

DULLES SHRM BOARD OF DIRECTORS MEETING MINUTES FOR APRIL 7, 2025

Board Members Present:

1. President – Mary Khattak
2. Secretary & Certifications Advisor – Tricia Kleber
3. Vice President, Programs & Past President – Nicole Davis
4. Treasurer – Will Seidler
5. Director, Marketing/Communications – Nakisha Dixon
6. Legislative Liaison – Matt Nieman
7. Student/Emerging Professional Liaison – Cindy Parker
8. At Large – Charlan Cornwell

Board Members Absent:

1. Vice President, Membership – Rochelle Fashaw
2. Director, Community Outreach & SHRM Foundation – Pamela Palmer
3. Student/Emerging Professional Liaison – Christine Sullivan

Vacant Position:

1. President Elect
2. Vice President, Sponsorships
3. Director, Discussion Group
4. Director, Diversity, Equity & Inclusion

MEETING STARTED – 5:33 pm

Mary Khattak called the meeting to order.

Secretary's Report – Tricia Kleber sent out the February minutes. There were no changes sent to her. Nicole Davis made a motion to accept the February minutes and Matt Nieman seconded the motion. Cindy Parker and Nakisha Dixon had to abstain. The motion was passed with those in attendance, and Tricia will upload the minutes to the website.

Treasurer's Report – William Seidler – Balances as of 3/3/2025

- Truist checking - \$4,692.10
- Truist savings - \$19,731.55
- PayPal – \$5,360.35

Will sent out the budget and asked if anyone had any questions. Tricia motioned; Matt seconded. The budget passed unanimously.

Programs' Report – Nicole Davis

- February's Meeting – we didn't have as many people attend as we have had in the past. The meeting was originally scheduled for noon, but we had to change the time, and people couldn't attend that.
- March – In-person – possibly with Matt and the executive orders, possibly the removal of DEI – in Matt's office on March 26

- April 23 (moved from April 16) – Celebrate Diversity Month: How to Create, Develop, and Lead an Effective Diversity Program with Limited Resources (Speaker Nakisha Dixon & panel) Lunch time panel.

Nicole has been reaching out to various people to see if they would be interested in speaking at one of our meetings. Nakisha can send out another call-to-action for speakers. Nicole feels like people tend to like the virtual meetings and feels like we might do better having happy hours in person. One suggestion was to have a photographer at a happy hour to take updated headshots for people.

Membership Report – Rochelle Fashaw

- Active Members – 158 active members
- New Members – 4
 - Nicole will reach out and welcome the new members.

Sponsorship Report – Vacant

- Yearly Sponsor – Sentara gave a verbal yes to be one of our sponsors. Sogolytics will also be a sponsor.
- Monthly Sponsors –

Nicole asked for a document showing the requirements to meet for a sponsor and Will is going to send it out.

Community Outreach Report – Pamela Palmer

No update

SHRM Foundation Report – Pamela Palmer

- Donations for 2024 –
- 2025 Goal –

Discussion Group Report – Vacant

- Will and Tricia are targeting March 6 for a discussion panel – return to work; recruiting and retention for 2025 and what is this doing for culture and morale. Nakisha will send out an e-mail blast tomorrow.

Social Media/Communication Report – Nakisha Dixon

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
LinkedIn Members		1056										
X Followers												
Instagram Followers	58	58										
Facebook Followers	128	125										

Linked In

	Jan	Feb	Mar	Apr	May	June
Followers (Total)	182	195				
Followers (New)	2	11				
New Followers Over Previous Month	-33.30%	266.70%				
Impressions	1156	1738				
New Impressions Over Previous Month	609.20%	51.80%				
Reactions	41	85				
New Reactions Over Previous Month	925.00%	107.30%				
Comments	4	4				
Repost	1	5				
Competitor Highlights						
Total Posts	9	7				
Posts vs Competitors	24%	-10.90%				
Engagement Rate	7.40%	10.10%				
Engagement Rate vs Competitors	45.50%	5.70%				

- Nakisha is working on getting our LinkedIn followers to attend our meetings.

Certification Report – Tricia Kleber

- SHRM Approval – March Discussion group, April meeting
- HRCI Approval – March Discussion group, April meeting
- Waiting to Obtain – March meeting

The February certificates were sent out on March 2.

Student/Emerging Professional Liaison – Cindy Parker/Christine Sullivan

- Cindy is continuing to promote out events. She was hoping to get a Mason SHRM chapter started in the spring. There was a deadline that was missed so it won't happen in the spring. There are 10 very interested students, and Cindy will work with them to keep up the interest.
- Mary noted that DC SHRM is holding an emerging professional's event. She will send that information to Cindy – maybe we can do something similar in the fall. Cindy is hoping to be teaching one of her advanced HR courses in person, and that would be a great market to get the students interested.
- Matt asked if there was a way that Dulles SHRM could host the student chapter so we can start getting more interest. The big problem that we have is that once the leadership changes, the group starts to decline and disappear. The students want to have the leadership skills, but it's always tricky to get the succession planning. We'll need to talk about this more to figure out how we can do this. Will suggested that they could help with planning the fall seminar.

President's Report – Mary Khattak

- Mary is attending the Virginia State Conference from our chapter; she is the only one.

- Our Board Meeting is set for April 7, and both Mary and I cannot attend. Will is going to take the minutes and Tricia will let him know what to do.
- Mary has a call on Friday to talk to Loudoun SHRM. They haven't been very responsive to Mary. They are not active and have missed several "required" calls that they are supposed to be attending. Will asked if any information from the State Council or Nationals have been sent to Loudoun SHRM. This is something that does not happen often. Loudoun SHRM still have funds in their account, so they need to spend it for some reason. Matt offered to help Mary if needed.
- Mary will send out dates for a brainstorming session. Mary will do it at her office and will provide dinner. Please respond back to her as to what works for you.
- Nicole is looking at a potential place for our happy hour event and she is going to check it out on Wednesday.
- Send your Bio and Picture to Nakisha
- Nicole sent out some information about the review of zip codes in our area. We'll wait on that once we know what happens with Loudoun SHRM.

Old Business

- None

New Business

- None

Next Board Meeting: April 7, 2025

Meeting adjourned: 6:20 pm

Respectfully submitted,
Tricia Kleber

Last edited: March 3, 2025