

**DULLES SHRM BOARD OF DIRECTORS
MEETING MINUTES FOR JANUARY 11, 2020**

Board Members Present:

1. President – Charlan Cornwell
2. Secretary/Certification Representative – Tricia Kleber
3. Treasurer – Bryan Clickener
4. Vice President, Programs – Will Seidler
5. Legislative Liaison – Matt Nieman
6. Director, Discussion Group – Megan Hollywood
7. Director, Marketing – Erin Moody
8. Community Outreach Co-Chair – Mary Khattak
9. Past President – Nicole Davis
10. Director at Large – Jennifer Regis
11. Director at Large – Rae Shimon
12. Director at Large – Beth Van Burk

Board Members Absent:

1. Vice President, Membership & Registration – Tenelle Whitehurst
2. **Director, Diversity/Workforce Development – Shareem Annan**
- 3.

Vacant Position:

1. President Elect
2. Vice President, Sponsorships
3. Student/Emerging Professional Liaison
4. SHRM Foundation Representative

MEETING STARTED – 5:35 pm

Charlan called the meeting to order.

Secretary's Report – Tricia Kleber sent out the November minutes. They were approved via e-mail from the 2020 Board.

Treasurer's Report – Bryan Clickener – Balances as of 1/2/2020

- BBT checking - \$2,768.49
- BBT savings - \$15,482.46
- PayPal - \$2,986.17

Bryan shared last year's budget and compared it with 2020 and what our difference was. Our income was very low due to being virtual. Jennifer stated that we could revisit it again in June/July and update it as necessary. We need to consider if we want to go live meetings once the vaccine has been distributed to most people, or think of 2021 as

a virtual year. We might be able to have a live event in the summer, but make it a social event and not a meeting to see how things are going. Most likely buffets will be out for 2021 and probably for 2022, so we would have to figure out how to do food at any live items. Jennifer suggested that we deal with the budget as if we were not having any live events in 2021. Matt brought up that we need to figure out what we want our chapter to do so we could focus on how to structure the year.

The next biggest expenditure would be the spring and summer events. We talked about doing the spring seminar in the fall and doing it with a few other chapter. Matt brought up doing a series of sessions, maybe over 3 sessions.

Bryan will prepare a new budget with no live events and will distribute it to the board.

We do need to figure out how to get access to the yahoo e-mail address. That is needed for both Survey Money and for PayPal. Beth was working on the g-mail account. Tim Kelly is the "owner" for the PayPal account and Beth will reach out to him. We also have the dullesshrmmedia e-mail, and we cannot access that. One goal for 2021 is to go through all of the e-mails and figure out what is going where and how to access them.

We are also having a problem with our renewal e-mail. Right now it goes in a loop. We will have to work with SHRM to help this. Nicole will update the links once we determine what e-mail we will use.

Programs' Report – William Seidler

Programs for 2021

- January – Looking Ahead: Labor & Employment Policy. What to Watch for in 2021
- February – TBD
- March – TBD

Will has the first quarter set for speakers. In terms of sponsorships, that has been mixed. We have Piliero Mazza for January, which is a carry-over from last year, and another spot later in the year. The website will be updated with the first quarter information.

Erin will get an e-mail blast out tomorrow, Friday, and possibly Monday. We should also blast it out on our own social media accounts. Bryan suggested doing a Zoom advertisement and blasting that out.

For February, we could do a Zoom breakout room prior to the meeting for networking.

Will and Charlan will work on getting the placeholders up on the website. Charlan, Will and Tricia will be meeting with the Loudoun, PW and Shenandoah chapters and to talk with them about membership and programs.

Membership Report – Tenelle Whitehurst

- Active Members – 134 by the end of the year
- Pending Members –

The goal is to increase membership by 5% in 2021; we should look in March to see where we are. Tricia suggested reaching out to each member and sending out e-mails thanking them for their continued support, and asking what we could do for them. Matt suggested sending out a generic e-mail to everyone thanking them and asking them for ideas. Then for a follow-up, board members can respond directly to those e-mails.

