

**DULLES SHRM BOARD OF DIRECTORS
MEETING MINUTES FOR FEBRUARY 6, 2017**

Board Members Present Via Conference Call:

1. President – Amy Civilikas
2. Past-President – Linda White
3. Secretary/Certification Representative – Tricia Kleber
4. Treasurer - Jennifer Regis
5. Director, Discussion Group – Laurie Smith
6. Director, Discussion Group – Rebecca Lloyd
7. Student Chapter Liaison and Scholarship Coordinator – Cindy Clark
8. Registration Coordinator - Charlan Cornwell
9. Vice President, Sponsors – Ryan Haywood
10. Director, Social Media & Newsletters – Hannah Nyberg
11. Legislative Liaison – Meredith Bergeson

Board Members Absent:

1. President Elect – Beth van Burk
2. Vice President, Membership – Rae Duffy
3. SHRM Foundation Representative – Katt Hancher
4. Director, Diversity/Workforce Education – Mary Roome-Godbolt
5. Legislative Liaison - Matt Nieman
6. Director At Large – David Parrish

Meeting called to order: by Amy Civilikas at **6:02** pm.

Secretary's Report/Minutes: Amy Civilikas circulated the November minutes via e-mail. Meredith made a motion to accept the minutes as distributed. Charlan seconded the vote. We will send out an e-mail to get the approval of the November minutes since we did not have a quorum.

Tricia circulated the January minutes last week via e-mail but did not receive any comments on them. Linda made a motion to accept the minutes as distributed. Ryan seconded the vote. The vote was:

- Approve – 11
- Abstain – Hannah Nyberg, since she wasn't at the meeting
- Opposed – 0

The January minutes were approved and Tricia will upload them to the website.

Membership: Rae Duffy was unable to attend the meeting, but she provided updates. For February, we have 81 active members, which is an increase of 46 from January. She asked Hannah if he could send out another Constant Contact e-mail reminder about membership.

She chatted with Jeff Wu, who is a new member. He would like to become involved with our chapter, but does not want to overcommit himself. He would like to help out with upcoming projects. He offered the Keller Williams Fairfax office as a meeting place for discussion group. He is also heavily involved with Food for Others, and would like to be a community speaker for that organization.

Treasurer's Reports: Jennifer Regis reported the following balances as of February 6, 2017:

BB&T Checking – \$8,077.65

BB&T Savings – \$36,953.12

PayPal – \$1,691.37

She sent the budget out to the board on Friday, February 3, 2017 asking for feedback. She would like each person to look at their section to see what changes need to be made and send them to her in the next week. She would like to send out the revised budget within the next two weeks and have the board vote on it by e-mail.

Laurie talked about the options of having a sponsor for the discussion groups, which could change some numbers.

Media/Communication: Hannah Nyberg is taking over for David Parrish, since David had too many personal things that were taking up his time. Amy and Hannah spent some time last week on Constant Contact, getting Hannah up to speed on it.

Hannah needs to send out an e-mail for the membership. The question is when to send out e-mails for the chapter meetings. Hannah would send out one on Tuesday and Friday this week for next week's meetings. She will also send out an e-mail after the chapter meeting giving an update on the upcoming month's activities.

Our current statistics are as follows:

Facebook = 94 members

Linked-In Group Page = 899 members, up 4 from last month

Linked-In Company page – 8 people – David will delete this after making sure that those 8 people are in the Group page – Hannah and Amy will look to see if the people in this page were moved to our group page and then will delete this page.

Twitter = unknown at this time.

Hannah will start to monitor these statistics.

Registration: Charlan Cornwell reported that we had 30 registrants for the January meeting. 27 attended. 2 were walk-ins, 5 people paid but did not show up. We had a total of 32 people. Charlan requested 35 meals.

For February – we have 13 people registered.

Sponsors: Ryan Haywood sent to Amy and Mary a draft of the Community Partner Annual Sponsorship Opportunity. He changed some things from the Annual Sponsorship. Ryan was proposing that the amount be \$800 for the year, since they won't have the same perks as the annual sponsor. Maybe next year the amount can increase, but we want to make sure that there is value to what is given. Since this is a non-profit business association, he wants to make sure that the value isn't too much, since the non-profits are membership driven. Ryan will modify the draft that he did and will include that it should state that we are looking at non-profit businesses.

Ryan will talk to Mary and get her feedback on this, and then will send it

Ryan has filled up all of the spots but 3 meetings. He is meeting with a potential sponsor who might take 1 of the fall seminar spots and 2 chapter meeting spots. All of the filled spots have been paid for.

