

DULLES SHRM BOARD OF DIRECTORS MEETING MINUTES FOR AUGUST 4, 2025

Board Members Present:

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

Board Members Absent:

1. Director, Community Outreach & SHRM Foundation – Pamela Palmer
2. Legislative Liaison – Matt Nieman

Vacant Position:

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

MEETING STARTED – 5:36 pm

Tricia called the meeting to order.

Secretary's Report – Tricia sent out the June minutes last week. Will made a motion to accept the June 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 8/4/2025

- Truist checking - \$8,715.10
- Truist savings - \$19,732.38
- PayPal – \$3,086.88

The budget has been approved.

Programs' Report – Nicole Davis

- August – Creating Better Cultures Through the 8 Play Personalities. We have 11 people registered for this – we need to all start sharing this.
- September – Annual Legal Update at Matt's office. Nicole would like to charge a nominal fee (\$10) so make it more meaningful. We will waive the fee for students.
- October – Conference. Nicole has 4 interested speakers and will work on getting the forms filled out.

Nakisha brought up that it seems like other organizations are doing more frequent sessions. Are people starting to feel that we are in virtual overload? Can we do more social events or in-person events? Nicole would like to have a fun event in November instead of December.

Membership Report – Rochelle Fashaw

- Active Members – 161 active members
- New Members –
- Sent messages to expiring members

Sponsorship Report – Vacant

- Yearly Sponsor – Sogolytics is our annual sponsor.
- Monthly Sponsors – there are 2 organizations that are interested in possibly sponsoring the conference.

Community Outreach Report – Pamela Palmer

No report

SHRM Foundation Report – Pamela Palmer

- 2025 Goal

Discussion Group Report – Vacant

- Discussion Group Date – We will do this in November. Tricia will look for different hot topics and will bring them to the September meeting.

Social Media/Communication Report – Nakisha Dixon

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
LinkedIn Members		1056	1056	1056	1056	1054	1054					
Instagram Followers	58	58	59	59	59	59	59					
Facebook Followers	128	125	126	128	127	127	127					

Linked In

	Jan	Feb	Mar	Apr	May	June	July
Followers (Total)	182	195	210	225	235	242	242
Followers (New)	2	11	17	15	9	9	1
New Followers Over Previous Month	-33.30%	266.70%	70%	-11.80%	-40%	12.5%	-90%
Impressions	1156	1738	2001	1474	1776	777	432
New Impressions Over Previous Month	609.20%	51.80%	0.9%	-29.50%	18%	-55.5%	-77.4%
Reactions	41	85	147	86	71	31	7
New Reactions Over Previous Month	925.00%	107.30%	58.10	-41.50%	19%	-54.4%	-77.4%
Comments	4	4	6	8	3	4	0
Repost	1	5	2	3	10	5	0
Competitor Highlights							
Total Posts	9	7	11	6	12	6	2
Posts vs Competitors	24%	-10.90%	35.1%	5%	29%	-37.3%	-77.4%
Engagement Rate	7.40%	10.10%	13.80%	11.90%	9.1%	11.3%	6.5%
Engagement Rate vs Competitors	45.50%	5.70%	35.10%	-22.10%	-25.8%	-22.9%	-42.6%

Nakisha asked us to think about what kind of social media “chapter” we want to do. We haven’t been as engaging as we should be. The Board members need to make it a point to engage in conversations with member who post on our page.

Nakisha will also work with Rochelle in talking to members to do member spotlights. We can also add that to an e-mail asking for members to participate.

Certification Report – Tricia Kleber

- SHRM Approval – August meeting
- HRCI Approval – August meeting – need to call
- Waiting to Obtain – anything after August

The June certificates were sent out on June 28.

Student/Emerging Professional Liaison – Cindy Parker/Christine Sullivan

- Christine and Cindy touched base last week. The students will be back in school at the end of the month. Cindy is trying to get in touch with the student who is trying to re-start the GMU SHRM chapter, and hopefully that will happen. She does have a growing number of graduate students who are working towards an HR certificate. She will reach out to them to see if there is a way to do some low-key mentoring with the students and the members. We might be able to get some of them to join the chapter. Christine will be speaking to the Women’s Group where her son’s girlfriend works and will put in a plug for our chapter. Cindy knows some students who work with social media, and she will see if we can work with them on how to make our social media work better. Maybe early in 2026 we can focus on the emerging professionals and can work with Cindy’s class directly.

President’s Report – Mary Khattak

- Fall Conference date (October 15). The conference will be at the Reston Association building.
 - EXD – Employee Experience Design – The Blueprint for a Better Employee Journey

- Mary wants to resume the weekly calls
- Nicole would like to get the schedule flushed out so she can narrow down the speakers. She has 4 people interested in speaking; maybe 1 can be done during lunch.
- Loudon SHRM – Mary is still waiting to hear from them – they are still being very unresponsive. They did put a message on their site asking if anyone wanted to join their board. Rochelle let us know that she heard from 2 people who said that they received an e-mail from Loudoun SHRM telling them that they could join our chapter if they were interested.
- SHRM will be rolling out new enhancements to the website. We have offered to be a Guinea pig for this.
- Membership Drive – there will be a 50% off membership drive in mid-august, sponsored by SHRM. If we get new members, we will get \$30 of the fees.
- 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 – They ended up picking a place in Woodbridge in July; we did not promote it.

Old Business

Next Board Meeting: September 8, 2025

Meeting adjourned: 6:23 pm

Respectfully submitted,
Tricia Kleber

Last edited: August 4, 2025