

**DULLES SHRM BOARD OF DIRECTORS  
MEETING MINUTES FOR JANUARY 4, 2016**

**Board Members Present:**

1. President – Linda White
2. President Elect – Amy Civilikas
3. Past-President – Courtney Nicholson
4. Secretary - Linda Caporaletti-Hoyt
5. Treasurer - Jennifer Regis
6. Vice President Membership – Rae Duffy
7. Assistant Vice President Membership – Sharon Boisvert
8. Vice President, Programs – Beth van Burk
9. Director, Discussion Group – Gus Lawson
10. Director, Social Media & Newsletters - Cindy Snyder, SPHR
11. Legislative Liaison – Meredith Bergeson
12. Legislative Liaison - Matt Nieman
13. Registration Coordinator - Charlan Cornwell
14. Certification Representative – Tricia Kleber
15. Student Chapter Liaison and Scholarship Coordinator – Sarah Cox
16. Student Chapter Liaison and Scholarship Coordinator – Cindy Clark
17. SHRM Foundation Representative – Lucy Morgan

**Board Members Absent:**

1. Assistant Vice President Membership – Katt Hancher
2. Vice President, Sponsors - Vince Pascarella
3. Director, Diversity/Workforce Education – Mary Roome Godbolt
4. Assistant Registration Coordinator – Susan Helling

**Board Members Participating Remotely:**

1. Director, Community Outreach – Madi Robison

**Meeting called to order:** Linda White called the meeting to order at 6:00 pm at Jackson Lewis.

**Secretary's Report/Minutes:** Linda Caporaletti-Hoyt circulated the minutes from the last meeting via email. Since the majority of the board did not have time to review the minutes, it was agreed that we would send the minutes out for an electronic vote to the 2015 board members.

**Treasurer's Reports:** Jennifer Regis reported our bank balances as of January 4, 2016 are:

BB&T Checking = \$7,415.47  
BB&T Savings = \$38,034.85  
Paypal = \$2,354.28

Jennifer explained to new board members that our goal is to keep no more than \$2,000 in the Paypal account before transferring to the savings account. We keep the savings account at \$7,000. We have an outside bookkeeper handle our monthly accounting needs, and they also generate our monthly financials for Jennifer's review, as well as the President. She is waiting on December financials. Jennifer will also plan to have a draft budget for review at our next board meeting in February.

Linda W. mentioned that SHRM National has requested a copy of our IRS Determination Letter. Courtney indicated that we can get that from the SHRM National archives. Linda W. will talk to our contact as we need the letter to receive our 2015 funding from SHRM National.

**Membership:** Rae Duffy updated the board on the membership statistics:

As of 1/1/2015 we had 143 members.

As of 12/31/2015 we had 226 members, an increase of 83.

Membership renews each January 1, but members that renew in the last quarter of the year count as renewed for the next year.

As of 1/4/2016 we had 36 members.

Rae and Sharon will be working on membership outreach/reminders within the next few weeks and send out an email renewal. She reminded all board members that they need to renew their membership as well. She has received the audit of our membership roster back from SHRM national and will review the data.

Rae sent out the membership survey results just prior to the board meeting, so everyone was not able to review. We had less feedback than last year, from 56 responses to 34. The survey went to all contacts, about 532. The members liked the idea of a more informal gathering with desert and coffee for \$10, or have panels instead of one speaker. For the discussion group, it was suggested that we consider holding the discussion group at night on the month we have a morning chapter meeting. More review is needed to analyze the results.

**SHAPE** – Beth van Burk and Courtney Nicholson are working on this, it is due on 1/31. They will complete and submit.

**Registration:** Charlan Cornwell reported that at the December 16, 2015 Holiday Party we had 47 registered, 40 attended, 44 have paid. Charlan sent reminders to 3 people today. For the January meeting, only 2 have registered. Cindy plans to send out an email blast on the meeting Friday morning after the discussion group.

**Sponsors:** Vince Pascarella was absent, we have an annual meeting sponsor (Proforma) and sponsors for January and February.

