

## **DULLES SHRM BOARD OF DIRECTORS MEETING MINUTES FOR MARCH 4, 2019**

### **Board Members Present:**

1. President – Rae Duffy
2. President Elect – Nicole Davis
3. Secretary/Certification Representative – Tricia Kleber
4. Treasurer – Jennifer Regis
5. Treasurer Shadow – Brian Clickener
6. Vice President, Programs – Katie Parker
7. Director, Marketing – Erin Moody
8. Registration Coordinator – Charlan Cornwell
9. Co-Director, Discussion Group – Laurie Smith (phone)
10. Co-Director, Discussion Group – Megan Hollywood
11. Director of Diversity/Workforce Development – Shareem Annan
12. Community Outreach Co-Chair – Mary Khattak
13. Community Outreach Co-Chair – Mary Roome (phone)
14. Student/Emerging Professional Liaison – Lori Reed
15. SHRM Foundation Representative – Susan Hathaway

### **Vacant Position:**

1. Vice President, Sponsor

### **Visitor:**

1. Matt Armendaris – potential Vice President, Sponsors

### **Board Members Absent:**

1. Vice President, Membership – Amy Civilikas
2. Legislative Liaison – Meredith Bergeson
3. Legislative Liaison – Matt Nieman
4. Director at Large – Linda White
5. Director at Large – Ryan Haywood
6. Past President – Beth van Burk

MEETING STARTED – 6:00 pm

**Consent Agenda** Rae Duffy motioned to approve the Consent Agenda. Jennifer Regis seconded the motion. All member in attendance (15) approved the consent agenda.

**Secretary's Report** – Tricia Kleber sent out the February minutes for review. Jennifer, Rae

Approve – 11  
Abstain – 4  
Oppose – 0

## **Treasurer's Report – Jennifer Regis – Balances as of**

- BB&T Checking – \$2,830.64
- BB&T Savings – \$23,976.82
- PayPal – \$771.80

## **Programs' Report – Katie Parker**

### **Programs for 2019**

- January – Amy Civilikas & Mary Roome – Business Continuity Plans – Dinner Meeting
- February – Kelly Carberry – The Balanced Scorecard for Human Resources – Dinner Meeting – *Cancelled due to weather issues*
- March – International HR – Elizabeth Von Groeller – Breakfast Meeting
- April – Dennis Brouwer – Eleven Leadership Essentials: Train (& Perform) Like an Elite Leader – Dinner Meeting
- May – Spring Seminar
- June – The HR Evolution from the #MeToo Revolution – Misti Mukherjee – Dinner Meeting
- July – None
- August – Behavioral Health, Stress, and Impacts on Employee Physical Health: Missing Links or Catalysts for Change – Dr. Jenny Love – Lunch Meeting
- September – Legal Update – Matt Nieman – Dinner Meeting
- October – Recruiting & Retaining Veterans – David Muir – Breakfast Meeting
- November – I9 & E-Verify – Dave Basham – Dinner Meeting
- December- Holiday Party

## **Membership Report – Amy Civilikas**

- Active Members – 67
- Pending Members – 5 – Amy has e-mailed all of them requesting payment

Joint Membership Mixer – April 2, 2019 – Alto Plaza, Centreville. We will be collecting items for Cornerstones (flip flops/shower shoes, umbrellas/ponchos, cleaning supplies). Currently have 4 sponsors: Paylocity, Kaiser Permanente, Legal Shield and a video company that will take videos.

## **Sponsorship Report - Open**

- Yearly Sponsor – SignalFinancial FCU
- Monthly Sponsors – Gallagher

ROCS moved their sponsorship from March to June due to weather cancellation.

We are actively looking for sponsors for 2019 – this includes chapter meetings and the Spring Seminar. Please let us know if you have any referrals.

## **Registration Report – Charlan Cornwell**

No report as the meeting was cancelled due to weather issues.

