

DULLES SHRM BOARD OF DIRECTORS MEETING MINUTES FOR MARCH 4, 2024

Board Members Present:

1. President – Nicole Davis
2. President Elect – Mary Khattak
3. Secretary & Certifications Advisor – Tricia Kleber
4. Past President/Treasurer – William Seidler
5. Vice President, Membership – Rochelle Fashaw
6. Vice President, Programs – Hudaidah Bhimdi
7. Vice President, Registration – Charlan Cornwell
8. Director, Workplace Development and Diversity – Nakisha Dixon
9. Legislative Liaison – Matt Nieman
10. Student/Emerging Professional Liaison – Christine Sullivan

Board Members Absent:

1. Director, Community Outreach – Charles Thompson
2. Director, Marketing & Communications – Pamela Palmer
3. Student/Emerging Professional Liaison – Trace-Ann Green
4. Student/Emerging Professional Liaison – Cindy Parker
5. Director at Large – Rae Shimon

Vacant Position:

1. Vice President, Sponsorships
2. Director, Discussion Group
3. Director, Diversity & Workforce Readiness Advocate
4. SHRM Foundation Representative

MEETING STARTED – 5:44 pm

Nicole Davis called the meeting to order.

Secretary's Report – Tricia Kleber sent out the February minutes and asked for any comments/ changes. Matt Nieman motioned to approve the minutes and Charlan Cornwell seconded. Everyone in attendance approved the minutes. Tricia will add them to the website.

Treasurer's Report – William Seidler – Balances as of 3/1/2024

- Truist checking - \$3,179.10
- Truist savings - \$22,238.08
- PayPal – \$2,099.78

Will shared the budget with the Board. We did see a growth in membership and increased our dues, so we will see an increase in revenue that way. We also will have 4 in-person events, which will help our revenue. We are doing a spring seminar, which will help our overall revenue. We also hope to do some SHRM foundation donations during our in-person events.

On the expense side, we will have more expenses due to the in-person events and Board travel to the leadership meetings, but hopefully our sponsorships will cover that.

We aim to have a \$9,000 surplus, so we need to look at areas to focus on where to spend some of these funds. Some of it can be donations for speakers. There was a suggestion to allocate some of it to student membership and young professionals. We can also sponsor a young professional/emerging student event. We could also use it for the SHRM certification exam or the study group.

For 2023, we had a \$3,000 surplus.

The budget will be sent out to the Board members after the meeting for everyone to look at. Please send any questions and suggestions to Will if you have them.

A job advertisement was added to our website, and \$150 was paid today.

Programs' Report – Hudaidah Bhimdi

Programs for 2024

- March 20 – How HR Can Unleash the Accelerating Power of Alignment
- April 17 – Creating Safe Spaces & Engaging DEIB ERG Communities
- May 15 – Spring Seminar, tentative date

Membership Report – Rochelle Fashaw

- Active Members – 152 active members

Sponsorship Report – Vacant

- Yearly Sponsor – Centura is interested in the annual sponsorship for \$4,000, so Will is working with them on this.
- Monthly Sponsors – Centura sponsored the February meeting.
- Spring Conference – There are a few employers who are interested in sponsoring this.

If you know of anyone interested in being a sponsor, please reach out to Will.

Registration Report – Charlan Cornwell

February Meeting

- Registered – 26
- Attended – 18, plus 2 sponsors and 1 speaker

March Meeting

- Registered - 19

We are not going to do a member-in-transition rate but will focus on implementing a student rate. We discussed putting something on the website for MIT, but it might be a bit too personal.

Community Outreach Report – Charles Thompson

Nicole will reach out to him – no one has heard from him.

Discussion Group Report – Vacant

March

- Topic –
- Date –

Social Media/Communication Report – Pamela Palmer

We decided to use LinkedIn as our primary communication medium. Going forward, we'll be tracking the following:

	January	February
Followers	89	89
Posts	0	5
Members	1053	1054
Impressions	47	339
Visitors	35	40

Student/Emerging Professional Liaison – Trace-Ann Green/Christine Sullivan/Cindy Parker

Trace-Ann and Christine met today. They want to clarify who their demographic is and flush out the “early career” demographic as those with less than 5 years’ experience in HR. They did ask for the quarterly “At Large List” to determine potential student/emerging professional SHRM members not yet affiliated with our chapter (Nicole will provide that).

Rochelle mentioned that she was in the role last, and has a contact with DC SHRM and an HRVA contact (Janelle), and she will provide that information to the group.

They discussed initial programming ideas: mentoring, mock interviews, panel discussion with board members, adding “Career Pathways” resource to our home page with advice from current board members for new/emerging HR professionals (our own career pathways, skills/experience we think are key for early career people to develop).

They would like to hold a fall event (possibly Top Golf) to network with student/emerging professionals.

They would like to offer 2 \$500 scholarships to students/emerging professionals who join our chapter. Eligible candidates would have attended minimum of 2 events and would submit an essay.

They also discussed what other colleges could they look at besides GMU – Marymount, NOVA, GW.

Certification Report – Tricia Kleber

- SHRM Approval – March Monthly Meeting; April Monthly Meeting
- HRCI Approval –
- Waiting for HRCI Approval – March Monthly Meeting; April Monthly Meeting
- Waiting to Obtain – Anything after April

President's Report – Nicole Davis

- **Board Costs** – Nicole would like to allow the board to attend in-person events free of charge. It is a minimal cost to us for this, and she feels it would be a small concession to give back to the Board for their volunteer efforts. There was some discussion over this on how to make it fair and not have people sign up and not attend. We could reimburse board members at the end of the year for their events attended based on the profitability of the event. Another option is to let board members attend for free, but if a board member signs up and doesn't attend, that board member will be billed for the event. The seminar can be treated differently, and only those involved are allowed to attend for free. If we decide to allow all board members to attend in-person events for free or be reimbursed for it, it should be revisited on a yearly basis. There is a motion for the board members to attend the in-person events for free. Nicole will circulate the language of the motion out to the Board via e-mail for a vote.
- **Co-Branding** – because we are a dual membership chapter, we need to make sure that we are using SHRM's branding. SHRM Nationals will do that for us.
- **Shape** – SHRM's guidelines on how the local chapters should operate – Nicole will send this out to the Board.

Old Business

- **Zoom Account:** Will look at having a chapter zoom account, put in to 2024 budget – this has been added and will be set up soon.

New Business

None

Next Board Meeting: April 1, 2024

Meeting adjourned: **6:52 pm**

Respectfully submitted,
Tricia Kleber

Last edited: March 6, 2024