**Programs:** Beth VB and Katt Hancher have the first 4 months booked. Beth would like to coordinate with Gus Lawson to see if some suggestions would be more appropriate for discussion groups. She will also review suggestions from the survey.

**Certification:** Tricia Kleber is just learning the role from Amy, January and February certification requests have been submitted. Amy will send the submittal form to Tricia.

**Annual Seminar:** Amy Civilikas reported, she has chosen the date of September 30. It was suggested she get the location finalized as well.

**Legislative Liaison:** Matt Nieman and Meredith Bergeson did not have a formal report, we discussed the recent ACA deadline extension.

**Discussion Group:** Gus Lawson reported there are 12 people signed up for January 7 on Mindful Return, and that 7 non-members. Gus discussed some proposed changes:

1. More networking time up front, start discussion at 8:00 instead of 7:30
2. Gus will survey and ask three questions after each discussion to gather feedback
3. Meetings are currently on the first Thursday, proposed changing to 2<sup>nd</sup> Tuesday of each month. He will present that at the next discussion group. There was some discussion in favor of keeping the schedule as is, but wait on feedback from the group. If we do make a change, we would give the members plenty of notice and start the change mid-year.
4. Gus will use LinkedIn to promote the meetings.

**SHRM Foundation:** Lucy Morgan said Maggie did a great spreadsheet to summarize our contributions for the year. Matt suggested if we need to hold an event for 2016 dedicated to the foundation, we should determine this sooner rather than later.

**Social Media/Newsletter:** Cindy Snyder will send out the newsletter at the end of the week, and asked Rae for a list of new members for 2016. Below are the current social media stats:

Facebook Members – 79 (+1)  
Linkedin Members – 897 (+1)  
Twitter Followers – 797 (+34)  
Monthly Tweets – 10  
Total Tweets – 644 (+10)  
Instagram Posts – 0  
Instagram Followers – 10

**Student Chapter:** Cindy Clark and Sarah Cox asked for feedback from the board on how they would like to see this role out. We are targeting Marymount and George Mason, and would get a school to commit to running a spring and fall meeting. They would like to identify and encourage more student attendance, and offer a discounted rate. Matt suggested we target anyone with an intern to take advantage of the student rate. They should also reach out to the faculty advisors for the schools. We need to keep in mind that those in the SHRM Student Chapters are seniors so we need to constantly reach out and keep building our presence. Madi will provide an email to Cindy for Marymount.

**Website training:** Courtney indicated she and Katt are able to assist those new board members who need assistance with their parts of the website.

**Workforce Diversity:** Mary Roome was absent, but Tricia Kleber indicated she can handle any job postings that need to be done.

**Community Outreach:** Madi Robison reported will reach out to those volunteer leaders we were involved with last year. She has arranged for Fairfax County to speak at January chapter meeting about job resources available to the community. She spoke with Community Residences, they will speak at our February chapter meeting. She would like to arrange a volunteer event in the spring for board and chapter members. She is also open to any other ideas for volunteer opportunities for the coming year.

**Wrapup/Assignments:** Linda White talked about Pinnacle Award. We submitted the discussion group but did not meet the theme SHRM had established for the year. We discussed partnering with Women Giving Back group. Madi, Cindy and Sarah will reach out to them to find out how we can be of service.

Linda also suggested sharing good vendor experience with the members, we discussed using the discussion group to share best practices. Gus could also ask this as a question at the discussion group.

We also discussed giving away here registration to the SHRM Annual Conference to be held in Washington, DC in June. We discussed the logistics and will research purchasing three registrations at a discounted price and give away a registration in February, March and April.

**Next Board Meeting: Virtual**

Meeting adjourned: 7:31 pm

Respectfully submitted,

Linda Caporaletti Hoyt  
Secretary  
January 4, 2016

Additional notes:

Linda Caporaletti Hoyt emailed the November 2, 2105 minutes to the 2015 board on January 7, 2016. A motion was made by Tricia Kleber to accept the minutes and Jennifer Regis seconded the vote to accept the minutes as distributed.

The electronic vote was:

- Approve – 15
- Abstain/Did not respond – 6

The minutes were approved.

As of 2/18/2016 8:07 AM Final