

SPS SHRM BOARD MEETING

November 12, 2024, 4:00PM

[ZOOM](#)



MEETING MINUTES

SPS SHRM Mission Statement

We develop and connect South Sound Human Resource professionals by providing strategic and practical tools and resources. We actively engage our members to ensure our services are timely, innovative, and relevant.

ATTENDEES

X = Present A = Absent E = Absent/Excused

X	Holly Eckert, President	X	Amye Reynolds, Hospitality
X	Alex Ekstrom, Treasurer	X	Lola Ridgley-Wagar, Social Media
X	Elisa Braley, Membership Director		OPEN, College Relations
X	Kindra Davidson, Secretary	X	Terryl Ross, DEI
X	Michael Holloway, Programs	X	Margaret Henning, Legislative
X	Cheyenne Schaefer, Past President/SHRM Foundation	X	Sarah Butler, Workforce Readiness
X	Amy MacDonald, Certification		

MEETING DISCUSSION

General

- President (Holly): Call meeting to order.
- Secretary (Kindra): October minutes are approved and posted to the website.

President's Report (Holly)

Main Focus: Lead chapter in proactive and progressive direction, help set chapter goals and manage accountability

2024 Goals: 1. Empower Board members to fulfill their goals for the chapter. 2. Review and update documents and processes for efficient operations. 3. Increase sustainability of the President role by limiting the role to 20 hours/month.

Meeting Updates:

- **Strategic Plan update**
 - 2024 was year 3 in our 5-year plan. Focus: "Membership engagement."
 - Successes:
 - Planning for Pinnacle Award—propose refocus to accessibility
 - Variety of events, member programs survey completed.
 - Increase DEI programs
 - Tech upgrades: found old computers, purchased iPad

- New member coffees
 - Board ops manual review almost done
- Need to refocus, refigure, or cancel
 - Cross-training for Board roles with work-groups approach in 2025
 - Partner with Chamber of Commerce (recommend cancel)
 - College relations: lots of energy with new board member
 - Wider net for participation: new to HR, student, workforce dev: 2025 new board members
 - Tech consolidation, security audit, email, google drive cleanup: Proposed to start right away on website migration
- Let's get over the revised tech foundation hill, then refocus for 2025: Program Enhancement, and looking forward to 2026: Certification Enhancement.
- **Chapter business meeting**
 - For all chapter members to celebrate and inform about 2024 happenings
 - Any Board member is welcome to be a speaker (even just for one minute)
 - Wednesday, Dec. 11, 12-1 via Zoom
 - No lunch cards this year
- Insurance: Elisa will look at options: Brown and Brown (current) and OneDigital (have submitted a quote)
- End of year audit: Board does not feel this is necessary due to new processes. Going forward, Treasurer will explore an audit trade with another chapter.
 - Past President, President and Treasurer review budget line by line each month.

Sponsorship Committee Update:

Let's get rolling with 2025 sponsorships.

- Keep pricing the same, then do a 'round number" jump in a couple of years. EQC did not have info on potential 2025 price hikes at this point.
- Added benefit: Provide attendee lists to sponsors for the events where they have a table. All other benefits are the same.
 - We will notify attendees at event signup that their information will be shared.
- Two sponsors at each level, same as 2024, so we can deliver on all sponsorship benefits.
- Next steps:
 - Holly and Elisa will contact new leads
 - Holly will contact current sponsors ready for social media blasting!
 - Michael has committed to OneDigital for 2025 Platinum and the January Social Hour

Board Operations Manual Update:

- Amy Mac is still finishing the Scholarships section.
- Kindra finished up the bereavement flowers section.

Award Submissions Committee Update:

- No outstanding award submissions at this time.

Treasurer (Alex)

Main Focus: Manage and update chapter finances.

2024 Goals for my position:

- To support the Chapter's ongoing efforts to generate revenue and ensure the continued success of our 501(c)(6) organization as the South Puget Sound SHRM for its 52nd year.

