



SOCIETY FOR MINING, METALLURGY AND EXPLORATION, INC.

SME
A Member Society of AIME

SME - MINNESOTA SECTION MEETING
Agenda –October 25, 2016, 12:00 – 2:00 PM
Grand Casino Hinckley
777 Lady Luck Drive, Hinckley MN 55037

I. Attendees:

a. In person (*Individuals that also represent the Northern Subsection)

- i. **Board members:** Julie Lucas, Allyz Kramer, Adam Sersha, Jim Tieberg, Mike Perala, Melissa Martinie*, Julie Marinucci*
- ii. **Northern Subsection:** Katie Larson
- iii. **Twin Cities Subsection:** Bethany Kelly, Louis Rudnick, Greg Beckstrom

b. On the phone: No one this was not a part of the meeting.

c. Board members not in attendance: George Hudak, Corie Ekholm

II. Duration: The meeting started at 12:26 pm was adjourned at 3:00 pm. All attendees were in favor of adjourning the meeting.

III. Minute Prepared by: Melissa Martinie

IV. Meeting Purpose: The goal was for the MN Section, Northern Subsection, and the Twin Cities Subsection to meet as a group and discuss the vision and strategic plan

V. Introduction:

- a. Review and comment on the vision and strategic plan
 - i. Review the organizational structure
 - ii. Have a working session to brainstorm ideas about the strategic plan to engage membership, engage students, and professional and efficient management. These were looked at for quarters that comprise 2017 -2019.
- b. Discuss the 2018 National Conference planning

VI. 2018 National Conference Planning: Allyz Kramer

- a. The budget is due April 2017.
- b. Profit sharing with the Twin Cities Section and the Northern Subsection was brought up for future discussion.
- c. Program Chair is Anne Williamson
- d. First committee meeting is October 26th 2016
- e. As a Section we will need to decide on what special/ticketed events we want to have

VII. Vision and Strategic Plan:

- a. 2018 SME National Conference – Organization and Interfacing – Allyz K.
- b. Audiences:
 - i. Twin Cities: They have a large number of people who attend their events. There majority of the audience are not repeat attendees. The audience is different than the Northern Subsection. The events attract regulators and university members.
 - ii. Northern Subsection: The audience is loyal and smaller than that the Twin Cities sees.
- c. Facebook: There is an opportunity to engage members through targeted marketing.
- d. Put money towards communication strategies.
- e. The goal is to have a focused strategy as opposed to trying to be all things to all people.
- f. Add detail about the alignment to the National SME to the strategy.
- g. Create a communication strategy (Facebook/Email)
- h. Strategic alliances and identification of partners to share events
- i. Public Awareness: Educate the public by having booths and spokes people. One idea is to have counter points to groups that are spreading an anti-mining message.
- j. 2018 Mike R. who does dirty Jobs speaks on the importance in mining. Can he speak at the 2018 conference?
- k. Provide clear ways for members to engage in MN Section and National
- l. Promote members to update their contact information (email) with National.
- m. Student Chapter and Academic engagement: Business leaders visit the schools to discuss what businesses need. (Accounting, technologies)
- n. Present at accounting clubs.
- o. Melissa, academic affairs for the MN Section asked how funding will be supported by the Section and Subsections. In the past the Twin Cities Subsection has provided significant funds to UMN. The Section has also made funds available for all of the 3 schools.
 - i. The decision was made to house funding in a central location at the Section level.
 - ii. The Twin Cities Subsection discussed putting efforts into expanding SMEs reach and having more Student Chapters in the state
 - iii. A suggestion was made to have a call with the Section Contacts for the Student Chapters
 - iv. Students find additional funding sources
- p. It was requested that all meeting minutes be posted in a timely fashion. The best place for this is the SME Community.
- q. Future meetings: There is a great value to meeting in person to discuss and have a working session. A proposal was made to have 3 meetings a year as a full MN Section (Section and the two Subsections).
 - i. Hinckley is a good location. Tobies is another possible Venue.
 - ii. Meetings would be held in the Spring, Fall, and the existing Annual Business meeting in April

VIII. Items to follow up on:

- a. **Hold three meetings a year with the full MN Section** (Section and the two Subsections): Meetings would be held in the Spring, Fall, and the existing Annual Business meeting in April. Conference calls can also be considered
- b. **Student Chapter Funding:** The MN Section will be the first point of contact for funding.
- c. **Meeting Minutes:** Post these for the Section and the Subsections in the SME Community in a timely manner.
- d. **Vision& Strategy:** Take thoughts form this meeting and use in the next step of vision planning.
- e. **Move Mining Opportunity:** Spread the word on this SME initiative that is due December 1st.
- f. **Academic Affairs:** Communicate with those involved with the students. Consider a call in addition to the emails that are already occurring.

