

**DULLES SHRM BOARD OF DIRECTORS
MEETING MINUTES FOR MONDAY, OCTOBER 6, 2014**

Board Members Present:

1. President – Mary Roome-Godbolt, PHR
2. President Elect – Courtney Nicholson
3. Treasurer – Jennifer Regis, SPHR
4. Assistant Vice President Membership – Maggie Jones, SPHR
5. Vice President, Programs – Linda White, PHR
6. Director, Discussion Group – Beth Gilley
7. Student Chapter Liaison and Scholarship Coordinator – Rae Duffy
8. Assistant Registration Coordinator – Charlan Cornwell
9. Workforce Education/Diversity Director – Tricia Kleber

Board Members Absent:

1. Secretary – Linda Caporaletti-Hoyt
2. Legislative Liaison – Matt Nieman
3. Vice President, Sponsors – Vince Pascarella
4. Certification Representative – Amy Civilikas, PHR
5. Director-At-Large – Beth van Burk, SPHR
6. Past-President – Joseph Sherrier, SPHR
7. Director-At-Large – Teresa Buchholz

Board Members Participating Remotely:

1. Director, Social Media & Newsletters – Cindy Snyder, SPHR
2. Registration Coordinator – Kelley Ridge
3. SHRM Foundation Representative – Chelsea Rutherford
4. Vice President, Membership – Katie Scullion, PHR

Meeting called to order: By Mary Roome Godbolt at 6:08 pm at Cox Communications.

Secretary's Report/Minutes: Linda Caporaletti-Hoyt circulated the minutes from the last meeting via email on September 24, 2014. Maggie Jones made a motion to accept the minutes as distributed. Jennifer Regis seconded the vote. The vote was:

- Approve – 12
- Abstain – 0
- Opposed – 0
- Minutes approved

Treasurer's Reports: Jennifer Regis reported our bank balances as of 10/6/2014 are:

PayPal – \$12,441.69 – she can move \$8,000 into the checking account tomorrow (Tuesday).

BB&T Savings – \$34,000.48

BB&T Checking – \$14,357.54

Registration: Kelley Ridge and Charlan Cornwell reported that 24 people attended and 13 were no-shows for the September meeting. For the October 15 meeting, 12 are currently registered.

Mary asked if we could have internet access at the Country Club. That way, some people could sign up for membership or a future meeting at the monthly meetings. That might encourage people to register right then. Charlan, Tricia and Mary volunteered to bring laptops to the October meeting.

Programs: Linda White reported last month's meeting was not attended very well, and there was some concern about that. There was discussion on if this was due to the topic, as Misti has been a highly rate and well attended speaker in the past. The board discussed e-mailing no shows to find out why they didn't come, and looking at metrics to see year over year trends. One suggestion to increase attendance was to provide a gift to someone who completes the survey so we can incent attendees to participate.

The October meeting is on Worksite Wellness Programs.

Maggie stated that NOVA SHRM's December meeting is worth one business credit.

Student Liaison: Rae Duffy reported that despite her efforts, no one applied for a scholarship. Rae questioned if we could allocate the monies to the SHRM foundation or someplace else. We had 4 applications last year, but none were current members.

The Treasurer of the GMU SHRM chapter reached out to Cindy, who forwarded her to Rae. Rae talked about the HiRe Expo and the Fall Seminar. The Treasurer asked if we could do a student rate for the Seminar. It was agreed upon that we could offer to have a student rate of \$50 for the seminar. Rae will also offer this to the Marymount Chapter. Courtney will send a PayPal button to Rae who will send it to the two schools.

The Treasurer also wanted to know if someone could speak to their chapter. Mary spoke to them 2 years ago on Recruiting, so we may not want to do that topic again. The Treasurer will find out what the chapter wants to discuss and will let Rae know. We can then determine who can be the speaker.

Two people from Marymount are coming to the November meeting. They are going to run the April 2015 meeting on Corporate Social Responsibility.

Sponsors: Vince Pascarella was absent but sent in his report. The sponsor for October is Sunrise Orthodontics at the Platinum level. November's sponsor is FlexProfessionals, LLC at the Gold level. For 2015, Proforma Screening Solutions (his company) will be the annual sponsor. He is in conversations with potential January and February sponsors.

Mary challenged everyone to get one gift from a company for the Holiday Party. They will get recognition for the gift and we will put that in the newsletter.

Membership: Maggie Jones updated the board on the membership statistics. Courtney is helping with the dilemma when someone registers on the website, it is not taking them to PayPal. Many of those people thought they were done even though they haven't paid. There are about 15 people that Maggie needs to chase down and do both parts of the registration.

We need to get notices out for 4th quarter renewals and promote that those who renew now will pay \$30 instead of the increased \$40 (the Board voted on a dues increase at the last meeting). Rae would like to help with membership now to help do a huge push for the end of the year.

If members join in 4th quarter 2014, each month there will be a drawing for a national SHRM membership to be used within the next 2 years. We will have 3 drawings for the national membership – one in October, November, and December.

Rae will put out some correspondence on this by Monday, October 13. This has to go out by November 1 at the latest to comply with our Board bylaws.

Rae asked if this should be one big piece. Rae suggested that the announcement be sent out through Constant Contact separately from the newsletter to meet the deadline, since the newsletter won't go out on November 1.

Certification: Amy Civilikas was absent so there was no report. Kelley Ridge will be in charge of certification next year.

Starting in January you can sit for the tutorial for the SHRM certification and get the free certification – good through December 31. After December 31, 2014, then you have to pay for it.