Security & Data Committee Update:

- No updates. Security and data management will be enhanced by approving the website migration proposal.
 - Incoming Secretary,
 - Denise Altheimer (spsshrm.Secretary@gmail.com)
 - Outgoing Secretary,
 - Kindra Davidson (spsshrm.Secretary@gmail.com)
 - Incoming Social Media Director,
 - Amber Sferrazzo (spsshrm.Webmaster@gmail.com)
 - Outgoing Social Media Director,
 - Lola Ridgley-Wagar (spsshrm.Webmaster@gmail.com)
 - Incoming College Relations,
 - Breanne Johnson (spsshrm.CollegeRelations@gmail.com)
 - Incoming Workforce Readiness,
 - Ana Armas-Rullan (EmployeeReadiness@gmail.com)

Meeting Updates:

- Quick October 2024 Year to Date (YTD) update. Completed **10. Treasurer Report October, 2024** [located here](#).
 - Total Equity: \$98,104.92
 - Total Revenue: \$31,200.91
 - Total Expenditures: \$25,548.35
 - Net Revenue: \$6,023.91
- Budget proposal and vote. Board approved the 2025 Budget.
 - Please refer to Excel document: [2025 Budget - Proposal for Board in 2024](#)
- Website migration proposal. Board approved this proposal.
 - Please refer to PowerPoint presentation: [2025 Website for SPSSHRM.pptx](#)
- Bank Account Authorized Signer update
 - Sound Credit Union
 - **Authorized Signer:** Alex Ekstrom, Treasurer
 - **Authorized Signer:** Holly Eckert, President
 - **Authorized Signer:** Elisa Braley, President Elect
 - Granting full access to our president elect in November, 2024.
 - The Board giving Elisa a debit card.
 - Bank of America
 - Closing Account by 12/31/2024.
 - Transferring remaining funds in Checking and Savings to Sound Credit Union.

DEI (TerryI)

Main Focus: Monitor and evaluate on a continuing basis local activities concerning diversity issues. Spearhead the effort to diversify the chapter's membership/leadership and to publicize successful diversity programs in the local community

2024 Goals for my position:

- Establish on-going communication with SPS SHRM membership
- Create new DEI resources (speakers bureau, glossary of terms, etc.) for SPS SHRM membership
- Create volunteer learning pods for SPS SHRM membership

DEI Committee Update:

- Committee launched April 25, will attempt to convene in December
- Will create 2 pilot learning pods, planning to start in January
 - DEI in the Workplace
 - Intro to DEI
- Will establish monthly meeting schedule

Meeting Updates:

- Update on member survey, SHRM national change to I&D
- Proposed next steps
- WA SHRM "Cooking up conversations" project update.

Certification (AmyMac)

Main Focus: Provide members with resources and information to help them obtain SHRM certification

2024 Goals for my position: For the first half of 2024, our goal is to document the due dates for SHRM testing and compile the information from the sources (WA state certification and the chapter member status). Communicate that to chapter members, remind them and announce it at meetings. Look at chapter information for certification status for our chapter members and inform the board. Come up with a plan to update members on their status and when renewal. Promote the benefits of certification to the chapter.

Meeting Updates:

- The board approved to award 3 Scholarship Applicants for the Fall.
- Working with Lake WA SHRM; trying to set up informational meeting with them about study group.

****The 11/12/24 meeting got to this part of the agenda. ****
Meeting convened at 5:35 PM, will reconvene in near future.

****11/18/24, reconvened at 10:04 AM****

X	Holly Eckert, President	E	Amye Reynolds, Hospitality
X	Alex Ekstrom, Treasurer	E	Lola Ridgley-Wagar, Social Media
X	Elisa Braley, Membership Director		OPEN, College Relations
X	Kindra Davidson, Secretary	X	Terryl Ross, DEI
E	Michael Holloway, Programs	X	Margaret Henning, Legislative
E	Cheyenne Schaefer, Past President/SHRM Foundation	X	Sarah Butler, Workforce Readiness
X	Amy MacDonald, Certification		

Legislative (Margaret)

Main Focus: Monitor and update the board and chapter members with any changes to Washington state and Federal Laws and compliance. Attend Washington state legislative board meetings regularly. Lead efforts in awareness around what issues are being discussed by employers and lawmakers in Washington state.

2024 Goals for my position: Send end of session updates and quarterly legislative newsletter to encourage knowledge of and comfort with the changing employment landscape in WA.

Accessibility Committee Update:

- We have met and have a series of recommendations to make to the Board.

Why improve accessibility?

- To be inclusive and welcome as many people as possible
- To provide education and inspiration to other chapters, WA SHRM and SHRM on improving accessibility
- To provide education and inspiration for speakers to improve accessibility of their materials and practices
- This is a great option to submit for a Pinnacle Award at SHRM National!

Accessibility Committee Proposal, Goal for Rollout is Feb 2025 Chapter Meeting

Board voted to approve this proposal, 7 in favor, 1 abstained.