For the discussion groups, he hasn't received a lot of interest in sponsoring those. He thinks that with social media, we can get some interest, but he doesn't want to take away from the meeting sponsorships. We were looking at \$100 a slot, plus breakfast. They will then get 5 minutes to talk about their company, and can pass out information about their company. They will also be listed in the discussion group e-mails that are going out to the participants and members. Hannah could include the sponsor's logo in the e-mails. Meredith suggested that we add the monthly sponsor's logo to the appropriate monthly e-mails.

The question is how we can structure discussion sponsorships different from chapter sponsorships.

Ryan suggested offering the monthly chapter meeting sponsor the opportunity to sponsor the monthly discussion group meeting for \$50. It gives the sponsor another group of people to target and could be beneficial for the sponsor.

Programs: No report.

Certification: Tricia Kleber reported that we finally received HRCI credits for the February meeting, but we had to change the topic slightly. It is just on Emotional Intelligence. We are approved through SHRM for February as well. Tricia is working on the write-up for the March meeting to submit to HRCI and SHRM.

Legislative Liaison: Meredith Bergeson gave an update. There are still a lot of things in the air due to the changes in the White House. We should hear about the immigration issues tomorrow.

Discussion Group: Laurie Smith/Rebecca Lloyd provided an update. For the February discussion group, we had 15 people who registered ahead of time, 8 walk-ins, and 8 no-shows.

Laurie would like to send out the e-mails about the discussion groups to all of the members, and not just those who have signed up to attend the discussion group.

Rebecca discussed the goals for the discussion group:

1. Maintain consistent attendance at 20 people. The attendees like having a full room, but not as full as the chapter meetings.
2. Provide Dulles SHRM tchotchkes and a small gift card of thanks to discussion group facilitators.
3. Add a "Discussion Group Corner" on the website to highlight an attendee, speaker or topic to garner more interest.
4. Gain speaker sponsorships.

Laurie asked how they like about the location of the discussion groups. The attendees said that they are fine with changing locations as long as they were close by. We will have the March discussion group at the Chamber of Commerce. They normally charge \$160 but they will give it to us for free.

We have BBG speaking in October. We still need someone for December; Laurie discussed doing a legal update and asked if Meredith and/or Matt could do this. Meredith agreed to this.

SHRM Foundation: Katt Hancher was unable to make the meeting, but she provided an update. From the January meeting, we collected \$61 for Embry Rucker and \$23/\$23 for the Foundation 50/50. Tim Kelly was the winner and he graciously donated his winnings back to the Foundation. Marcia Stewart won the Educational certificate; she is not an active member but said she was planning on renewing her membership.

Student Chapter: Cindy Clark is looking at doing a Meet-Up group in April or May with some of the schools. She is still trying to reach out to some more universities to see if there is any level of engagement with them. Cindy tried to find the universities that have chapters, but was only to pull up GWU and GMU; she will reach out to SHRM to see if they can help her find some other universities. She contacted Strayer University and Stratford University but has not heard back from them. Drexel University does not have HR as a major. She contacted NOVA Community College, but their HR program is not accredited yet, so there is nothing that can be done there. Hannah would like to help her out; she was a part of the student chapter at JMU and stated that JMU didn't really do anything.

Cindy shared her goals/objectives for 2017:

1. Obtain buy in from three new educational institutions to partner with Dulles SHRM, i.e. join us for meet up sessions, chapter meetings, monthly morning discussion groups, etc.;
2. Partner with Ryan Haywood, Rae Duffy, Hannah Nyberg and any of the other board members who would like to help out in setting up a minimum of two meet

up sessions for 2017 - i.e. another avenue to increase membership and possibly attract college students focused on HR as a future profession;

3. Firm up with George Mason and one other college/university to facilitate Dulles VA SHRM Chapter Meetings within 2017 - i.e. assist each school in helping them prepare for facilitation of meeting.

GMU will facilitate the April meeting.

Seminar Discussion: Beth van Burk was absent.

Workforce Diversity: Mary Roome was absent.

2017 Goals: Registration (Charlan) and Diversity (Mary) will present their goals at the next meeting.

The menu for the February meeting is warm rolls, whipped butter, garden salad, chili buffet, corn bread, lightly buttered mac noodles, and chef's choice dessert.

The March meeting will be a breakfast buffet.

Next Board Meeting: In-person meeting on Monday, March 6 at 6:00 p.m. at Hidden Creek Country Club.

Meeting adjourned: 6:59 pm

Respectfully submitted,
Tricia L. Kleber

Last edited February 24, 2017