



## MINUTES

Human Resource Professionals of Central PA  
(SHRM Chapter #0644)  
Board of Directors Meeting  
September 13, 2011

The Human Resources Professionals of Central Pennsylvania Board of Directors met on Tuesday, September 13, 2011, at The Penn Grant Center.

The following Board members were present: Karen Young, Amber Bernot, Brad Teahl, Gary King, Tina Fincher, Kara Eppley, Melissa Echevarria, Cathy Tama-Troutman, Andrew Sholly (via phone), Sara Kennedy

The following Board Members were absent: JoAnn Ponessa, Tom Dardick, Ben Allatt, Rob Baker

*Welcome: Karen Young welcomed all members of the Board.*

Karen Young announced the appointment of Melissa Echevarria as the Interim Communications Director who will be assisting in the recruitment of the Director; Karen will begin recruitment of an active committee.

### Call for

#### **Approval of Board meeting minutes from August**

- Amber made a motion to accept the minutes as presented, Brad seconded, and everyone accepted them as proposed. Karen will forward a copy to Melissa for uploading to the website.

#### **Treasurer's Report- Gary King**

- July Financial Statement – no questions raised; entered into the record

#### **State Chapter Meeting Funds**

Because Karen and Andy were both unable to attend the PA State Conference, the SHRM Conference Line Item in the Budget has approximately \$1000 that could be diverted to other functions. Possible uses mentioned: 1) non-Board volunteer attendance at the Holiday Event, 2) Unemployed attendance at the Holiday Event or 3) added into the Budget for the Holiday Event so that it benefits all Chapter members. The decision was tabled since we had no update from the Programming Committee regarding the Holiday Event and were unable to determine the best use of the funds.

#### **Logo Discussion**

We started talking about a new Logo a few months ago, which led to the rebranding conversation and Kim's very good questions. Do we just want a new logo rather than rebranding HRP? Or should we just go with the new logo with an updated picture? Board discussed branding vs just a logo change.

**Action Item** – Karen asked board members to answer the questions posed by Kim and send to Brian Mbuu, he will collect the date for the Communications Committee.

Karen said Bob Selene, VP of PR Works, said \$500 would pay for someone to guide us in the RFP Process.

**Action Item** – Melissa/Tina/Ady will write an RFP by next board meeting so we can take the next step in the strategic plan. If anyone knows of a company that should be included in the RFP, please send to Andy. Plan is to send RFP in October. Need responses by November Board Meeting so we have information for 2012 budgeting.

There was further discussion around just waiting till 2012 to work on design so the new board can continue to drive the idea.



## **Strategic/SHAPE 2011 Plan**

Andy reported we are in good shape – we are only 1 bullet away from Platinum, it is becoming a 100% SHRM Chapter. We have met all the basic requirements. PA SHRM Leadership training is October 21<sup>st</sup>. Last year had general & strategic credits. We need someone to attend for our SHAPE Plan.

**Action Item** – JoAnn should add to October Board Agenda a sub-bullet under SHAPTE Discussion, becoming a 100% SHRM Chapter.

Reviewed the Slate of 2012 Board Members.

**Action Item** – If you have any candidates for Communications director please reach out for Sara.

## **2012 Chapter Dues**

Amber suggested we look at 2012 dues during budget process. Currently we are at \$100 for non-SHRM members & \$75 for SHRM Members. After discussion, board didn't think we have had an increase in dues since at least 2006. Amber suggested that we keep the deal for new members who join after Oct 1<sup>st</sup>, get this year free – board agreed.

There was discussion around increasing non-SHRM member dues and possibly decreasing SHRM member's rate. Amber is working on a "Vale of your HRP Membership." Current value for all free programming is \$5,000. For next year, would like to add future benefits like assistance for unemployed members.

