

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

### **Board Members Present:**

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

### **Board Members Absent:**

1. Director, Community Outreach & SHRM Foundation – Pamela Palmer

### **Vacant Position:**

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

MEETING STARTED – 5:34 pm

Mary called the meeting to order.

**Secretary's Report** – Tricia Kleber thanked Will Seidler for taking the minutes last month. Tricia sent out the April minutes last week. Matt made a motion to accept the April minutes and Will/Christine 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 5/5/2025

- Truist checking - \$ 9,784.39
- Truist savings - \$ 19,731.88
- PayPal – \$ 2,849.08

He will check Paypal and compare it to those attendees for Wednesday's event.

**Programs' Report** – Nicole Davis

- May 7<sup>th</sup> – headshots and happy hour
  - Cost of Photographer - \$500 – approved by the board
  - 33 people are registered, with 14 new attendees
- May 21<sup>st</sup> – Guide to New Manager Success – A 90-Day Blueprint
- June – AI & HR
- September – Annual Legal Update

**Membership Report** – Rochelle Fashaw

- Active Members – 157 active members
- New Members – 1 (only 3 for the past 90 days)
- Sent messages to expiring members

### **Sponsorship Report – Vacant**

- Yearly Sponsor – Sogolytics is our annual 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 for the May 7<sup>th</sup> event
  - \$300

### **SHRM Foundation Report – Pamela Palmer**

- 2025 Goal –
- May 7<sup>th</sup> event - \$10 from every participant goes towards SHRM foundation

### **Discussion Group Report – Vacant**

- This will happen on June 5 at 8:00 am. We will talk about how to approach layoffs, restructuring, and rightsizing your workforce. Matt has volunteered to help. Tricia will send out a meeting invite to brainstorm ideas to Will and Matt.

### **Social Media/Communication Report – Nakisha Dixon**

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
LinkedIn Members		1056	1056	1056								
X Followers												
Instagram Followers	58	58	59	59								
Facebook Followers	128	125	126	128								

### **Linked In**

	Jan	Feb	Mar	Apr	May	June
Followers (Total)	182	195	210	225		
Followers (New)	2	11	17	15		
New Followers Over Previous Month	-33.30%	266.70%	70%	-11.80%		
Impressions	1156	1738	2001	1474		
New Impressions Over Previous Month	609.20%	51.80%	0.9%	-29.50%		
Reactions	41	85	147	86		

New Reactions Over Previous Month	925.00%	107.30%	58.10	-41.50%		
Comments	4	4	6	8		
Repost	1	5	2	3		
Competitor Highlights						
Total Posts	9	7	11	6		
Posts vs Competitors	24%	-10.90%	35.1%	5%		
Engagement Rate	7.40%	10.10%	13.80%	11.90%		
Engagement Rate vs Competitors	45.50%	5.70%	35.10%	-22.10%		

She is looking at ChatGPT at how to get more followers and how to get more people to our events.

#### **Certification Report – Tricia Kleber**

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

The April certificates were sent out on May 5.

#### **Student/Emerging Professional Liaison – Cindy Parker/Christine Sullivan**

- Christine and Cindy need to meet to start mentoring the GMU students for the 2025-2026 school year
- They are still working on reforming the student chapter at GMU

#### **President's Report – Mary Khattak**

- Fall Conference date (October 15) and themes - Nicole sent a poll through Zoom and #2 won. The conference will be at a place that Rochelle knows.
  - EXD – Employee Experience Design – Back to the Future, One Experience at a Time
  - EXD – Employee Experience Design – The Blueprint for a Better Employee Journey
  - Mission: Possible – HR's Role in Shaping the Future
  - HR Avengers – Assembling the Future Workforce
  - Cleared for Takeoff: Navigating the Future of HR
- Loudoun SHRM – Mary received a text that Loudoun was going to disaffiliate with SHRM. Mary is trying to find out if we can take over their zip codes. We cannot automatically get their members, but Mary is trying to get access to their membership. Matt suggested tagging Loudoun SHRM in of our posts, stating that we welcome them to join us. Mary is still trying to find out what is going on with their members.

#### **Old Business**

- Send board spotlights to Nakisha

#### **Next Board Meeting: June 2, 2025**

Meeting adjourned: 6:13 pm

Respectfully submitted,  
Tricia Kleber

Last edited: May 5, 2025