

SHRM Board Meeting 01.05.2021

→ Financial Report – Megan

- ◆ Income for December - \$3,335.69
 - Most coming from 2021 membership dues
- ◆ Payment coming from State SHRM conference - not in bank account yet
 - Will be reported in 2021
- ◆ Total expenses for December - \$4,573.50
 - Final payment for Sarah Noll Wilson
 - Cedar Valley Business Subscription fee
- ◆ Total Loss for December - \$1,237.81
- ◆ Updating budget and sending to Karla by EOW
- ◆ National SHRM Check from last year - reporting in 2020

→ Membership Report – Katie

- ◆ Active members = 49
 - 2 new members
 - 47 renewals
- ◆ Expect number to start increasing with new renewals this month
- ◆ Sending emails to attempt to regarnish interest

→ Certification Report – Karen

- ◆ Don't have to do anything for January - joint meeting - certification is already approved and ready
- ◆ Emailed Feb & March speakers to get information
- ◆ Working with Kate English to get access to SHRM/HRCI account

→ Marketing Report – Bryanna

- ◆ Doing push with social media sites for membership renewal

→ Workforce Readiness Report – Kyle

- ◆ UNI is still out - UNI-SHRM is in a holding pattern right now
- ◆ Generation HR Podcast - hear Molly give her thoughts
- ◆ Thank you to Patrick -
 - Helping build out "One Cedar Valley" - helping support for the posting for program director
 - Mission - to help individuals who are facing barriers within the community (one of them being employment)

→ Special Projects Report – Cat

- ◆ Waiting for UNI to get back then we'll start talking about the mentorship program more
- President-Elect Report – Lauren
 - ◆ Working on getting sponsors
 - We have a sponsor this month and then we have one for March
 - Updated sponsor form
 - Drafting emails to people who have sponsored previously and those who were interested
 - ◆ Canva - Membership Resources and login
- President Report – Karla
 - ◆ Continuing to work on getting speakers for the rest of the months we don't have lined up yet
 - ◆ Emailing all of us to talk about what things we would like to see happen this year so we can get those goals in place as well
 - ◆ Meeting this month
 - Waiting on Registration link from Great River Valley
 - Event is 3 weeks away
 - Our members can attend free (CVSHRM picking up cost); their members are \$30 each (charged to members)
 - ◆ Sponsor for January -
 - Great River Valley handling this (Lori Flannigan)
 - Are we receiving payment from them?
 - No -- not receiving payment from them - Great River Set that up
- Follow Up questions
 - ◆ January -
 - Typically do our induction
 - Do it in February? Do it now and send it out?
 - ◆ Waiting until February (no bylaws requiring January induction)
 - ◆ Sarah Noll Wilson - feedback or statistics
 - Survey Monkey Results
 - 5 people have taken the survey
 - Really good things to say about her
 - ◆ Challenges
 - Continuing to engage our members throughout the year
 - Participation and engagement has declined in meetings
 - Zoom fatigue and so many webinars
 - Any strategies to combat this?

- ◆ Something we should continually look at
- ◆ Send any ideas to Karla
 - Karen has research she's conducting that she'll send over to Karla about online presentations and Zoom fatigue
- ◆ Incentives?
 - Giveaways to encourage attendance or join
 - Molly did this in 2020
 - The challenge is getting people to read the emails
 - People said they like the incentives
 - Karen is willing to reach out and see if businesses are willing to donate
 - We've never asked sponsors in the past but many would probably be willing to
- Happy hour or networking type session?
 - ◆ Survey put out at one point - of those that responded 50% said they would not attend it
 - Might be worth sending out again to see if people's views have changed?
 - ◆ Potential collaboration opportunity with VGM - things have fizzled out
 - ◆ Potential mixology or cooking class?
- Master class format? (done at PDCM)
 - ◆ Employees would do little master classes about things they are passionate about or really good at
 - Cool way to engage people in a different way
- Newsletter
 - ◆ Tips to combat Zoom Fatigue
 - ◆ How to cancel non-essential meetings in a non-combative way
- Requests for Certification Study Groups
 - ◆ Karen would be happy to put this together
- ◆ Elks Club
 - Molly was keeping in touch with them - proclamation is still in place
 - Definitely an option to continue going there
 - BienVue as an option?
 - Lunch is about \$17 per plate
 - Plus a room fee

