

## **DULLES SHRM BOARD OF DIRECTORS MEETING MINUTES FOR MARCH 3, 2014**

Due to weather conditions the meeting was held virtually.

Those participating in the conference call were:

### **Board Members Present: (17)**

1. President – Mary Roome-Godbolt, PHR
2. Past-President – Joseph Sherrier, SPHR
3. President Elect - Courtney Nicholson
4. Secretary - Linda Caporaletti-Hoyt
5. Vice President, Membership - Katie Scullion, PHR
6. Assistant Vice President Membership - Maggie Jones, SPHR
7. Vice President, Programs - Linda White, PHR
8. Director, Social Media & Newsletters - Cindy Snyder, SPHR
9. Student Chapter Liaison and Scholarship Coordinator - Rae Duffy
10. Certification Representative - Amy Civilikas, PHR
11. Director, Discussion Group - Beth Gilley
12. SHRM Foundation Representative - Chelsea Rutherford
13. Legislative Liaison - Matt Nieman
14. Registration Coordinator - Kelley Ridge
15. Assistant Registration Coordinator - Charlan Cornwell
16. Director-At-Large - Teresa Buchholz
17. Director-At-Large - Beth van Burk, SPHR

### **ABSENT**

1. Treasurer - Jennifer Regis, SPHR
2. Vice President, Sponsors - Vince Pascarella
3. Director-At-Large - Sarah Bowman, PHR
4. Workforce Education/Diversity Director - VACANT

**Meeting called to order:** 6:06 pm

Mary Roome-Godbolt welcomed the participants. Linda Caporaletti-Hoyt called the roll for attendance (see above).

**Secretary's Report/Minutes:** Linda Caporaletti-Hoyt circulated the minutes from the February 2014 meeting via email on February 28, 2014, Maggie Jones made a motion to accept the minutes as distributed. Joe Sherrier seconded the vote. The vote was:

- Approve – 16 (all board members were not present at the beginning of the call)
- Abstain – 0
- Opposed - 0

- Minutes approved

**Treasurer's Reports:** Jennifer Regis was not available for the meeting. She had distributed the draft 2014 budget to board members with a request to review them prior to the March board meeting for a vote.

**Registration:** Kelley Ridge and Charlan Cornwell reported. The HEROES event on February 27 was a success. We had 37 attendees, 7 walk ins and 3 no shows that paid. For our upcoming meeting on March 19, there are 8 people registered.

**Programs:** Linda White reported that there was very positive survey feedback on the February 19 meeting with Cornelia Gamlen. We discussed doing a survey to those who attending the HEROES event on February 27, Linda White will connect with Beth van Burk to get a list of participant emails from event so we can send a survey within the next month.

**Student Liaison:** Rae Duffy reported that she has spoken with Debra Williams about the 2013 scholarship award. Mary will follow-up on how the scholarship will be paid out to her.

**Sponsors:** Vince Pascarella was not on the call, we need help getting sponsors for the remainder of the year. Teresa Buchholz offered her assistance and will contact Mary within the next two weeks with some suggestions.

**Membership:** Katie Scullion and Maggie Jones updated the board on the membership statistics. As we discussed in February, our chapter bylaws call for January 1 membership renewals. Based on the bylaws, then, our **current, active** membership has changed—in the past, totals seem to have been counted differently, which may have resulted in inflated numbers. Going forward, below are the totals we show in our database for active members on the books from October 2013 through March 2014:

October – December 2013  
Total current (active) members: 113

January: Renewals: 22  
January: New Members: 5

February - Renewals: 43  
February – New Members: 8

March – Renewals: 1  
March – New Members: 1

This is a significant delta from the total number of members reported last month, since they included all of 2013 in the tally. A total of 113 is more reflective of our “active” membership based on our bylaws rule. Both Katie and Maggie feel there are still

members out there who are still off-kilter because of the change in how we count membership, and we feel that we will still continue to receive renewals in the March/April timeframe. They plan to do some e-mail blasts on member renewals, and then plan to follow-up with phone calls.