Key Action Items:

- Update operations manual with accessibility process.
- Create speaker “contract” and checklist.

- Create tipsheet for getting buy-in from your company on reimbursing SHRM events. Ex:
<https://www.shrm.org/topics-tools/news/making-business-case-shrm-certification#:~:text=Simply%20describe%20these%20benefits%20of,of%20exam%20development%20for%20certification.>

No cost items, relatively low-effort:

1. Change “Happy Hour” to “Social Hour” in all communications.
2. Require that all events are at an ADA-compliant location. Locations should be able to tell us if they are ADA-compliant or not. Publicize this with our sponsors for Social Hours.
3. Use closed-captioning on slide presentations for participants in the room and on zoom. Elisa will experiment with minimizing the slide interference. Speakers will be notified that closed-captioning will appear on the screen with the slides.
4. Invite a NAWA (Nonprofit Association of WA) presenter at one of our 2025 Chapter meetings to speak on creating a more accessible workplace. Fee unknown.
5. Multiple options in food and drink: vegetarian, alcohol-free, others by request as catering can accommodate. Add to event registration.
6. Offer a separate Zoom new member “coffee.”
7. Improve accessibility during introductions. Provide a checklist for presenters to follow. We will include a slide or verbally introduce this new practice at the top of our meetings. NAWA Example: My name is XX. I use she/her, he/him, or they/them pronouns. (Describe oneself) I am a black, light skinned, white, etc. person with short brown hair wearing a pink shirt with blue flowers. Behind me is a wall with pictures hanging on it and a bookshelf.
8. In events where multiple people are speaking, such as questions from the attendees, have them state their name before speaking.
9. On Zoom meetings, encourage the use of the chat box.

No cost, but high effort:

We are already planning to create a contract with our presenters that outlines many operational items for greater efficiency. Part of the contract will be about improving accessibility for the presentation, providing the presenter resources on doing so.

1. Before the presentation: Use the accessibility checker built into PPT for alt-text and contrast checking. Accessibility Committee action item.
2. Before: Receive the finished slides one week in advance to send out to those who request them (e.g., a blind person who uses a screen reader may want to read them in advance). Accessibility Committee action item action item.
3. During the presentation: Read text on slides aloud and describe visual images. Add to presenter checklist.

Items with possible financial implications:

1. Offer ASL interpreters at meetings upon request. For chapter meetings: \$380 for two hours x 5 meetings = \$1900. \$1,140 (estimated) for a 4-hour workshop. Total: \$3,040
2. On the event registration page, state that we will do our best to provide accommodations as needed, and that we’ll have the best chance of providing accommodations if we receive the request 3 weeks in advance of the event. The Hospitality Director will need to check registrations to identify any requests.

3. Add wording to our website that we are a welcoming community and that anyone needing accommodations to participate in our community can contact the Accessibility Committee Chair (Margaret?) to discuss their needs.
4. Offer fee-reduction scholarships for those with financial barriers.
 - a. One reduced-price SHRM membership per quarter, must join our chapter: \$299 each. We pay \$225 (75%); they pay \$75. Total = \$900/year
 - b. One reduced-price ticket per event, for chapter members: We pay \$20 (67%), x 5 = \$100, 1 @ \$75 Total= \$175
 - c. Total for both: \$1075
 - d. Process for distribution: Statement on event registration pages and on website stating that these scholarships are intended for those who do not have other resources for covering these costs (employer, personal funds, other?). Then people apply once per year, and we draw recipients from that pool. (Committee will develop a tipsheet to sell reimbursement of professional development to their employers if they wanted help doing so.)

Workforce Readiness (Sarah)

Main Focus: Plan and encourage chapter involvement and activities impacting the workforce readiness arena based on local needs.

2024 Goals for my position:

Start building the foundation for SPS-SHRM to provide collaborative workforce readiness resources to underserved and underrepresented groups in the community. Build partnerships with 2 organizations in 2024 that work with targeted untapped labor pools within the South Puget Sound.

Meeting Updates:

- No updates to report

Membership (Elisa)

Main Focus: Maintenance and approval of all members, membership directory, and supporting website content in regard to memberships.

2024 Goals for my position:

- Facilitate an easier process for signing up to be a SPS SHRM member.
- Rollout quarterly onboarding in person coffee meetings for new members.
- Send 2 eBlasts each quarter to drive at large members within SHRM National.
- Increase membership 5% from 335 members to 361 members and 85% retention of past members.
- Current Membership 329 current members, Certified Members 130, 14 new members
- Work on a webpage for membership on the SPS SHRM website.

