

**DULLES SHRM BOARD OF DIRECTORS
MEETING MINUTES FOR JANUARY 9, 2017**

Board Members Present Via Conference Call:

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 – Vacant
8. Vice President, Sponsors – Ryan Haywood
9. Director, Discussion Group – Laurie Smith/Rebecca Lloyd
10. Registration Coordinator - Charlan Cornwell
11. Director, Social Media & Newsletters - David Parrish
12. Legislative Liaison – Meredith Bergeson
13. Director, Diversity/Workforce Education – Mary Roome Godbolt
14. SHRM Foundation Representative – Katt Hancher
15. Student Chapter Liaison and Scholarship Coordinator – Cindy Clark

Board Members Absent:

Legislative Liaison - Matt Nieman

Meeting called to order: by Amy Civilikas at 6:03 pm.

Secretary's Report/Minutes: Since our December meeting was our Board transition dinner, there were no minutes to circulate. We didn't vote on the November 2016 minutes since we didn't have them. Amy will send them out by e-mail and the 2016 board will vote on them.

Membership: Rae Duffy updated the board on the membership statistics. Dues are on a calendar-year basis. Right now have 35 active members. We ended 2016 with 188 members. We had a big growth at the last quarter of 2016. Our goal is to be at 200 by the end of 2017.

There are some problems with PayPal – it wants us to make an account, and we don't want to do that. Rae will play with it to see if she can do something about it.

She asked David to send out a membership e-mail.

Results of Membership Survey

23 members participated. Highlights include:

- Variety of times for membership
- Better description of what the topic is
- More SPHR credit opportunities

- More HR professionals speaking
- Seating area for new members – maybe introduce Rae and direct questions to her; also assign buddies to new members. Rae would like Amy to send e-mails to new members, like what Linda did in 2016. Laurie would like the e-mails as well and she will invite them to the discussion groups. For the January meeting, Charlan will put a star on the name tag so that we can identify new members.

Katt offered to put the material out for BBG (our annual sponsor) for Rae, since Katt gets there early. BBG will be doing 3 presentations throughout the year; Rae will let Charlan know, at the latest, by Friday before the meeting as to who is attending.

Registration: Charlan Cornwell reported that we had 44 attendees for the holiday party. 6 people paid their dues at the door. 6 registered but did not attend; 2 of whom did not pay. We have an issue every meeting with a few people who sign up but don't pay at all, which impacts our numbers.

We have 5 registrants for the January meeting.

We collected \$290 at the door – most was annual dues.

Sponsors: Ryan Haywood reported. BBG is our annual sponsor. Proforma Screening Solutions is our January sponsor at the gold level. We have commitments for our February and April meeting. Our March and August meetings are sponsored by HRA-NCA at the gold level, and are paid. Ryan is working hard to come up with a plan to get the remainder of sponsorships. And if we have a specific topic, he can target sponsors for those as well.

He will send out another e-mail blast as to remainder of meeting dates that are available for sponsorship.

He will start working on the fall seminar once that is determined. Rae mentioned that she went to the PW Fall Seminar. PW invites all their sponsors to their holiday party. That helps to bring in new members. The Board thought that would be a great idea for our holiday party.

Ryan brought up the idea of having sponsors for the discussion groups. Mary, Amy and Beth VB talked about having a community/business sponsorship (maybe 1 for \$300, 1 for \$100) so they can join Dulles SHRM, and they provide beverages. They would have 5-10 minutes to present their group. Ryan will advertise that in the next blurb and would like to start it for February. He has a company interested for February for the discussion group.

Dulles Chamber of Commerce would love to be a part of our membership. They are interested in our membership lists and they would provide their membership list to us, so we can try to get new members. They also offered to host some discussion groups. We suggested changing the name to be "Community Partnership" to have a

differentiation from our regular sponsorships. Anne Arundel has sponsorships and semi-annual sponsorships (about 75% of the annual cost). The sponsorship would have the first opportunity to speak. David will put together a write-up of what a Community Partnership would include and Mary will talk to the Dulles Chamber of Commerce to see what they can do. We need to figure out what we want from them and what they can offer to us. He will circulate it to the Board for approval.

Amy said that the Richmond chamber does economic updates for SPHR credits at a chapter meeting. We would like to have the Dulles Chamber of Commerce do this for us.

Once Ryan learns how to manipulate the website, he will update the website with sponsors. Rae will make sure that he gets administrative rights.

Treasurer's Reports: Jennifer Regis reported the following balances as of January 9, 2017:

BB&T Checking – \$1,291.60
BB&T Savings – \$36,951.86
PayPal – \$6,353.89

\$5,000 was moved from PayPal to the checking account today; that will be reflected in the balances in 3-5 days.

She hasn't started the budget for the year, but hopes to have it finalized by the next meeting.

We did great last year – this was the first time that we were positive since she has been on the board. We really worked hard to keep the costs down. Hopefully we can do as well this year.

Beth VB will look to see how many gift cards we have for sponsors so we know how many more we'll need for the year.

Linda asked if the Virginia Council brought up the amount of funds we should have in our account. Ryan said that as long as we had less than \$50,000 in assets, we are still good and can file the EZ form. We need to be concerned if we get \$200,000 or more in assets.

We received a check (at the leadership meeting) from the Virginia Council but we are unsure as to what it is for.

Programs: Beth and Amy reported. We have our programs set up through May. We can try to find a May speaker who speak about Employee Career Management. We are doing a recruiting panel for April; Mary will chair that. Beth would like to do an e-mail blast that shows what we have set up so far to everyone so that they can save the date.