IX. Working Session Notes: Notes received from individual that met in groups to discuss: Engaged Membership, Student Engagement, and Professional and Efficient Management for 2017 – 2019 by quarter. Note that timeline piece was not specified in all notes.			
Due	Engaged Membership	Student Engagement	Professional & Efficient Management
General	<ul style="list-style-type: none"> • Mining Miners Health and Safety Mike Roe • Move mining • Linked in Communication /Social Media 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Partnerships/Alliances • Booths/Awareness • Governess/Communications •
2017 Q1	<ul style="list-style-type: none"> • Email Clean up and Consolidate • Social Media education • Communications Strategy – multi platforms 	<ul style="list-style-type: none"> • Twin Cities & state scholarships • Student Chapter budges and officer selections • Reinitiate activities w/ Student Chapters <ul style="list-style-type: none"> ○ Presentations on careers ○ Tours – Mining sites & related vendor and support roles ○ Promote all disciplines (not just mine engineering) 	<ul style="list-style-type: none"> • Officer & Director Nominations and elections Twin Cities (Greg) • Meetings and updates to all officers •
	<ul style="list-style-type: none"> • Email strategy: Member of email protocol, unsubscribe • What does engagement look like? • Review potential “partners” we can share info & engagement (booth share) 	<ul style="list-style-type: none"> • Student Chapter management <ul style="list-style-type: none"> ○ Is this a help or a hindrance? ○ Overarching strategy: One contact statewide 	<ul style="list-style-type: none"> • Quarterly conference calls for Section officers • Email cleanups to National • Leadership/Engagement opportunities to all levels
	<ul style="list-style-type: none"> • Social Media strategy/collaboration beyond email (Facebook, Instagram, LinkedIn, Twitter) • Survey Monkey/Google • 	<ul style="list-style-type: none"> • Student officers finalized • Work with students on budgets & Approve before end of school year (or beginning of next school year) 	<ul style="list-style-type: none"> • Fundraising- share ideas across Section/Subsections • Regularly share updates between boards, share minutes
2017 Q2	<ul style="list-style-type: none"> • Outreach Public speaker • Communications survey: how do people want to be engaged 	<ul style="list-style-type: none"> • Student Reports (Due in June nationally – when do we want them) Receive and review • Evaluate Student Chapter leadership (Bethany) 	<ul style="list-style-type: none"> • Minutes share across state leadership • Section & Northern Subsection elections finalized
	<ul style="list-style-type: none"> • Summary of members • Outreach to the public sector employees/ non industry (surveys on short courses & engagement surveys) • New member lunch: Tim Arnold? (Julie M.) 	<ul style="list-style-type: none"> • (May) Student scholarship lunch @ UMN Faculty club (Ken) • Academic engagement to connect business leaders to academia: Sponsor some of them to attend some of our meetings (Bethany) 	<ul style="list-style-type: none"> • Quarterly conference calls for all chairs
	<ul style="list-style-type: none"> • Outreach to public sector folks 	<ul style="list-style-type: none"> • Section activities promoted to all majors/Departments (use that to recruit students) 	<ul style="list-style-type: none"> • Brainstorming fundraising since we all do it differently
2017 Q3	<ul style="list-style-type: none"> • Who are our members: survey (End of conference) this was done previously, but what did we do with it? • State Fair booth? Should bigger picture advocacy come from National? 	<ul style="list-style-type: none"> • Promote national scholarships 	<ul style="list-style-type: none"> •
	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Work with students on budgets • Joint tour? Dinner? Something to join professionals to students when it is easy for the students. 	<ul style="list-style-type: none"> •
	<ul style="list-style-type: none"> • 		<ul style="list-style-type: none"> •