



TSHHRAE

TEXAS SOCIETY FOR HEALTHCARE HUMAN RESOURCES
ADMINISTRATION AND EDUCATION

Board Meeting Agenda October 17, 2013

3:00 p.m. – 5:00 p.m.

I. Call to Order

Marcos Ramirez

Members Present: Marcos Ramirez, Dana Brandt, Tammy Oehlke, Teresa Westover, Susan Willars, Kathy Sanford, Cheryl Jones

Meeting called to order at 3:05 p.m.

II. Approve September Minutes

Marcos Ramirez

Motion to Approve: Susan Willars

Second: Tammy Oehlke

All Approve, Motion Carries

III. Review of September Financials

Tammy Oehlke

Action item! - Figure out why the Misc. line item was \$550, and then \$400

It was noted that the partnership with Werling has been very positive, and the effort should be maximized to review the trends and any additional information to better manage this.

The idea of appointing a person on the board to be a point person to communicate regularly with Werling was shared. Marcos volunteered to serve in this capacity.

Action item! - CMP to look at trends of the financials in the past few years of purchasing the survey.

Some concerns can be that in each region, if they do not collect 5 responses of each title, they will not be able to report it in the survey. How can a better form approach be formulated, and how can the organization communicate this throughout the website to help standardize the job titles and thus get better data.

Sponsorship monies account for the largest deficit. Some feedback was noted that some sponsors were tied up with ASHHRAE. The TCHRA and SHRM. Questions were raised on how

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effective mailers were, and feedback suggested that they desire in the future to follow up to Save the Dates with another card. Perhaps even sending the Save the Date earlier would be best.

The board would like to set sites in advance, so that they can announce at the conference where the location is for the next year.

Action item! - look at getting to this earlier so we can announce sooner and build a buzz
Action item! - add a form field on the website to see how people learned about the conference

The board considered the trend of the organization and how the balance sheet reflects sustainability concerns.

Motion to approve September Financials: Dana
Second to Motion: Susan Willars
All Approve, Motion Carries

IV. Membership

Dana Brandt

a. Membership Report

The board reviewed the current membership. It was suggested that review of the benefits of membership needs to take place in alignment with the strategic planning committee.

In the past, the conferences used to have over 300 individuals. The market is highly competitive and web-based. Advertisement of putting in the state chapter of a national organization for full credit was discussed. This might deter some, but it does benefit members. Certain educational content can turn off attendance, and bringing true experts is very valuable and worth sharing to public in a more widely visible way. Points towards recertification, highlights of the salary survey and noting the expertise of speakers as key values that the organization offers are to be shared with attendees and potential members. In the future, consider giving a comp to students to come and drive the social media at the conferences.

Action item! - Post picture of "what you missed" this year on the website

V. Committee Reports

a. Communications

Cheryl Jones/Teresa Westover

-Schedule Newsletter

In correlation with member value discussion, pushing social media promotions was noted.

Committee will set up a new Facebook page.

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The newsletter will be slated for after the conference. The first member to be highlighted will be Teresa and her new regional appointment. The schedule will be semi-annual. A promotion will be to ask members to put their suggestions for newsletter names, to be collected, voted on, and shared in the conference.

An idea was shared that a marketing or pr group from a university be approached to send students to come and promote a conference and push social media.

Action item! - Elizabeth to schedule a call with Teresa and Cheryl to slate the newsletter out by the end of November

Consistency of the scheduled newsletter should be considered. December 15 and June 15 were suggested, and would conference information be set by then?

b. Education

i. Annual Conference

Susan Willars

Marcos encouraged that another strategic planning meeting is necessary. The question was posed as to whether or not the organization is offering value? What steps can be taken to make improvement? Maximizing the Werling Survey, potentially skipping a conference, and holding another strategic planning session were ideas for sustainability. There is a great deal of concern that skipping a conference could hurt momentum and communication more. Narrowing goals and breaking into committees and really keeping momentum going in the off months was offered as a potential strengthening tool. Mention of moving the conference was made. The West Texas market seems untapped.

The question was raised regarding whether or not enough membership revenue could be generated in order to avoid conference expenses? Late April was slated as a new potential time frame for the conference. Reflection was given to the value of Barnstorm, the expense, and location. Expense and value of this program was considered.

Action item- CMP to prepare information on conference, Werling, History of Barnstorming, Labor Effectiveness, Revenue Impact, Venue Change,

Action item! - Set Strategic Planning for Early December, potentially Friday the 6th

ii. Networking Luncheons

Kathy Sanford

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The item has been tabled and will be removed from the agenda until further notice.

VI. Old Business

Marcos Ramirez

a. ASHHRA affiliation update

Teresa Westover

The board congratulated Teresa on being named the new Regional Consultant for ASHHRA. She will now be reporting to the board on updates.

Action item! - Add ASHHRA Two Star Award to the Agenda for the Annual Business Meeting

VII. New Business

Marcos Ramirez

a. Nominations

Marcos Ramirez

Marcos reported that he had consulted with CMP on the bylaws. He also spoke with each board member regarding reenlisting. Emmett has chosen not to reenlist due to work obligations. Sheila Richards had previously resigned. There are currently nine members, and the total number can be eleven. Tammy has offered to continue as treasurer. Jennifer has also offered continue as secretary. Marcos will move into the Past Presidency. There is an opening for the president elect position, and there has been one nomination, Kathy Sanford. Rebecca Stirzaker has been nominated for a director position.

Motion to cease nominations: Dana Brandt

Second to cease nominations: Cheryl Jones

Action item- CMP to update Eileen Brown's email on the board roster

b. Werling Letter of Agreement

The board reviewed the proposed Letter of Agreement for Werling & Associates. This letter was the product of conversation meant to strengthen the bond between the organizations and solidify the working relationship, especially in light of recent communications. Werling offered this opportunity as they too wished to propose a helpful

Suggested edits –

#5. Monies collected “each” quarter, rather than “the”

Clarify intentions of #6

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The six month termination was discussed as a possible advantage to TSHHRAE, rather than a hindrance.

Action Item! - Elizabeth with coordinate with Christy to finalize the edits, and then the board will vote on the approval on the next call

c. Houston/Dallas Alliance- Future Events

Teresa Westover

Teresa and Marcos will meet to further discuss the ongoing alliance with these affiliates in the state.

VIII. Adjourn

Marcos Ramirez

Marcos thanked the board for their service and encouraged them for the value they each bring. He asked that everyone give Susan their best support.

Motion to adjourn: Marcos Ramirez

Meeting adjourned: 5:15 p.m.