

## **DULLES SHRM BOARD OF DIRECTORS MEETING MINUTES FOR JUNE 2, 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, Community Outreach & SHRM Foundation – Pamela Palmer
6. Legislative Liaison – Matt Nieman
7. Student/Emerging Professional Liaison – Christine Sullivan
8. At Large – Charlan Cornwell

### **Board Members Absent:**

1. Vice President, Membership – Rochelle Fashaw
2. Director, Marketing/Communications – Nakisha Dixon
3. Student/Emerging Professional Liaison – Cindy Parker

### **Vacant Position:**

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

MEETING STARTED – 5:32 pm

Tricia called the meeting to order.

**Secretary's Report** – Tricia sent out the May minutes last week. Matt made a motion to accept the May minutes and 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 6/2/2025

- Truist checking - \$8,570.56
- Truist savings - \$19,732.05
- PayPal – \$3,068.46

**Programs' Report** – Nicole Davis

- June – AI & HR – 14 registered so far; Tricia will send the certificates to Nicole to send out since she will be out of the country
- August – still working on this
- September – Annual Legal Update

We're not getting a lot of responses for our meetings. How can we increase our attendance? Nicole will put it on HR Virginia. It also goes on the Loudoun website, but we don't get anything from Loudoun. Nicole will check with Nakisha to see which e-mail list is being used. What other things can we do to attract attendance? Christine suggested that each person reach out to 5 people to attend an event. Matt wanted to know what our goal is – why are we having these meetings. We talked about inviting everyone, but the problem is knowing who is attending,

which makes it harder to send out the certificates. Maybe we can add something during the meeting by telling them to fill out a feedback form or send an e-mail to someone to get the certificates. Is return-to-office causing problems? Are people not able to log in when they are at the office? Do we need to change the time?

### **Membership Report – Rochelle Fashaw**

- Active Members – 161 active members
- New Members – 6
- 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
  - We collected close to \$261.

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

- 2025 Goal –

### **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, Will and Tricia will be leading it.

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

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
LinkedIn Members		1056	1056	1056	1056							
X Followers												
Instagram Followers	58	58	59	59	59							
Facebook Followers	128	125	126	128	127							

### **Linked In**

	Jan	Feb	Mar	Apr	May	June
Followers (Total)	182	195	210	225	235	
Followers (New)	2	11	17	15	9	
New Followers Over Previous Month	-33.30%	266.70%	70%	-11.80%	-40%	
Impressions	1156	1738	2001	1474	1776	

New Impressions Over Previous Month	609.20%	51.80%	0.9%	-29.50%	18%	
Reactions	41	85	147	86	71	
New Reactions Over Previous Month	925.00%	107.30%	58.10	-41.50%	19%	
Comments	4	4	6	8	3	
Repost	1	5	2	3	10	
Competitor Highlights						
Total Posts	9	7	11	6	12	
Posts vs Competitors	24%	-10.90%	35.1%	5%	29%	
Engagement Rate	7.40%	10.10%	13.80%	11.90%	9.1%	
Engagement Rate vs Competitors	45.50%	5.70%	35.10%	-22.10%	-25.8%	

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

- SHRM Approval – June discussion group; June meeting
- HRCI Approval – June discussion group; June meeting
- Waiting to Obtain – anything after June

The May certificates were sent out on June 9.

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

- Christine and Cindy still need to meet.

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

- Fall Conference date (October 15). The conference will be at a place that Rochelle knows.
  - EXD – Employee Experience Design – The Blueprint for a Better Employee Journey
- Loudon SHRM – Mary is still waiting to hear from them – they are being very unresponsive.
- District Meeting – Capital Hill Day is on September 9. The Impact Awards are upcoming, so Mary will see if we are eligible for anything.
- Prince William – Mary will reach out to see if they are interested in doing a happy hour this summer, or maybe at a winery.

### **Old Business**

### **Next Board Meeting: August 4, 2025**

Meeting adjourned: 6:14 pm

Respectfully submitted,  
Tricia Kleber

Last edited: June 2, 2025