Meeting Updates:

- New Member Coffee met one new member Ana. She shared she really enjoyed attending our half day and wanted to know if we had any online meetups of more social mingle events.

- Created a new email address: spsshrm.foundationpresident@gmail.com for the President - Elect role and will be sending out invites for 2025 events soon.
- Working on Accessibility and Technology

Secretary (Kindra)

Main Focus: Ensure meeting minutes are recorded correctly, agendas are prepared, information is stored and shared in an efficient manner, and meeting minutes are uploaded to the member website timely.

2024 goals for my position: Identify additional ways to administratively support our chapter and President.

Meeting Updates:

- No Updates

Sponsorship Updates:

- 6/20/24: Sponsor Booths: 1) Archbright
- 8/15/24: Spotlight: One Digital; Sponsor Booths: 1) One Digital, 2) WA 529, 3) Archbright
- 10/17/24 ½ day event: Sponsor Booths: 1) One Digital, 2) WA 529, 3) Archbright, 4) Alliance 2020. Reminded to register.
- 11/14/24: Sponsor Booths: 1) One Digital, 2) WA 529,

Programs (Michael)

Main Focus: Organize chapter meeting topics, coordinate with speakers, support material development, apply/get HRCI/SHRM credits for upcoming events. Support website maintenance.

2024 goals for my position: Provide high value programs to our membership. Lock-in our venue well in advance.

Meeting Updates:

- The October program was a huge success!
- Programs survey: 68 responses!
- Holly/Elisa/Michael reviewed survey results and have put together tentative 2025 calendar

Past President/SHRM Foundation (Cheyanne)

Main Focus: Organize the annual membership appreciation event and SHRM Foundation fundraiser, support the President, assist President with annual SHRM reporting requirements and award applications.

2024 Goals for My Position: Support the new President, Put on a great member event, Raise at least \$2000 for SHRM Foundation through the event.

Meeting Updates:

- My duties are complete, I am transitioning to the State Council, and am excited to hand everything over and see all the amazing things this group continues to accomplish!

Hospitality (Amye)

Main Focus: To increase member experience through supporting organization of events, locations, registrations; manage Eventbrite (for both virtual and in-person events); greet members upon arrival (in-person)

2024 Goals for my position: Ensure meetings happen smoothly for our members, including the new hybrid process. Help provide meetings and topics that are engaging and meaningful for our members.

Meeting Updates:

- No updates.

Social Media (Lola)

Main Focus: Manage social media channels, support website updates, keep job board on SPS SHRM's website up-to-date, support with marketing efforts

2024 Goals for my position:

Meeting Updates:

- No updates.

College Relations (position vacant)

Main Focus: Connect local colleges to SPS SHRM and encourage involvement and focus with HR

2024 Goals for my position: Connect with colleges in the area to introduce SHRM and encourage engagement from students in the chapter.

Meeting Updates:

- Board confirmed that we will not replace this position prior to 2025. Have several candidates.

**** 2nd Meeting adjourned 10:44 AM ****

PREVIOUS MEETINGS ITEMS

5.5 Sarah B, Amy Mac - work on a proposal to allow working professionals who are also students to be eligible for the certification scholarship.

8.3 Holly/Lola Add WA SHRM Chapter Leadership Award to website.

10.1 Holly Holly to notify those elected, ask them to officially accept, if they will work with those not elected as volunteers, and for a photo and permission to be announced on social media and a slide at the 10/17 workshop. COMPLETE

10.2 Holly Holly to send Constant Contact out with 2025 Board Announcement, week of 10/21/24. COMPLETE

10.3 Amye Confirm 2025 event costs at Emerald Queen Casino. Results will inform sponsorship levels for 2025.

10.4 TerryI Prepare a report/recommendations/topics of discussion related to the DEI survey results. COMPLETE

CURRENT MEETING ITEMS

11.1 Accessibility Proposal See action items above in Accessibility Committee Notes.

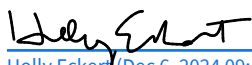
CLOSING ITEMS

TIME ADJOURNED

Meeting was held in two segments, see above.

NEXT MEETING

December 10, 2024, 4:30 PM, End of Year Celebration



Holly Eckert (Dec 6, 2024 09:48 PST)

President, Holly Eckert



Secretary, Kindra Davidson