

DULLES SHRM BOARD OF DIRECTORS MEETING MINUTES FOR MARCH 6, 2017

Board Members Present:

1. President – Amy Civilikas
2. President Elect – Beth van Burk
3. Past-President – Linda White
4. Secretary/Certification Representative – Tricia Kleber
5. Treasurer - Jennifer Regis
6. Director, Discussion Group – Laurie Smith
7. Registration Coordinator - Charlan Cornwell
8. SHRM Foundation Representative – Katt Hancher
9. Programs - Jeanine Onorio

Board Members On Phone:

1. Vice President, Sponsors – Ryan Haywood
2. Legislative Liaison – Meredith Bergeson
3. Vice President, Membership – Rae Duffy

Board Members Absent:

4. Director, Social Media & Newsletters – Hannah Nyberg
5. Director, Diversity/Workforce Education – Mary Roome-Godbolt
6. Student Chapter Liaison and Scholarship Coordinator – Cindy Clark
7. Legislative Liaison - Matt Nieman
8. Director At Large – David Parrish

Meeting called to order: by Amy Civilikas at 6:05 pm.

Secretary's Report/Minutes: Tricia Kleber stated that she circulated the February minutes via e-mail and asked for any changes/corrections. There were none. She asked for a motion to approve the minutes. Linda made a motion to accept the minutes as distributed. Katt seconded the vote. The vote was:

- Approve – 8
- Abstain – 3 (Beth, Jennifer, Jeanine)
- Opposed – 0

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

Membership: Rae Duffy reported that we are up to 94 members, which is an increase of 13 from last month.

May is sneaking up on us for our membership mixer. She is looking at different venues and has contacted Mellow Mushroom in Herndon. They have a party room upstairs, with garage doors that open to the outside; this would be good for us. She is waiting on pricing information from them. The tentative date is Thursday, May 11.

SHRM Foundation: Katt Hancher stated that we collected \$66 for Embry Rucker and \$30/\$30 for the Foundation 50/50 at the February Meeting. Elizabeth Gaver won the Educational certificate.

Registration: Charlan Cornwell reported that we had 31 registrants for the February meeting. 26 people attended, 4 were walk-ins, 9 people paid but did not show up. We also had 2 guest from the monthly sponsors and 2 guest from the annual sponsors. We had a total of 31 people. Charlan requested 35 meals.

For March, we have 11 people registered. It is a breakfast meeting. We have it starting at 7:30 am. It will be a breakfast buffet with a coffee station.

The board meeting for April will be at Hidden Creek – you have your choice of chicken marsala or Salmon.

Registration Goals –

- Coordinate menus for the year. One issue was that some people wanted to see the menu on the website. There are problems because people might not want the item and will have issues with what is being served and could have too many options.
- Identify a new facility for the meetings that will work with our budget numbers.

There are some things to consider when looking for a new facility or staying at HCCC:

- If we stay at HCCC, we don't want to have a 3-year contract
- Form a subcommittee to help Charlan find a new place
- What do we want from HCCC that we are not getting from them
- Should we send out a survey to our members?
- Looking at the Hilton on Route 28/McLearen Road, and some other hotels
- Make sure that we're not encroaching on NoVA SHRM or Leesburg SHRM

Sponsors: Ryan Haywood sent out the updated sponsor list. We currently have one chapter meeting slot and three fall seminar slots available. He is looking to get the April and June sponsors to switch dates due to us switching the meeting topics (the April sponsor works with the recruitment panel, which is now in June).

Beth asked if the Dulles Chamber of Commerce be willing to be a sponsor. Ryan and Mary want to work with them to be a community sponsor. Meredith and Matt have a lunch scheduled with Fran Rucker from the Chamber this week, and after the lunch will connect her with Ryan.

Discussion Group Sponsorship – Ryan spoke with Laurie to set parameters around what the sponsorship would be. Benefits for the annual sponsorship - \$600 buy-in – would be:

- Acknowledgement on webpage

- Article placement on webpage
- Two reps allowed from company
- Display literature available
- Acknowledgement at beginning of each meeting
- Opportunity to speak at three discussion group meetings for 5 minutes
- Logo on discussion group literature
- Two social media blasts

He has 1 group (TPS University) interested for this year, and the amount would be pro-rated. They would like to host one at their meeting in McLean; it might be too far away for most people, but we can try it. We had some problems with them last year, and there is some dysfunction with them, but the people who came out to the meeting were very good. Laurie attended one of their events and stated that after the event, they were contacting her too much. That might be a negative to having them as a sponsor.

Charlan gives the registration list to the sponsor only if the sponsor asks for it. Katt has been giving the sponsors the business cards.

If this gets approved, then Jennifer can add it to the budget, once we get a sponsor. Beth motioned for the approval, and Jennifer seconded the motion. Everyone voted in approval with this with one member abstaining. Amy will add this to the website.

Community Partner Annual Sponsorship Opportunity

What makes this different than the regular sponsor? It is only pulling from where we get our community speakers, such as Dulles Chamber. Should it be a 503-c/Non-profit company only? The reason for looking to start this was because the Dulles Chamber wanted to partner more with us, but they don't want to join SHRM National to come to our meetings (unless they pay the non-member rate all the time). He will work with Mary on defining what the Community Partner opportunity should look like.

