation on diversity and inclusion tool
 - Contact Kyle if you'd like to learn more
 - Potentially have a recording to share
 - Focus on Daycare Deserts - lack of available daycare for employees who find gainful employment
 - Founded Cedar Valley Kids - making progress with VGM, Western Home Communities
 - Partner together to provide a daycare benefit for employees and eventually build a daycare center for kiddos
 - City is stepping up to help with this
 - More details to come
- One Cedar Valley - Patrick
 - ◆ Picked the final candidate and offer has been extended and accepted
 - ◆ Get her connected with the SHRM community to get businesses connected
- Special Projects Report – Cat
 - ◆ Connected with UNISHRM group
 - ◆ Program is up and running; posting stuff in the updates they receive

- ◆ Program for Hawkeye going -- talked about sending out a survey
 - Trying to determine if this is the right approach
- ◆ If you hear of anyone interested - send them to Cat and she can get them connected
- ◆ They have lots of ideas - (hesitant to sign anyone up for anything)
 - Generation HR podcast - asked if people from CVSHRM can be featured - start by gauging interest in mentor relationship to see if they want to partner
 - Within the mentor program - around the world HR series
 - Invision different focus areas of HR, group mentoring session
 - ◆ Reactions to this?
 - What exactly do they want to do? They are looking to have focused sessions on specific areas of HR that mentees could learn from some of us on. Several of us call in, short presentation and then a Q&A session
 - Wanting exposure to different areas of HR
 - Almost like a virtual job shadow? But in a functional area?
 - Information about each functional area and then the ability to ask questions?
 - Like a lunch and learn type of situation? Presentation and then a Q&A
 - How much engagement on the mentorship participation from our members? 11 members
 - We could solicit interest and see who is interested? Start with a quick survey sent in Karla's update
 - Who to contact if interested in leading some type of session -- reach out to Cat and she will relay it to UNISHRM

→ President-Elect Report – Lauren

- ◆ Survey regarding virtual vs. in person
 - People are pretty split on this
 - People would prefer a mix of virtual and in person options
 - Meeting this week to discuss and plan for 2021
 - Seems that lunch times (11AM-1PM) works better for people
- ◆ Potential to do an on demand version?
 - Based upon the speaker
 - Potential to have a live version in the morning and then broadcast recording at a certain time later in the day?
 - Could look into this and learn more?
 - Add capability to Zoom?
 - Would have to get permission from speaker to make sure it was okay
 - Have the link available for 1 week? Be sensitive to speakers and offer flexibility for members
 - Spot on CVSHRM page to hyperlink to the website and then after one week just go in and remove the link
 - Super easy in Zoom - record or make an on-demand version
 - Post presentation survey?
 - Instead of giving it to people who registered for the meeting maybe include it in the weekly email so it is available to all CVSHRM members
 - ◆ Be careful of passcode to view the video

- President Report – Karla
 - ◆ Meeting with everyone this week to finish strategic initiatives
- Upcoming Meeting Report
 - ◆ March Meeting
 - UNI & Hawkeye students can attend the March meeting for free (recruiting technique)

**CVSHRM FINANCIAL REPORT
2021 FEBRUARY**

	CURRENT	YEAR	ANNUAL	VARIANCE	
	MONTH	TO DATE	BUDGET	TO BUDGET	NOTES:
INCOME					
Membership Dues	\$1,120.00	\$3,245.00	\$ 13,500.00	(\$10,255.00)	PayPal, Checks
Meals/Meeting		\$0.00	\$ 300.00	(\$300.00)	
Workshops	\$825.00	\$825.00	\$ -	\$825.00	CVSHRM Study Group
National/State SHRM		\$3,993.14	\$ 3,713.14	\$280.00	
Sponsorships	\$900.00	\$1,800.00	\$ 2,400.00	(\$600.00)	2021 Sponsorships-Lost Island, Hawkeye Community College, and CDFS Financial Strategies
Disrupt HR		\$0.00	\$ 2,000.00	(\$2,000.00)	
Miscellaneous	\$1.59	\$3.35	\$ -	\$3.35	Interest on Money Market Acct
TOTAL	\$2,846.59	\$9,866.49	\$ 21,913.14	(\$12,046.65)	
EXPENSES					
Chapter Administration	(\$292.34)	(\$830.72)	\$ (1,800.00)	\$969.28	Square Fees, PO Box Renewal, Zoom Membership, PayPal Fees
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)	\$ (6,000.00)	\$4,136.00	
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)	\$ (2,000.00)	\$780.00	
Student Chapter Support		\$0.00	\$ -	\$0.00	
Supplies/Printing		\$0.00	\$ (150.00)	\$150.00	
Web Site		\$0.00	\$ -	\$0.00	
Sponsorship		\$0.00	\$ (500.00)	\$500.00	
Misc.		\$0.00	\$ (100.00)	\$100.00	
TOTAL	(\$292.34)	(\$3,914.72)	(\$24,550.00)	\$20,635.28	

INCOME/(LOSS)	\$2,554.25	\$5,951.77	(\$2,636.86)	\$8,588.63
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ASSETS	BEGINNING BALANCE	ENDING BALANCE
Checking	\$20,594.42	\$21,884.98
Money Market	\$13,798.45	\$13,800.04
PayPal	\$1,946.48	\$1,504.36
Petty Cash	\$3.10	\$3.10
CD	\$5,918.80	\$5,918.80
Savings	\$50.00	\$50.00
TOTAL	\$42,311.25	\$43,161.28