

**DULLES SHRM BOARD OF DIRECTORS
MEETING MINUTES FOR AUGUST 6, 2017**

Board Members Present:

1. President – Amy Civilikas
2. President Elect – Beth van Burk
3. Past-President – Linda White
4. Secretary/Certification Representative – Tricia Kleber
5. Treasurer – Jennifer Regis
6. Vice President, Membership – Rae Duffy
7. Vice President, Programs - Janine Onorio
8. Vice President, Programs – Nicole Davis
9. Vice President, Sponsors – Ryan Haywood
10. Director, Discussion Group – Laurie Smith
11. Director, Discussion Group – Jennifer Elksnitis
12. Registration Coordinator - Charlan Cornwell
13. Legislative Liaison – Matt Nieman
14. Director, Social Media & Newsletters – Hannah Nyberg
15. Director, Diversity/Workforce Education – Mary Roome-Godbolt
16. SHRM Foundation Representative – Katt Hancher
17. Student Chapter Liaison and Scholarship Coordinator – Vacant

Board Members Not in Attendance

1. Legislative Liaison – Meredith Bergeson

Meeting called to order: by Amy Civilikas at 6:06 pm.

Secretary's Report/Minutes: Tricia Kleber stated that she circulated the July minutes via e-mail and asked for any changes/corrections. Tricia asked for a motion to approve the minutes. Hannah made a motion to accept the minutes as distributed. Beth seconded the vote. The vote was:

- Approve – 14
- Abstain – 2
- Opposed – 0

The July minutes were approved and Tricia will upload them to the website.

Membership: Rae Duffy reported that we are up to 126 members, which is an increase of 9 from last month. SHRM concluded their audit of our membership and their numbers match our numbers.

Registration: Charlan Cornwell reported that we had 23 registrants for the June meeting. 21 people showed up. There were 2 annual sponsors, 1 community speaker, 2 monthly sponsors, and 2 panelists, for a total of 28 attendees.

We have 27 registrants for the August Chapter Meeting.

Charlan will not be there for the August meeting; Jennifer has volunteered to handle registration. Beth will handle the Foundation duties since Katt needs to miss the meeting. Mary will handle the raffle duties.

Sponsors: Ryan Haywood provided Tricia with the updated sponsor list (see attached).

We have 1 Fall Seminar sponsorship spot available – breakfast.

We need to be more engaged with our sponsors to make them want to continue sponsoring our events. One idea is to have more sponsored happy hours, where the sponsor would do a quick talk on the product, then have the drinks available. We could also do a networking session with a membership mixer in October, and let the sponsor speak for about 15 minutes (like an infomercial).

Ryan spoke with HR Alliance and found out that people want more informal structures when dealing with sponsors. He also spoke with NOVA SHRM. They guarantee a certain number of attendees. If they don't reach those numbers, then NOVA SHRM refunds the sponsored money back to the sponsor.

Treasurer's Reports: Jennifer Regis reported the following balances as of August 7, 2017:

BB&T Checking – \$4,457.27

BB&T Savings – \$36,860.42

PayPal – \$2,959.90

The Stair Climb is happening again on September 16 at the Gaylord. Currently there are four people registered. Jennifer will forward an e-mail that Katt sent out to Amy so that Amy can send it to our members.

Programs: Janine Onorio sent out the June survey; only received 2 responses back.

She sent out an e-mail for presenters for 2018 and has received some good responses. Performance management was a key topic; maybe we will add a third panel for 2018 and use this as the topic. Another suggestion was to do a panel discussion on how to become an "Employer of the Year." Janine is also looking at career optimization and succession planning and has a call scheduled for Friday to go over those options.

Certification: Tricia Kleber let us know that we are approved through SHRM and HRCI for the August meeting and the October meeting. Tricia and Matt need to work on the September meeting; Matt will check to see if he has any of his meeting presentation that were approved for strategic credits.

Legislative Liaison: Matt Neiman reported that it is still quiet on the legislative front. He also let us know that Meredith had her baby!

Discussion Group: Laurie Smith stated that for the August discussion group, we had 23 people signed up and 17 people attended. The topic was on linking compensation with performance.

The September discussion group will be at the Washington Financial Group. They will run this a little differently by not having the sign-in sheet. We don't want to share that information with Shirley from TPSU, since Shirley tends to harass our attendees.

The October discussion group will be at Tim Kelly's office. In November, we will be at the Government Center, and we will be at Jackson Lewis in December.

SHRM Foundation/Community Outreach: Since we did not have a meeting in July, we did not have any donations for Embry Rucker or the SHRM Foundation.

Katt Hancher reported that she participated at an event with Northern Virginia Family Services on July 25 at Bailey's Crossroads. The topic was geared to the homeless population on how to get a job. All the participants received a USB flash drive.

Media/Communication: Hannah Nyberg reported that our current statistics are as follows:

Facebook = 96 members, down 2 from last month
Linked-In Group Page = 908 members
SHRM E-mail List – 234 people
General Interest E-mail List – 655 people

Hannah sent out 6 e-mails in the past month. The open rates averaged 30%. The click rates were between 4-12%, with an average around 6%. She sends e-mails out on either Tuesdays or Wednesdays.

Hannah provided information on the Emerging HR Professional and asked for feedback on that. We are looking to start this program in 2018, and select one professional every quarter. We might pay for their SHRM membership and the Dulles SHRM annual fee. Hannah will set up a committee to work on this.

Seminar Discussion: Beth van Burk is still working on the Fall Seminar. We will have 4 speakers and discuss scenarios around "Risky Business." We are looking at providing notebooks for the attendees and the members selected a notebook to order.

We discussed some other options for seminars and meetings, such as having a strategy session or more panels on membership. We also talked about doing a cross-chapter day with Richmond SHRM.

Workforce/Diversity: Mary Roome-Godbolt stated that there is a new president at the Chamber. There will be another Mock Interview Day in February at Chantilly High School, and Mary is helping to plan that.

Mary also stated that we need to look at different ways to get more diverse people to join our chapter.

Student Chapter: Amy Civilikas stated that GMU will be leading the September meeting. Matt is presenting that month. Charlan will reach out to Cindy Parker to confirm.

Additional Items: We spoke about partnering with Leesburg to send someone to the State Council meeting, but we need to design criteria around the selection of candidates.

Charlan, Beth and Amy are on the holiday committee.

Next Board Meeting: Virtual meeting on Monday, September 11 at 6:00 p.m.

Meeting adjourned: **8:08** pm

Respectfully submitted,
Tricia L. Kleber

Last edited September 8, 2017