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

BB&T Checking – \$6,084.07
 BB&T Savings – \$36,954.25
 PayPal – \$3,042.33

The 1099-s are done for the year. Our insurance is good for the year.

Jennifer sent the budget out several times, but was still missing clarification on the following items:

- HireExpo – We decided not to do this for the year
- Holiday Bazaar – We are unsure for this. We might do a Christmas in July or a Back to School event, but we do not need to have a budget for this. The room rental fee would come from the vendors.
- Certification Program – We will not do the certification program for this year

- Mentoring Program – We will keep the number the same for this year

We have not been paying Constant Contact – it was still in Courtney's name since June 2015. Once that was discovered, Courtney was reimbursed for the charge and we changed everything over to our credit card.

We are about (\$5,000) for the year. If we add the 2 new sponsorships that will help our year end numbers.

Beth motioned to accept the budget and Tricia seconded the motion. Everyone approved the budget!

Programs: Janine Onorio is joining us as our new director. Listed below is what we have set up so far.

- March – Shannon Polly
- April – 401(k) – GMU will be leading the meeting
- May – Stan Kimer
- June – Recruiting Panel
- August – Compensation Panel – Linda White will moderate it
- September – Legal Updates
- October –
- November -

Beth will send Janine everything that she has year-to-date and they will connect off-line.

Beth has been talking to Jeff Wu – he would like to help out in a small way. He could help out with the April meeting and the Fall Seminar. He might be able to help out with Membership – Janine and Beth will talk to Rae about that.

Beth discussed the survey from February's meeting. We only had 10 people respond to the survey.

Certification: Tricia Kleber let us know that we are approved through SHRM and HRCI for the March, April and May meetings. The May meeting was approved very quickly, so Tricia will look to see how that presentation was set up and see if a template can be made for other certifications.

Legislative Liaison: Meredith Bergeson reported that President Trump did another executive order today on the updated travel immigration policy. This could have some changes for employers in the future.

Discussion Group: Laurie Smith reported that the March Discussion Group was held at the Dulles Regional Chamber of Commerce. It was one of the largest ones that we have had, with 29 registered and 24 attendees. The topic was on Leadership and Feedback.

The next discussion group is at Jackson Lewis, and it will be on April 6. Courtney Nickelson will be facilitator, and will be discussing technology and how it impacts your HR department.

Laurie made one comment when making changes in the website. She recommends not removing the registration tab as that will delete everything that is entered in for the remainder of the year.

Media/Communication: Hannah Nyberg was not able to attend the meeting, but she did send a message to Amy.

Our current statistics are as follows:

Facebook = 94 members

Linked-In Group Page = 901 members, up 2 from last month

Linked-In Company page – 5 people – This page is still open. We need to make sure that the people in this page are moved to our group page so we can delete this page.

Twitter = unknown at this time.

Hannah asked that if someone wants a media blast, please let her know so she can set it up.

In February, five e-mails went out. Hannah's goal is to send out 5-6 e-mails, including a mentor update that she received from Mary Kitson. There were five posts on LinkedIn, and Hannah will try to get two-three posts made.

Hannah asked that she be added to any e-mails that are sent to new members, so she can add the new members to the e-mail blasts. She also would like confirmation on if they should be added to both the General Interest list and the Dulles SHRM Member list.

Student Chapter. Cindy Clark had to step down from the board. GMU is set up to run our meeting for April and Amy/Beth will work with GMU on that. We will need to fill that role.

GMU doesn't have an HR major (but maybe just a graduate program) so they aren't interested in coming to our meetings. We need to look at additional universities and figure out how market Dulles SHRM correctly. We need to figure out how to market the young professionals with the rest of us.

Seminar Discussion: Beth van Burk discussed a different type of seminar. Instead of us doing a seminar with a variety of speakers and topics, we would work with Phyllis from the Virginia SHRM to do an all-day strategy session. In this session, we would look at our 3-5 year goals/missions for the chapter. We would review the by-laws and develop action plans as to the future of the chapter, and include break-out sessions. This would be an interactive meeting, and will include some strategic processes and

plans, and these skills would be transferrable back to the workplace. We should be able to get 6.75 business credits for this. The seminar would be open to all Dulles SHRM members.

The date is October 27. We are still looking at locations, pricing and preparing the agenda. A suggestion was made to give away 1-2 registrations in our August and September monthly meetings.

Workforce Diversity: Mary Roome-Godbolt was not able to attend. Amy mentioned that Dulles SHRM would be helping with the 2017 Fairfax County Teen Job Fair & Resume Building Workshop on Saturday, March 18. If you would like to help with this event, please get in touch with Mary or Amy.

2017 Goals: Diversity (Mary) and Secretary/Certification (Tricia), Meredith will present their goals at the next meeting.

Things to Do Before the Next Meeting:

- Amy will add information about the Discussion Group Sponsorship to the Dulles SHRM Website
- Janine/Beth to talk to Rae about having Jeff Wu help out with membership

Next Board Meeting: In-person meeting on Monday, April 3 at 6:00 p.m. at Hidden Creek Country Club.

Meeting adjourned: 7:30 pm

Respectfully submitted,
Tricia L. Kleber

Last edited March 27, 2017