

**DULLES SHRM BOARD OF DIRECTORS
MEETING MINUTES FOR NOVEMBER 2, 2020**

Board Members Present:

1. President – Nicole Davis
2. President Elect/Registration Coordinator – Charlan Cornwell
3. Secretary/Certification Representative – Tricia Kleber
4. Treasurer – Bryan Clickener
5. Vice President, Programs – Will Seidler
6. Legislative Liaison – Matt Nieman
7. Director, Diversity/Workforce Development – Shareem Annan
8. Director, Marketing – Erin Moody
9. SHRM Foundation Representative – Susan Hathaway
10. Past President – Rae Shimon
11. Director at Large – Jennifer Regis
12. Director at Large – Beth Van Burk

Board Members Absent:

1. Vice President, Membership – Tenelle Whitehurst
2. Community Outreach Co-Chair – Mary Khattak
3. Director, Discussion Group – Megan Hollywood

Vacant Position:

1. Student/Emerging Professional Liaison
2. Sponsorships

MEETING STARTED – 5:32 pm

Nicole called the meeting to order.

Secretary's Report – Tricia Kleber sent out the October minutes for approval. Matt Neiman approved the minutes with Bryan seconding them. Beth van Burk had to abstain. Everyone else in attendance approved the August minutes and Tricia will add them to the website.

Because Tricia did not received enough information for the Consent agenda by the requested date, we will go over it.

Treasurer's Report – Bryan Clickener – Balances as of 11/2/2020

- BBT checking - \$4,457.24
- BBT savings - \$15,482.20
- PayPal - \$2,681.07

Payments Received

- Marc Lester - \$150.00 – 10/27/2020 – E-mail blasts
- Diane Barstein - \$150.00 – 10/28/2020 – E-mail blasts

Programs' Report – William Seidler

Programs for 2020

- November – Break the Stress Cycle – Gina Weatherup
- December – Holiday Party – Will to work on for trivia

Programs for 2021

- January – TBD
- February – TBD

Membership Report – Tenelle Whitehurst

- Active Members – 122
- Pending Members – 0

Sponsorship Report – Vacant

- Yearly Sponsor – Extensio Law (Misti Mukherjee)
- Monthly Sponsors
 - November Meeting – Will is hoping to have one

Registration Report – Charlan Cornwell

June 17 – Webinar – need from Matt – cannot get for technical issues; Matt will send out a list asking for those who did register

- Registrants –
- Attended –
- Speakers –
- Total Attendants –

October 21 – Webinar – will to send

- Registrants – 53
- Attended –
- Speakers – 1
- Total Attendants –

Community Outreach Report – Mary Khattak

2020 Community Outreach Plan – ALL ON HOLD

Discussion Group Report – Megan Hollywood

November Discussion Group

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

December Discussion Group

- Topic – Emotional Intelligence and Why This is So Important
- Date – Thursday, December 3, 2020
- Registered – 5

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

Certification Report – Tricia Kleber

- SHRM Approval –
- HRCI Approval –
- Waiting for Approval –
- Waiting to Obtain – November and December information for Discussion Group; November information for Meetings

Old Business

- **Membership** - Charlan and I spoke several times to talk about two items – how to increase membership/provide member satisfaction and what we can provide to our members. We need to answer the question of what value we are bringing to our members.

Increase Membership/Membership Satisfaction

- Have a call with Prince William, Loudoun County and Shenandoah SHRM to find out what they have done this year for programs, membership, helping to find jobs, social media, keeping members satisfied with chapter
- Tenelle – what ideas has she seen with National SHRM to increase membership
- Membership Survey Monkey – what are you interested in for 2021
- Reach out to those who did not renew their membership in 2020 and highlight what we have done in the face of Covid-19
 - Online meetings and discussion groups
 - BBG sponsored seminars
 - What else??
- Reach out to current members and remind them to sign up for 2021 and highlight what we have done in the face of Covid-19
- Reach out to those who attend discussion groups and monthly meetings who are not members and find out why they attended and encourage them to join the chapter

Member Services

- Revise the job board and figure out how to promote it
- Check with Mary Kitson to see if we could post the jobs that she sends out to our website
- Resume writing skills online – maybe Mary Roome can help with is
- Seminar on how to find jobs using LinkedIn
- Using social media to post open position
- Meeting Sponsors – highlight open positions for them for 2 months
- Annual Sponsor – highlight all open positions for them for the year
- Spring seminar – maybe do 2 half-day sessions – might be easier for people to do this if we need to do it virtually
- Virtual happy hours – we have not done any this year

To Do

- Do we have e-mail templates to use?
- Membership survey – write that up
- Set up call with PW, L, Shenandoah chapters
- Membership list for 2019, 2020, and 2021 when that is provided
- Bring back Minute with Matt at the beginning of the meetings, job opportunities, people in transition, new members
- What can we do for food when we can go back to in-person events
- Combination of virtual and in-person meetings
- Do we need to start charging members for virtual meetings?

Nicole, Charlan, Will, Tricia will meet to start working on the financial piece of the chapter. We want to first look at Programs and start marketing them. We will bring back the "Minute with Matt" as that was a popular part of our meetings. We should look at combining a meeting or two with PW and/or Loudoun, or even some chapters further away. Will suggested doing some sort of smaller opt-in group where we have a topic to talk about and have 8-10 people meet to discuss this. We want to try and provide the human touch to the membership. One suggestion is to have each board member "sponsor" a small meeting, at different times throughout the year.

- Holiday Party – Nicole will start on this – Shareem, Charlan, Erin & Beth will help. We would like Will to speak to his colleague to see if we can use Kahoot. Matt brought up maybe doing a wine tasting event where we can have a local winery send out wine and we do something like that. Beth brought up doing an escape room or something like that as well. We talked about using the first hour for the wine tasting and the second hour doing something else for those who don't drink wine. There is a lot involved with this, so it might be better to have someone lead this and everyone else participate.
- 2021 Board – Nicole and Charlan are still working on this.
- Virginia State Conference – If anyone is interested in attending, please let Nicole know. The dates are November 17-20. Nicole will send out an e-mail about that once our meeting is done.

- **Membership Campaign** – We are registered for the membership campaign. There were supposed to be 2 e-mails to those in the area but are not part of our chapter; 2 more for November.

New Business

- December Transition Meeting – Nicole sent out a survey regarding our Board transition. Please make sure to respond by Friday, November 6, 2020.
- HR Mentoring Program – Applications are being accepted for this.

Next Board Meeting: Undetermined at this time.

Meeting adjourned: 6:30 pm

Respectfully submitted,
Tricia Kleber

Last edited January 2, 2021