

DULLES SHRM BOARD OF DIRECTORS MEETING MINUTES FOR FEBRUARY 3, 2025

Board Members Present:

1. President – Mary Khattak
2. Secretary & Certifications Advisor – Tricia Kleber
3. Vice President, Membership – Rochelle Fashaw
4. Vice President, Programs & Past President – Nicole Davis
5. Treasurer – Will Seidler
6. Legislative Liaison – Matt Nieman
7. Student/Emerging Professional Liaison – Christine Sullivan
8. At Large – Charlan Cornwell

Board Members Absent:

1. Director, Community Outreach & SHRM Foundation – Pamela Palmer
2. Director, Marketing/Communications – Nakisha Dixon
3. Student/Emerging Professional Liaison – Cindy Parker

Vacant Position:

1. President Elect
2. Vice President, Sponsorships
3. Director, Discussion Group
4. Director, Diversity, Equity & Inclusion

MEETING STARTED – 5:32 pm

Mary Khattak called the meeting to order. Mary stated that the officers needed to do the oath for office, which she sent to everyone. Everyone said the oath.

Secretary's Report – Tricia Kleber sent out the January minutes. There were no changes sent to her. Will Seidler made a motion to accept the January minutes and Christine Sullivan seconded the motion. The motion was passed with those in attendance, and Tricia will upload the minutes to the website.

Treasurer's Report – William Seidler – Balances as of 2/3/2025

- Truist checking - \$5,702.60
- Truist savings - \$19,731.40
- PayPal – \$5,360.35

Will stated that we are in good financial shape. We are operating at a surplus, and he would like to see that be more neutral than it is. Our in-person events were not as great as they used to be. Will asked for items to help with our expenses. Mary asked about the mentoring program, and Will mentioned that the cost for that was updated in the budget. We suggested highlighting the program throughout the year. Matt brought up that we don't have an income stream as we don't have in-person monthly meetings. For our yearly seminar, instead of looking for a sponsor to fund the seminar, maybe we can spend some funds promoting a charity. Or we could look to pay for a larger-name speaker for the seminar. Will asked if there was anything that we could do to help make our work a bit easier – cleaning up Constant Contact, clean up the website, etc. He will send out the draft budget this week and asked for feedback.

Programs' Report – Nicole Davis

- February 19– Building Connections from Day One: Activities for Integrating New Hires (Speaker Alex Suchman) – we've started promoting the session.
- March – In-person – possibly with Matt and the executive orders, possibly the removal of DEI
- April 16 – Celebrate Diversity Month: How to Create, Develop, and Lead an Effective Diversity Program with Limited Resources (Speaker Nakisha Dixon & panel)

Nicole has been reaching out to various people to see if they would be interested in speaking at one of our meetings. Nakisha sent out a call-to-action for speakers, and Nicole still needs to go through those.

Membership Report – Rochelle Fashaw

- Active Members – 156 active members
- New Members – 4
 - Rochelle isn't receiving monthly reports, so she doesn't know who the actual new members are; therefore, she has not sent out the welcome messages.
 - We would like to restart sending out Welcome messages to the members. Rochelle will connect with Nicole to get access to the g-mail account.
- Rochelle and Nakisha will be meeting to figure out how to put some emphasis on engaging the leaving members to see their reasons for leaving. Matt asked if we wanted to do something like an "exit interview" to see how we can get them back. Nicole stated that we can also do an open-ended survey to find out what their reasons were for leaving.

Sponsorship Report – Vacant

- Yearly Sponsor –
- Monthly Sponsors –
- Will is trying to talk to Sentara to get feedback on how it went for them.

Community Outreach Report – Pamela Palmer

No update

SHRM Foundation Report – Pamela Palmer

- Donations for 2024 –
- 2025 Goal –

Discussion Group Report – Vacant

- Will and Tricia are targeting March 6 for a discussion panel – return to work; recruiting and retention for 2025 and what is this doing for culture and morale. We will make this for members only. Our goal is to do this quarterly and make it more discussion based.

Social Media/Communication Report – Nakisha Dixon

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
LinkedIn Members												
X Followers												
Instagram Followers	58											
Facebook Followers	128											

Linked In

	Jan	Feb	Mar	Apr	May	June
Followers (Total)	182					
Followers (New)	2					
New Followers Over Previous Month	-33.30%					
Impressions	1156					
New Impressions Over Previous Month	609.20%					
Reactions	41					
New Reactions Over Previous Month	925.00%					
Comments	4					
Repost	1					
Competitor Highlights						
Total Posts	9					
Posts vs Competitors	24%					
Engagement Rate	7.40%					
Engagement Rate vs Competitors	45.50%					

- Mary added our competition to our LinkedIn group so we can see the different metrics from those chapters.

Certification Report – Tricia Kleber

- SHRM Approval – February meeting, April meeting
- HRCI Approval – February meeting, April meeting
- Waiting to Obtain – March meeting

The January certificates was sent out on January 23.

Student/Emerging Professional Liaison – Cindy Parker/Christine Sullivan

- Nicole sent Christine a roster at the end of last year. Christine was going to reach out to the younger professionals and gauge their interest in attending some of our meetings.

President's Report – Mary Khattak

- Mary thanked Nicole for completing the SHAPE report, which is the last one we will have to do.

Old Business

- Loudoun SHRM – we would like to work with them more and possibly have them join our group. Mary is meeting with them on Friday morning for breakfast to see how we can work together with them.
- Board Brainstorming Session TBD
- Spring or Fall Seminar – we need to figure out what we want to be – do we want to make money from this or just chill out?

New Business

- SHRM Webcast on 2/5 on BEAM framework - <https://www.shrm.org/topics-tools/news/inclusion-diversity/shrms-beam-framework-for-inclusion-aligning-merit-with-organizational-excellence>
- Nicole let us know that we're missing some zip codes that should be in our area and some zip codes are not within our area in the chapter charter. We are only allowed to host events within our chapter charter. Nicole is trying to make sure that we're doing what we should be doing with the zip codes and areas.

Next Board Meeting: March 3, 2025

Meeting adjourned: 6:25 pm

Respectfully submitted,
Tricia Kleber

Last edited: February 3, 2025