They discussed the need for some membership marketing collateral. Katie will send Mary the flyer from the SHRM website for approval. We discussed a date for the spring membership mixer and agreed to target Thursday May 15 at the Hidden Creek Country Club. Katie and Maggie will discuss budget with Mary. The plan is to charge \$10 registration fee and do the photo booth again. They will confirm availability of the date with the Country Club and come up with a theme to use to promote the event.

**Certification:** Mary thanked Amy Civilikas for obtaining certification credits for the HEROES event. Amy said March has been approved for general credit, April has been submitted and she is working on May. Eileen Taylor, the certification class instructor from 2013 has submitted her invoice for class instruction last year and payment is in process.

**Social Media/Newsletter:** Cindy Snyder is waiting on one more article and then the newsletter will go out. She will include an article on the success of the HEROES event. Current statistics are:

Facebook = 60 members  
Linked-In = 803 members  
Twitter = 455 followers w/293 tweets

**Discussion Group:** Beth Gilley stated that 24 people attended the February 7 discussion group on professional branding. She has the schedule set through July and there are 49 people registered for the March discussion group with Matt Neiman on FMLA. Beth has prepared article for the March newsletter asking for member input on discussion group topics for the future.

**SHRM Foundation:** Chelsea Rutherford stated we have received the following donations at the February meeting:

- SHRM Foundation: \$31.00
- Embry Rucker Shelter: \$54.00 (half of the 50/50 was donated)

**Legislative Liaison:** Matt Nieman stated he was a speaker last week at the legal event for NOVA SHRM which had 125 attendees. Matt asked if the Chapter wanted to get involved mentioned letter writing campaigns or lobby officials on any specific HR issues. He suggested we may want make a visit to Richard Bolger who is a candidate for Frank Wolf seat in the 10<sup>th</sup> district. We will discuss further if there is interest from others in the Chapter.

**Website project:** Currently our website is managed by Keli Winter, former president of the chapter. Keli now lives in Florida and manages the website remotely for a monthly

fee and spends 6-8 hours managing the site per month. Keli's current workload has increased and she can no longer provide the service. We have not been able to identify someone with the same technical expertise to maintain the site, so the chapter needs to look at other options. Cindy and Courtney have been reviewing our options. Courtney suggested we consider the free SHRM affiliate website. She has experience with this from her time serving on the Leesburg chapter and believes it will be fairly easy to maintain. Courtney will send out a link for board members to review, and suggested they look at the Leesburg and Prince William chapter sites for comparison. If we decide to move forward, we should vote at the next board meeting and start the transition process. We discussed the need for a website director to administer the site in the future. Cindy mentioned she may be able to get the info on the site if it is simple process as she is already gathering the info for the newsletter.

**Special Projects:** Courtney is in charge of the Fall Seminar, and is considering the theme "The Art and Science of HR." She is thinking a half day seminar with 2 sessions concentrating on art, and 1 session on science and metrics. Our target date is November 7, Mary will send the Hyatt hotel contact info to Courtney so we can get the event on the books.

Beth van Burk did an excellent job pulling together resources to make the HEROES event on February 27 a success, she thanked those that also worked on the event. We would like to build on this success and the positive energy by creating a space on our website to maintain the resource information. Beth will work with Keli to make sure we share this important information with our members (note, the information was posted on the Dulles SHRM website on March 20).

Mary mentioned she is attending the Virginia State Conference at the Homestead April 28-30. She asked if anyone else is planning to attend, Courtney indicated she may be there as well.

**Next Board Meeting:** The next board meeting is on Monday, April 7, 2014 at Cox Communications. Food assignment = Linda Cap-Hoyt.

Meeting adjourned: 6:55 pm

Respectfully submitted,  
Linda Caporaletti-Hoyt

As of March 28, 2014

#### **Addendum:**

On March 21, 2014 Linda White sent an email to the board stating we need to buy a new laptop for the chapter. Our current laptop is at least five years old and unreliable. Linda made a motion that we approve no more than \$800 to purchase a new laptop as

soon as possible. Courtney Nicholson seconded the motion. The vote was conducted via email. The final tally was:

- Approve – 17
- Abstain – 0
- Opposed – 0
- No response – 3

The motion to purchase a new laptop is approved by majority vote. Linda will purchase the laptop based on technical specifications from Keli Winter.