## **Core Leadership Areas (CLAs)**

### **Membership**

- 359 members, up 3 from last month, 287 are SHRM members, 87%.
- September meeting will pick member from referral campaign.
- Amber was on a membership conference call, one chapter did guests for free during their membership drive – maybe next September? Or January? Or next summer? Tina suggested twice a year, January & June/July.
- Social in November at Collesium, have room 5:30pm – 6:30pm for networking. 6:30om – 7:30pm is \$1 bowling.
- Amber will work on annual SHRM audit. Membership committee talked about contacting members when SHRM membership will lapse, but decided SHRM already over communicates.

**Legal/Legislative** – no update.

### **Communication –**

- Website is updated with board notes & financials. Melissa will only leave last 12 months there and send historical documents to Dawn for storage
- Melissa is working with Any on HRP Pages form, might discontinue in 2012 due to lack of use. Andy suggested we update to better sell that benefit. He will work with communication committee on its future.
- Melissa is working with Andy on creating communication page for that committee.
- Website traffic was up in August, 50% are going directly to our page from the link in HRPgrams.
- HRPGRAM continues to slide, down to 18% opening rate. Used to run in the 30%. Karen suggested a "members in the news" section to add to the HRPGRAM. Sara suggested we move to bi-weekly. We would need to restructure sponsorships, but could do that in 2012. Discussion.

**Action Item** – Tina and Nick will look at Sponsorship Program restructure for 2012 – Karen suggested we do RFPs for sponsorships for conferences. Tina and Nick should talk about "Chapter Sponsorship" for 2012, rather than program focusing on chapter meetings only.

### **Program –**

- Nick was soliciting names of volunteers, boss's email & address. Karen would like to send email to boss of volunteers to recognize their volunteerism and ask them to allow individual time away to attend the Holiday Party.

**Action Item** – Sara will talk with Tom about Holiday Party and cost – should it be free?

#### **Conference –**

- Tina will mail the flyer to HRP members & non-members. Amber will send the list to Tina. Tina will add presenters names & sponsors to the flyer.
- Amber suggested increasing the \$175 to non-member cost to drive people to join for \$75 and pay \$100 attendance. Karen brought up that we already publicized the \$125 price. Board agreed this was a good idea for 2012.
- Brad will have a SHRM Foundation Donation drawing.
- Amber will talk about the benefits of members at the Conference to launch 2012 membership campaign.
- Kara will be announcing the winner of the Certification Reimbursement.
- We have 2 sponsors and 1 both, Thin thinks she can get 2-3 or more booths. Amber will run list of all new members for this year – Tina will review it to see who is a new member that would sell to HR Decision Makers.
- All CEs are applied for, speakers are secured

#### **Professional Development –**

- Reimbursement for PHR/SPHR – got 2 applicants, committee will assign points and present winner at October Conference
- Discussion around having a study group for PHR/SPHR for January or moving to a CEBs class. Did a survey: 6 wanted PHR/SPHR, 31 wanted SEBs.

#### **Foundation –**

- Discussion around what we should do for the raffle. PA State Conference they did “We are nuts about Foundation.” Karen suggested we look at cost of buying foundation DVDs for raffle. Conversation about gift card for raffle – Brad will see what we can get for free.

#### **Workforce Development**

- Cathy was working with Kim on getting a website up. There is interest in creating an applicant bank - \$4,000 - \$500k would be the cost. Another chapter in PA does that.
- Met with Shippensburg Student Group. The Teacher is very dynamic and would be a great speaker. They have always wanted to launch a mentor program – would like to do a pizza party in 1<sup>st</sup> quarter 2012, they would like us to underwrite it. Also, they would like to send officers to our Conference for free. Board suggested students could volunteer for this year’s conference and get free attendance.

**Action Item** – Cathy will work with Gary to add item to 2012 budget to support Shippensburg Student Chapter in 2012.

**Action Item** – Karen will send e-blast to get list of members in transition.

#### **Diversity –**

- received Sept program for strategic credit;
- Interactive and informative presentation. Share some of the information from other diversity programs in the area.

#### **New Business**

**Action Item** – Board needs to start working on 2012 budget.

Kara made a motion to adjourn, Brad seconded.