Erin can see who opens the e-mail and who looks at the e-mail.

Charlan asked if we could see who joined for each month, and Nicole said that we could. We need to go back to sending the thank you to new members.

We will first get the generic e-mail out and take it from there. Charlan and Tricia will work on the draft of this.

Sponsorship Report – Vacant

- Yearly Sponsor –
- Monthly Sponsors
 - January Meeting –Piliero Mazza
 - February Meeting

Will is working on finding a yearly sponsor and other sponsors. Tricia will talk with Paycom again.

Registration Report – Tenelle Whitehurst

Nothing for January

Community Outreach Report – Mary Khattak

2021 Community Outreach Plan –

We talked about picking a charity and advertising it every quarter – have them speak before the meetings; maybe show the registry if there is one and highlight that. Or maybe 2 charities. Jennifer is putting in a plug for the Towers (9/11), and also doing it as a steps challenge. The Towers run is in Prince William in June, and is in New York during the 3rd week of September. Tricia will send Jennifer the information about the walker challenge.

We would need to flush out how we can set it up for anyone to donate.

Beth suggested looking for a charity that deals with Covid.

We also talked about having a little more structure with the meetings by having the community outreach speaker talk for 5 minutes, then Minute with Matt, then let people talk about if they are looking for a job or have a job.

Discussion Group Report – Megan Hollywood

January Discussion Group

- Topic – Breakthrough Communications
- Date – Thursday, November 5, 2020
- Registered – 24
- Attended – 20

February Discussion Group

- Topic – Leading in the 21st Century
- Date – Thursday, February 4, 2021
- Registered – 5

In 2020, we had 110 different people who attended the meetings. Megan tried to reach out to everyone who joined to thank them for joining.

In 2021, we moved the time to 8:30 and had 20 out of 24 members joined. A few people suggested doing lunch discussion groups as well. Bryan will set it up as a meeting instead of a webinar so that it would be easier for people to share their information and people can mute themselves.

Megan talked to Charlan about having some of the members from the discussion groups help fill in with the Board positions. If a board member wants help or wants to pass something off, please let Megan know. Megan can then share the positions with potential members.

Social Media/Communication Report – Erin Moody

- LinkedIn Members – 1020, up by 3 as last month
- Twitter Followers – 1051, up by 3 from last month
- Instagram Followers – 36, up by 2 from last month
- Facebook – 120, same as last month

For 2020, we steadily increased our social media numbers, but we need another way to engage with our members. Charlan stated that she did like the spotlight of new members, and Erin will continue to do that, starting with some new members.

Certification Report – Tricia Kleber

- SHRM Approval – January Discussion Group
- HRCI Approval –

- Waiting for Approval –
- Waiting to Obtain – January Meeting; February Discussion Group; February Meeting

For 2020, most of our meetings were approved for both SHRM and HRCI credits. We did not have many strategic meetings. We should focus more on that for 2021. Tricia would like to get the meeting certifications as early as possible so we have time to make changes if needed.

Consent Agenda – while it is good, we do miss going through the groups and finding out what is going on. We talked about what to do going forward, and decided to go do a brief review with the meeting.

Tricia sends out the Consent agenda a week ahead of time. She will continue to do that, and if something is missing, we can then add it when we go through the brief review.

New Business

SHRM National - SHRM Dual Membership – when a member renews their SHRM membership, their chapter membership would be renewed at the same time. SHRM would like our information with their information. SHRM would collect all the money, and they would have our membership numbers. We would have some overpayment/underpayment for the first year as things would work itself out. Money would be paid to the chapter the next quarter. Charlan will send out the links for the board to review, and we will make a decision at the February meeting.

Charlan will send out a schedule of the board meetings, discussion groups, and monthly meetings.

Next Board Meeting: February 1, 2021. Bryan sent out the Zoom invite for it.

Meeting adjourned: 6:57 pm

Respectfully submitted,
Tricia Kleber

Last edited January 31, 2021