We still are unsure how the certification will work for both HRCI and SHRM in 2015.

We do have 2 general credits and 1 business credit for the Fall Seminar.

Social Media/Newsletter: Cindy Snyder

Facebook = 64 members, up from 62 members last month

Linked-In = 854 members, up from 819 members last month

Twitter = 542 followers this month, up from 349 followers last month. 417 tweets, up from 299 tweets last month

The October Chapter Meeting has been pushed out through all avenues. Information about the Fall Seminar went out last week. Cindy did a recent post as a discussion. She will do a LinkedIn post on Saturday.

Cindy sent out an e-mail last week to the Board about hashtags to promote the seminar. She will resend the e-mail out to the Board again tomorrow, and send out an e-mail about November's newsletter.

Discussion Group: Beth Gilley reported the October discussion group was a combination of the Leesburg and Dulles SHRM chapters. There were 18 people in attendance. The topic was about recruiting senior talent. Beth heard positive things about the discussion. She would have liked to see people in attendance.

November's discussion group is "Notice What You See and Be A Hero At Work." This topic is based on a perspective of how to integrate skills to expand ability with effective work skills.

For December, we are hoping to get SHRM and HRCI together. Beth will find a backup just in case that falls through. The backup will be allowing people to bring their resumes to the group

and we will offer critiques. Mary and Tricia volunteered to provide critiques, and offered up Theresa as well. In addition, other people could help provide critiques.

SHRM Foundation: Chelsea Rutherford reported that our contribution is due to national SHRM this week. This is a smaller donation than last year. Part of that is because we have been collecting smaller donations at the meetings. In addition, last year we paid for 2012 and 2013 in one check. Chelsea will e-mail out September numbers to Jennifer, Linda and Cindy tomorrow.

Workforce Education/Diversity: Tricia Kleber reported that the HiRe Expo went better than expected. There were 256 job seekers registered, and 99 of those showed up (39% show rate), along with 32 walk-ins, for a total of 131 job seekers in attendance. We also had registered 16 employers. Mary and Tricia were hosting the Interview Skills room, which was very successful. We had non-stop people coming in, which was awesome. The Resume Writing room was also very popular.

Cindy asked if Tricia would do a write-up for newsletter. Charlan suggested that Tricia do a quick write-up before the debrief call on Wednesday, October 15 and post it to social media.

Legislative Liaison: Matt Nieman was absent but sent in his report. Day on the Hill will be December 11. He attached the NOVA-SHRM notice. The event is good for 4 business credits from SHRM.

Website Project

We are having challenges with registering and paying for membership – not doing both. Courtney fixed that so that they have to do both. Courtney talked to Linda Caporaletti-Hoyt about a board-only page to store documents, which will be a big help when people take over positions and can put documents there for transitions.

Special Projects/Fall Seminar

Courtney is doing a lot of work around the fall seminar. We initially had 7 people sign up. Last week Courtney did a social media push several times a day. She also sent out LinkedIn messages to HR people. She got 8 more people signed up. Cindy sent out a notice as well. An additional 8 people said they would register but have not done it yet.

We need to do more around social media to push out the programs, membership, anything that we need to marketing around. We also need to have more conversation around the posts and not just static movements. We should also push this to the people from the HiRe Expo as well.

New Contract for Meeting Venue

Mary sent the Hidden Creek contract out to the Board for review prior to the meeting. The contract commits the Chapter through the end of 2017. She will ask Hidden Creek if we can do buffets as well as plated meals and see what the difference is on cost. Maggie asked about a clarification on the rates. According to the contract, the plated dinners are \$19.95 and the plated breakfasts are \$19.63 for plated breakfast. The board agreed this would be the best option for monthly meetings going forward. Charlan made a motion that the three year contract be approved. Courtney seconded the vote. The vote was:

- Approve – 12
- Abstain – 0
- Opposed – 0
- The contract was approved.

Board Position – Director of Community Outreach

Courtney suggested adding a new position. This person would be responsible for working with the other chapters. Madeline (Wiley) Robeson is interested in serving in this role, she was formally president of the Marymount chapter. Courtney proposed that the Chapter add this position to the Board. Jennifer seconded the motion. The vote was:

- Approve – 12
- Abstain – 0
- Opposed – 0
- The new board position was approved.

The position will be added to the November ballot.

Board Meetings for Next Year

At the last meeting, Linda suggested going to virtual board meetings every other month. Courtney will check if we can do live meetings at her place of employment. Mary offered using Cox as well. Charlan also offered her place of employment. There was a suggestion to do rotating meetings, especially in the winter months when the weather is not as good. Then for the live meetings we can have food delivered. Courtney knows a caterer who could do the food – St Jermaine – and it was suggested that we try them out at the November meeting.

Embry Rucker

There was a suggestion to bring something to the holiday party for Embry Rucker. Rae will check with them to see what they need and will put that in the newsletter. We will also give them the old laptop. Our contact at Embry Rucker will be invited to the holiday party and we will give her the donation check.

Other Business

Cindy is part of the Mentoring Program, and they had a project to do some Community Service. She asked if that can be used for the annual SHAPE report that we have to send to SHRM. Mary will check on that.

Our Board outing is on Monday, October 20 at Cookology in the Dulles Town Center. We will invite the new board members as well.

Next Board Meeting: Food assignment = St. Jermaine's

Meeting adjourned: 7:21 pm

Respectfully submitted,
Tricia L. Kleber
October 17, 2014