

DULLES SHRM BOARD OF DIRECTORS MEETING MINUTES FOR SEPTEMBER 8, 2025

Board Members Present:

1. Secretary & Certifications Advisor – Tricia Kleber
2. Vice President, Membership – Rochelle Fashaw
3. Vice President, Programs & Past President – Nicole Davis
4. Treasurer – Will Seidler
5. Director, Marketing/Communications – Nakisha Dixon
6. Legislative Liaison – Matt Nieman
7. At Large – Charlan Cornwell

Board Members Absent:

1. President – Mary Khattak
2. Director, Community Outreach & SHRM Foundation – Pamela Palmer
3. Student/Emerging Professional Liaison – Cindy Parker
4. 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 – 5:41 pm

Tricia called the meeting to order.

Secretary's Report – Tricia sent out the August minutes last week. Rochelle made a motion to accept the August minutes and Will 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 9/7/2025

- Truist checking - \$7,707.14
- Truist savings - \$19,732.55
- PayPal – \$3,291.91

We are running a surplus to our budget - \$1,420.03

Programs' Report – Nicole Davis

- September – Annual Legal Update at Matt's office. We have 14 people registered now for it. More people accepted the Google invite than registered, so we need to keep pushing people to register as well as accepting the invite.
- October – Conference. We need more people to attend. We really need to push the conference to our members.
- November – She just confirmed the speaker for the session. The topic is Overcoming Stability. There will be some breakout rooms and activities scheduled.
- December – holiday social.

Membership Report – Rochelle Fashaw

- Active Members – 162 active members
- There is some information about a membership special. Nicole will send out that information and include information for Matt's session.

Sponsorship Report – Vacant

- Yearly Sponsor – Sogolytics is our annual sponsor.
- Conference Sponsors – Will is holding off on this until we get more attendees registered
- Will received information for an e-mail blast so he invoiced for that and will get it sent out.

Community Outreach and SHRM Foundation Report – Pamela Palmer

Pamela won't be attending any more meetings or events this year. Nicole and Will are going to work on a community outreach effort for the end of the year.

Discussion Group Report – Vacant

- Tricia researched some of the hot topics in HR:
 - AI's Expanding Footprint in HR – resume scanning, interviews, onboarding, performance management, talent acquisition, digital coaching and analytics
 - Caution Toward AI as a Manager – 82% of organizations are expanding or testing AI, but approximately 70% of employees are uncomfortable with AI managing key decisions like performance or pay
 - Hidden AI: The Shadow Productivity Economy – half of American employees are using AI tools at work without telling their managers. HR is contending with growing focus on mental health, hybrid work, DEIB, upskilling, sustainability, and evolving leadership styles
 - “Job Hugging”: Staying Put in Uncertain Times – US workers are choosing stability over change, which causes HR to face challenges around managing retention, addressing unmotivated staff and balancing career growth with organizational needs
 - The “Big Hold” and Stay-Driven Culture – 73% of workers intend to stay in their current roles, mainly due to limited external job options. Smaller firms that invest in culture, training and unique perks are outpacing bigger players in retention
 - Downloadable AI: Digital Teammates – Autonomous AI agents acting as digital employees – adopted by 78% of UK C-suite leaders.

We could do something with AI or we can wait and see what happens with the conference and see how the speakers are and if the attendees want more information. If they do, we can have one of the speakers lead a discussion group in November.

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	1053				
Instagram Followers	58	58	59	59	59	59	59	60				
Facebook Followers	128	125	126	128	127	127	127	127				

Linked In

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

	July	Aug	Sept	Oct	Nov	Dec
Followers (Total)	242	251				
Followers (New)	1	4				
New Followers Over Previous Month	-90%	300%				
Impressions	432	552				
New Impressions Over Previous Month	-77.4%	27.8%				
Reactions	7	16				
New Reactions Over Previous Month	-77.4%	128.6%				
Comments	0	1				
Repost	0	1				
Competitor Highlights						
Total Posts	2	4				
Posts vs Competitors	-77.4%	-55.1%				
Engagement Rate	6.5%	9.2%				
Engagement Rate vs Competitors	-42.6%	2.4%				

One thing Nakisha noticed is that we do get a lot of views from our events, but that doesn't mean more registrations. She wanted to know if it would be better to blast the legal update and then the conference or do them both at the same time. It was agreed that she would do a blast with the legal update on top and then the conference below. Will stated that sometimes his e-mails go to the Promotions section in G-mail, so that might be an issue.

Certification Report – Tricia Kleber

- SHRM Approval – October Conference
- HRCI Approval – October Conference

- Waiting to Obtain – Matt’s session; November event

The August certificates were sent out on August 29.

Student/Emerging Professional Liaison – Cindy Parker/Christine Sullivan

- There will not be a student chapter at GMU this fall, so Cindy will be focusing on actively recruiting her undergrad and grad students to attend the events.
- Cindy has reached out to a student who specializes in social media to see if he can give Nakisha a one-hour consultation to help with LinkedIn and how to increase engagement. His name is Rakibul, and he should be reaching out to Nakisha.
- Will there be a reduced rate for students (\$25) to help increase student attendance? Cindy was able to get \$250 from the Costello College of Business to support the student attendance. She would love to be able to do a “bulk” registration of the students so she can register them all at once. Tricia motioned, matt seconded. Will and Nicole will work with her to get them registered.

President’s Report – Mary Khattak

- An application was submitted to SHRM and SHRM VA for IMPACT awards. We will find out in November if we earned one (or not)
- Register and encourage HR friends to register for the October 15th half-day seminar.
 - The website is ready to go.
 - Nicole and Mary are attending; Rochelle will be submitting a registration for herself and her assistant. Matt is going to try and make it. Will, Nakisha and Tricia cannot attend.
- Mary needs to assemble a raffle prize for the HR Virginia Leadership conference in October. I already pre-ordered the new Brene Brown book as the baskets must include a leadership book. I will submit receipts in the next couple of weeks.
- 2026 Planning meeting. Mary will send out dates for late October/early November at her office. Does anyone have recommendations for new Board members?
- Member survey. We haven't done one for two years. We really need to see what members want because the noon monthly meetings are sparsely attended. 15-20 has been the norm. Please send Mary questions for a member survey by September 19th that we will send out in late Sept/early October.
 - Do people want more in-person events, if so when and where? Frequency?
 - More or less discussion groups?
 - Topics that we haven't covered in a while?
- Talk about November meeting vs. happy hour – We will do a social event in December instead, since Nicole has found someone for November.

Old Business

Next Board Meeting: October 6, 2025

Meeting adjourned: 6:11 pm

Respectfully submitted,
Tricia Kleber

Last edited: September 8, 2025