- Elks Club cost
 - \$11 per person
 - Room rental - \$100
 - ◆ Approx \$700-900 based on how many we accounted for
 - Any other venue options - send to Karla
 - Cost, location, lunch
 - Round tables allowed for more networking
 - Could probably also reduce the number of people we are paying for vs. the attendance
 - ◆ Any value in using a few different locations for us throughout the year?
 - ◆ Still offer a virtual option for meetings once we are back in person?
 - ◆ Other potential options?
 - Hawkeye Option?
 - Learning Center downtown Waterloo?
 - Done by students learning about hospitality
- Upcoming Meeting Report
- ◆ January CVSHRM meeting is Wednesday, January 20 with Great River SHRM chapter

CVSHRM FINANCIAL REPORT					
2020 DECEMBER					
	CURRENT	YEAR	ANNUAL	VARIANCE	
	MONTH	TO DATE	BUDGET	TO BUDGET	NOTES:
INCOME					
Membership Dues	\$3,325.00	\$15,267.50	\$ 15,500.00	(\$232.50)	PayPal
Meals/Meeting		\$103.95	\$ 300.00	(\$196.05)	
Workshops		\$0.00	\$ -	\$0.00	
National/State SHRM		\$888.00	\$ 12,346.41	(\$11,458.41)	
Sponsorships		\$1,575.00	\$ 2,400.00	(\$825.00)	
Disrupt HR		\$0.00	\$ 2,000.00	(\$2,000.00)	
Miscellaneous	\$10.69	\$82.70	\$ -	\$82.70	Interest on Money Market and CD
TOTAL	\$3,335.69	\$17,917.15	\$32,546.41	(\$14,629.26)	
EXPENSES					
Chapter Administration	(\$114.91)	(\$1,701.43)	\$ (1,300.00)	(\$401.43)	PayPal Fees, Zoom Membership
Chamber Dues	(\$467.50)	(\$467.50)	\$ (900.00)	\$432.50	Grow Cedar Valley 2021 Dues
Disrupt HR		\$0.00	\$ (2,000.00)	\$2,000.00	
Foundation		(\$400.00)	\$ (400.00)	\$0.00	
Leadership Support	(\$445.50)	(\$2,440.58)	\$ (6,000.00)	\$3,559.42	Megan Hix National SHRM Membership, Board Member Appreciation Gifts from President
Certification Materials		\$0.00	\$ (1,500.00)	\$1,500.00	
Meals		(\$2,544.00)	\$ (9,000.00)	\$6,456.00	
Membership Support	(\$80.09)	(\$131.79)	\$ (3,000.00)	\$2,868.21	Member Give Backs
Postage		\$0.00	\$ (100.00)	\$100.00	
Scholarship		(\$1,500.00)	\$ (1,500.00)	\$0.00	
Speaker Fund	(\$2,375.00)	(\$5,350.00)	\$ (2,000.00)	(\$3,350.00)	Final Payment for Sarah Knoll Wilson
Student Chapter Support		\$0.00	\$ -	\$0.00	
Supplies/Printing	(\$1,090.50)	(\$1,125.47)	\$ (300.00)	(\$825.47)	CV Business Monthly Fees
Web Site		\$0.00	\$ -	\$0.00	
Sponsorship		(\$925.00)	\$ (500.00)	(\$425.00)	
Misc.		\$0.00	\$ (100.00)	\$100.00	
TOTAL	(\$4,573.50)	(\$16,585.77)	(\$28,600.00)	\$12,014.23	
INCOME/ (LOSS)	(\$1,237.81)	\$1,331.38	\$3,946.41	(\$2,615.03)	

ASSETS	BEGINNING BALANCE	ENDING BALANCE
Checking	\$16,511.84	\$15,570.43
Money Market	\$13,794.93	\$13,796.69
PayPal	\$2,665.56	\$2,150.53
Petty Cash	\$3.10	\$3.10
CD	\$5,909.87	\$5,918.80
Savings	\$50.00	\$50.00
TOTAL	\$38,935.30	\$37,489.55