



MINUTES

Human Resource Professionals of Central PA
(SHRM Chapter #0644)
Board of Directors Meeting
June 14, 2011

The Human Resources Professionals of Central Pennsylvania Board of Directors met on Tuesday, June 14, 2011, at the Pennsylvania Medical Society, Harrisburg, Pennsylvania.

The following Board members were present: Karen Young, JoAnn Ponessa, Amber Bernot, Brad Teahl, Andrew Sholly Tom Dardick, Gary King, Ben Allatt, Sara Kennedy, Cathy Tama-Troutman, Kara Eppley

The following Board Members were absent: Rob Baker, Kim Hunt, Tina Fincher,

Welcome: Karen Young welcomed all members of the Board.

Call for

Approval of Board meeting minutes from May

- JoAnn made a motion to accept minutes as presented, Karen seconded, and everyone accepted them as proposed.

Succession Plan

Everyone who can stay in their position for next year will be. Actively having discussions with successors for Legal, Professional Development and Program.

HRP Facebook Page

Sara is willing to organize, create a page, and create a policy. Purpose of page = free advertising, way to draw people in for a social perspective, weekly posting – shrm articles, events/meetings – LinkedIn more from a business perspective. Should we drive more to the LinkedIn community. Challenge with Facebook is here and now – need to use it regularly. Should have its own committee/sub-committee that will report into Communications.

Next steps – Sara will outline the page and create the policy for discussion at next board meeting.

Treasurer's Report- Gary King

- Gary sent out April financials, Spring Conference will probably net about \$4,500
- Karen handed out end of year financial statements for FY 2010

Budget for 2011-2012 College Relations

- Need approval of board to have partnership with student chapter at Shippensburg; are we realistically able to support a group that is an hour away? Support = attend meetings, activities, locate speakers, college job fairs, etc. May have interest from the chapter at large to participate at Shippensburg events. Kathy made a motion for HRP to support and develop a relationship with the Shippensburg student chapter, Andy seconded, all approved.
- Potential need for funds to support fall events for partnership. Cathy will come back in August/September with more details around potential funds needed.

LHA Partnership

- More of a communication and branding commitment.
- Kathy made a motion to partner with LHA to make HRP members aware of non-profits needs and partner HR professionals as volunteers to help non-profits on specific HR projects, Ben seconded, all approved.

Strategic Plan

- Overall about ½ way done.
- College Relations – created a committee; Cathy will write charter
- Diversity Council – committee created; Meetings to be identified; September will be meeting
- Foundation – 2 events; \$139 total to send; received champion chapter designation from last year



- Legal/Legislative – 5 e-blasts from Rob; Karen to work with Rob on quarterly newsletter
- Membership – Amber is done!
- Workforce Development – recent activity with Cathy
- Communications – little activity; Andy to reach out to Kim

Core Leadership Areas (CLAs)

Membership

- 347 members, up 6 from last month;
- Begin member referral campaign. Would like to begin with June chapter meeting through Friday before September board meeting; Selection for winner will be at September chapter meeting; Decided to give away a free membership for 2012; Amber made a motion to give a free 2012 membership for the member referral campaign, Karen seconded the motion, all accepted as presented
- November social – will be cancelled due to December program
- Dues for 2012 – do we need to raise dues; Tom does not feel we do and would be hard to justify to the membership; only more expensive items for next year would be paying for speakers; lost SHRM sponsorship per member – from \$25 to \$10. Amber would like to put together an ROI for what you get for HRP membership. Should promote recertification credits from chapter members. Discussion tabled until next month, potentially with the budget discussion.

Legal/Legislative – No update;

Conference – No update

Program –

- Holiday party – wanted to do something different and higher impact; want to give prizes and incentivize people to join the chapter, and recognize our volunteers. Starbucks story with strategic credit; Concerns – justifying dollars spent, logistics and calendar – right now targeting November 16. Sara and Karen would send email to employer's of committee members encouraging them to allow their employees to have the time, and would give a discount to active committee members. Comedian = is Earl David Reed.

Professional Development –

- Lunch and Learns – tomorrow June 15th, will only be general credit instead of strategic
- Begin putting in HRP gram newly certified members
- What should we do for the study group next year? Should it be CEBS, as opposed to the PHR/SPHR? Do we do cram sessions about three weeks before the test?
- Are we doing the scholarship for this class?

Communication –

- I checked and our HRPGram open rate has been down since the beginning of April. The average this month is 22-23%. I am not sure if this is a typical trend that occurs every year or if we need to see how we can change the content to make it more interesting.
- Top webpage is the Employment page – 23%, followed by our home page (20%)
- In regards to Facebook,
 - a. Out of the survey participants last year, 51% use Facebook.. Out of those who use Facebook, approximately 47% (23 people) would join HRP group page.
 - b. Based on survey results and the recent conference which hopefully upped interest in social media – we could look at a Facebook page.
 - c. One issue we will see is the same as our LinkedIn page. Very few people post or have discussions – so the group is very inactive in this area yet. We need to think of creative ways to make them go to our LinkedIn or Facebook page (i.e. a contest or survey, etc...)

Foundation – Leadership campaign – at next month's board meeting; if contribute online let Brad know and the chapter will get credit.

Workforce Development –

- Want to make use of the website for the unemployed workforce; more of a mentoring approach; potentially posting their resumes and reaching out to those interested in helping

- Employability certificate – chambers want to push to the schools to partner with those who are not going on to college, and this is a checklist that shows they have showed the “employability” behaviors. Could we have one of the students come in to speak to the chapter – would be for the fall or spring – during the business part.
- Educator in the workforce – employers sponsor teachers in the workforce, already successful in the workforce.

Diversity – committee formed; Will focus on programming, and participation at the Celebrate Diversity on June 29 from 5:30 – 7:30 at the Crowne Plaza, as well as

New Business None