## **Community Outreach Report – Mary Khattak, Mary Roome**

No report

## **Discussion Group Report – Megan Hollywood, Laurie Smith**

### **February Discussion Group**

- Topic – International Human Resources Management
- Attended – 13
- Location – Shareem's office in Ashburn
- Facilitator – Liz von Groeller

### **March Discussion Group**

- Topic – Interns and Entry-Level Hiring: How to Effectively Build Your Up-and-Coming Workforce
- Registered – 10 (actual was 26 registered, 17 attended)
- Location – 2411 Dulles Corner Blvd, First Floor Conference Center, Herndon VA 20171
- Facilitator – Jessica Marrara

## **Social Media/Communication Report – Erin Moody**

- LinkedIn Members – 957
- Twitter Members – 1011

## **Certification Report – Tricia Kleber**

- SHRM Approval – March Discussion Group and Monthly Meeting, April Monthly Meeting
- HRCI Approval – March Monthly Meeting (Business), April Monthly Meeting (Business)
- Submitted – November Meeting (Business) to both SHRM and HRCI
- Need to get – April Discussion Group

## **Legislative Update – Meredith Bergeson, Matt Nieman**

No report

## **SHRM Foundation Report – Susan Hathaway**

### **January Meeting**

- SHRM Foundation - \$15.00
- Embry Rucker - \$67.00
- Certificate Winner – James White

SHRM Foundation continues to support human resources professionals with scholarships for certification, re-certification, continuing education, as well as research grants and free high-quality white papers about trends affecting our profession.

I've been in touch with the following contacts:

*Patricia Craft*, PHR/SHRM-CP, Director, SHRM Foundation – HRVirginia  
[patricia207craft@aol.com](mailto:patricia207craft@aol.com)  
540-746-1125

HRVirginia asks our Chapter to continue to promote SHRM Foundation to our membership.

*Alie Mihuta*, Development Specialist, SHRM Foundation  
[alie.mihuta@shrm.org](mailto:alie.mihuta@shrm.org)  
703-535-6150  
shrmfoundation.org  
SHRM Foundation

Team Empower is a giving circle dedicated to helping empower HR professionals build inclusive organizations. An annual donation of \$30 or more adds individuals to the team.

Donations can be marked to recognize the Dulles SHRM Chapter and SHRM-VA. It's also possible to honor someone special, memorialize someone who has passed, or dedicate a gift in lieu of a speaker's fee.

As a member of Team Empower individuals should receive:

- A special Team Empower ribbon at SHRM Annual Conference & Exposition and SHRM Volunteer Leaders' Summit.
- A digital badge to display on personal websites, social media or LinkedIn\*
- Access to Team Empower's exclusive LinkedIn networking group.\*\*
- Quarterly e-mail newsletter updates on SHRM Foundation initiatives.
- Recognition by the SHRM Foundation throughout the year for their support and dedication.
- An invitation to hear how their work makes a difference during our annual webcast each fall.

\* The Team Empower Digital Badge is presently the authorized use of the Team Empower logo, but an improved digital badge should be available soon.



\*\*I haven't been able to locate the "exclusive network group" on LinkedIn

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[Lal.Benitah@shrm.org](mailto:Lal.Benitah@shrm.org)  
703-535-6312  
shrm.org

SHRM has provided a supply of 50 copies each of the following materials for us to distribute to our membership at Chapter meeting events.

- **At A Glance** – small brochure describing resources, scholarships, and grants provided by the Foundation.
- **Veterans at Work Certificate Program** – one page flyer with information about the certificate (I have one sample copy of the Recruitment, Hiring, Retention and Engagement of Military Veterans Guidebook available for review.)
- **Join Team Empower** – one page flyer describing benefits received through a \$30 or more donation to the SHRM Foundation.

### Student Chapter Report – Lori Reed

Lori returned the fully executed agreement to GMU and is working to develop similar agreements with other nearby universities.

