

DULLES SHRM BOARD OF DIRECTORS MEETING MINUTES FOR MAY 5, 2025

Board Members Present:

1. President – Mary Khattak
2. Vice President, Membership – Rochelle Fashaw
3. Vice President, Programs & Past President – Nicole Davis
4. Treasurer – Will Seidler
5. Director, Community Outreach & SHRM Foundation – Pamela Palmer
6. Legislative Liaison – Matt Nieman
7. Student/Emerging Professional Liaison – Cindy Parker
8. Student/Emerging Professional Liaison – Christine Sullivan
9. At Large – Charlan Cornwell

Board Members Absent:

1. Secretary & Certifications Advisor – Tricia Kleber
2. Director, Marketing/Communications – Nakisha Dixon

Vacant Position:

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

MEETING STARTED – 5:34 pm

Will called the meeting to order.

Secretary's Report – Tricia Kleber sent out the March minutes. Nicole made a motion to accept the March minutes and Cindy seconded the motion. 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 4/7/2025

- Truist checking - \$ 4869.93 **+\$5000
- Truist savings - \$ 19,731.72
- PayPal – \$ 2,590.10

Programs' Report – Nicole Davis

- 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.
- May 7th – headshots and happy hour
 - Cost of Photographer - \$500 – approved by the board
- May 21st – Guide to New Manager Success – A 90-Day Blueprint
- June – AI & HR
- September – Annual Legal Update

Membership Report – Rochelle Fashaw

- Active Members – 156 active members
- New Members – 4
- Sent messages to expiring members
 - 1 is moving outside the area

Sponsorship Report – Vacant

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

Community Outreach Report – Pamela Palmer

Dulles South Food Pantry – collect items at happy hour. Option for members to donate money

- Idea – set goal to raise specific amount at May 7th event
 - \$300

SHRM Foundation Report – Pamela Palmer

- Donations for 2024 –
- 2025 Goal –
- May 7th event - \$10 goes towards SHRM foundation

Discussion Group Report – Vacant

- The Q1 discussion group certificates were sent out on April 1.
- Ideas for future – how to approach layoffs,
- Matt happy to help in June

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	210			
Followers (New)	2	11	17			
New Followers Over Previous Month	-33.30%	266.70%	70%			
Impressions	1156	1738	2001			
New Impressions Over Previous Month	609.20%	51.80%	0.9%			

	Jan	Feb	Mar	Apr	May	June
Reactions	41	85	147			
New Reactions Over Previous Month	925.00%	107.30%				
Comments	4	4	6			
Repost	1	5	2			
Competitor Highlights						
Total Posts	9	7	11			
Posts vs Competitors	24%	-10.90%	35.1%			
Engagement Rate	7.40%	10.10%	13.80%			
Engagement Rate vs Competitors	45.50%	5.70%	35.10%			

Certification Report – Tricia Kleber

- SHRM Approval – April meeting, May meeting
- HRCI Approval – April meeting, May meeting
- Waiting to Obtain – anything after May

Student/Emerging Professional Liaison – Cindy Parker/Christine Sullivan

- Cindy –
 - Met with Grad student interested in reforming student chapter at Mason
 - Deadlines coming up next month
 - Idea to formalize matching up grad/advanced students with professionals for mentorship
- Want to connect with other chapters with a Student/Emerging Professional board role

President's Report – Mary Khattak

- Co-branding upcoming meetings with Loudon
- Still seeking help from HR Virginia/SHRM national for merger
- Send board spotlights to Nakisha
- Mary wants to host board for strategic planning rest of year
- Promote Tunnels to Towers

Old Business

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New Business

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Next Board Meeting: May 5, 2025

Meeting adjourned: 6:21 pm

Respectfully submitted,
Will Seidler

Last edited: April 7, 2025