### President's Report – Rae Duffy

- Revenue Opportunities:
  - Classified Ads – who is able to post these on the website? We've had a few inquiries recently (no takers) and want to ensure we have a process identified for this.
  - Email Sponsorships? – Akron is interested.
    - Ex: Howard Co SHRM - \$150 for 2 email blasts
- Guardian Webinars:
  - Guardian has a library of roughly 15 courses that have been pre-approved for HRCI/SHRM credits. They're offering to sponsor a free educational webinar for the Dulles Chapter as a value added benefit for our members. What do we think of allowing this for our members? Matt stated that in their webinars, they cannot promote their business. Rae will check to see if we can pilot one before rolling it out to our members, and see if we can schedule this for lunchtime.
- HR VA now allows us to add our events to their calendar – we should start utilizing this tool to promote our programs and events!
  - Instructions:
    - Go to [hrvirginia.org](http://hrvirginia.org)
    - Then to News & Tools/Event/Submit Event and complete the fields to submit your event.\*
    - \*Once an event is submitted - we get a notification on the need to review and publish an event to help you with your event promotion.
    - Let's get the Spring Seminar posted!
- Reminders –
  - HR VA State Conference coming up 4/7 – 4/10 (*8 Dulles SHRM Members currently registered*)
  - Please complete HR VA survey that was sent out on Friday 3/1
  - Please like/share Dulles SHRM posts on LinkedIn to promote our membership and events
  - Continue to be mindful of phishing email requests.

## **New Business:**

- Membership Mixer – PW and Loudoun are providing door prizes. Do we want to do this as well, for a value of \$40? We agreed to do a door prize, which Charlan will purchase.
- Please spread the word about the membership mixer on your social media. If you are going to go, please make sure to register ASAP.
- Website – Beth and Tricia are cleaning it up. We would like to get Amy's input on changes based on her prior work with website. We need to determine who is responsible for the website and can help with it. We need to also look at how we can update the classified ads, as we've had a few requests for ads. We also had a request from Akron for an e-mail blast on the HRA-NCA survey. Howard County SHRM charges \$150 for 2 e-mail blasts. The general consensus is that e-mail blast will be a good one and it wouldn't be a "spammy" message. Rae stated that if we do e-mail blasts, we need to have parameters around it. Jennifer motioned to start doing e-mail blasts and Tricia seconded the motion. Everyone in attendance approved the motion. Rae will first speak with Amy to see what she knows about the website, then will get with Beth, Tricia, Nicole, and Mary K. to work on this project. We also need to see if we can put pictures up on the website.
- Sue has some material from the SHRM Foundation that she would like to put out on the tables at the meetings and at the discussion groups. We suggested that Sue talk about the SHRM Foundation before the raffle at the meeting. Sue will check to see if we can put that information on our website.
- March meeting – only 2 people have registered so far. Rae would like us to post more on social media about the meetings to increase attendance.
- Spring Seminar – May 15, 7:30 – 5:30 at the Holiday Inn. All 6 presentations/speakers are booked. The topic is "HR Vision 20/20: Leading HR Into the Future." We need sponsors for this event. Rae has a template for the spring seminar that she will send to everyone.
- Membership – we have gone through the membership records, and we have 67 active members. We need to increase this. We should look at sending out renewal e-mails. Shareem suggested that we attend HR events and promote our chapter. We can also send out e-mails promoting membership and the membership mixers. Another suggestion was to send out postcards to expired members inviting them to rejoin. Also put up pictures. We should make a conscious effort to take more pictures at meetings. Have we reached out to local companies to have their HR professionals join SHRM and Dulles SHRM? Maybe we can do something with the LinkedIn ad for that.

**Next Board Meeting:** Monday, April 2 at 6:00 p.m. This meeting will be a virtual meeting.

Meeting adjourned: 6:54 pm

Respectfully submitted,  
Tricia Kleber

Last edited March 29, 2019