Charlan suggested doing it quarterly instead. Beth and David will type something up, including discussion groups and renewing membership.

Amy will set up the June meeting – it will be on a topic relating to 401(k) programs.

We will not do a meeting in July.

Linda White would like to have a compensation panel and would like Eileen Taylor to be on it. Laurie will reach out to Eileen. This could be a good topic for August. Ryan has a contact (Nicole Attala) who would be a good addition to the compensation panel or maybe a compliance panel.

September's meeting is the legal update with Matt.

We still need to come up with topics for October and November. We would like 1-2 people to take charge of Programs and fill the rest of the year up. Laurie will talk to Hannah Nyberg about the possibility of doing this.

For the breakfast meetings, we will start at 7:30 am instead of 7:00 am.

Certification: Tricia Kleber gave an update. HRCI and SHRM credits have been approved for the January meeting. We have SHRM credits for the February meeting, but HRCI denied the credits for the meeting. Beth and Tricia are working with the speaker to change the content to get it approved. HRCI is making it harder to receive certification credits. They now want the presentations.

Tricia will e-mail the NOVA SHRM Certification person to see what the approval was in January 2015 for the similar topic.

Legislative Liaison: Meredith Bergeson gave an update. DC has been active over the past month. One of their new laws will expand paid leave in DC for non-government workers to receive up to 8 weeks of paid time off. The second law is similar to the "Ban the Box" but it is about credit checks.

Virginia signed a new executive order that addresses discrimination relating to sexual orientation to state government contractors.

Discussion Group: Laurie Smith/Rebecca Lloyd provided an update. For the January discussion group, we had 12 people who registered ahead of time, 7 walk-ins, and 5 no-shows.

Laurie thought it was easy to find people to do the discussion groups – they are reaching out to her. She has almost all of 2017 booked (missing October and December). She will look at the feedback to see if we need to address anything. Looking at making it more benefits focused towards the end of the year. Rae sent a contact to Rebecca for a potential October meeting.

A suggestion was made that we provide some swag to the facilitators. Laurie bought some B&N gift cards (\$10) to give to the facilitators. Laurie will submit the receipt to Jennifer to be reimbursed.

SHRM Foundation: Katt Hancher updated the board. From the November meeting, we collected \$35 for Embry Rucker and \$14/\$14 for the Foundation 50/50. Amy Civilikas was the winner and she graciously donated her winnings to Embry Rucker, for a total of \$49. Vince Pascarella won the Educational certificate.

We had no donations in December since it was our Holiday Party. We presented the check to Embry Rucker at the party.

We came in third of Virginia State donations to SHRM Foundation.

The person they have now (Patricia) is worse than the other person (Bruce). At the meeting, chapters who did not donate were selected to pull a ticket for the raffle that they were doing. We all agreed that it was a very negative practice.

The SHRM Foundation has received some negative feedback and SHRM is trying to transform the Foundation and expand the scholarship and outreach side of foundation to support the growth of individuals and organizations within SHRM. They produced a new video, and Katt would like to show it before one of the meetings.

The goal is to send in a donation once a quarter.

Katt will send us information about the scholarship fund and maybe put a placard out so that people know it is available.

Media/Communication: David Parrish updated the board. Our current statistics are as follows:

Facebook = 94 members

Linked-In Group Page = 895 members

Linked-In Company page – 8 people – David will delete this after making sure that those 8 people are in the Group page

Twitter = unknown at this time – David was unaware that he needed to check this.

David is mixing up the flavor of what is out there with different types of articles. He is still trying to find his rhythm of what he puts out and the timeframe. He is also learning Constant Contact.

David is thinking about doing a Meet-Up Group. Some of the other chapters are using these to target some of the millennials. It is a good idea, but there needs to be some sort of structure around it. It's a good way to get out of the more formal structural

environment. Cindy Clark would like to work with David to do something like this with the students, and look for sponsors to pay for appetizers.

Student Chapter: Cindy Clark updated the Board. She put together a spreadsheet based from the strategic meeting, and is reaching out to the different schools to see how we can get them involved in our chapter.

We would like GMU will facilitate the April meeting; Cindy will reach out to GMU to confirm this as soon as she can.

Website Project: Amy stated that she wants to make sure that everyone has access to the website. Each person is responsible for updating their own sections. If something has SHRM and/or HRCl, then it needs the seal. Tricia will upload the seals to the website.

Seminar Discussion: Beth van Burk gave an update. The date for the Fall Seminar is Friday, October 27. She is working with Amy and Mary to organize a strategy session to start planning for this.

Workforce Diversity: Mary Roome updated the Board. The Chantilly Governors STEM category is sponsoring a mock interviewing day are Monday, February 27 and Tuesday, February 28. There are different sessions open that people can sign up to help with this. They want the students to have a 15-minute interview to help them prepare for the future. Mary would like some members of the Board to help out.

2017 Goals: Amy spoke on this topic. Several years ago we had each position set up goals, but we didn't do anything with it. We had the strategic meeting this past July and want to combine everything so that we can put together our goals for 2017. We can look at what we came up with for July to see if we're still on target with what we talked about.

Amy shared goals that she had from 2013 so that we have an idea of how to do this.

Have 3-4 people present their goals at the next meeting, and the rest in 2017. Mary, Laurie/Rebecca, Jennifer and Ryan volunteered to do February. Everyone else will do March.

We talked about advertising the meals for the meetings. For January, we are having chicken topped with spinach and mornay sauce, roasted red potatoes and green beans. We decided not to advertise the meals because it could cause people to have more special requests. Instead, we will just share the meals at the Board meetings.

We talked about having our two board meetings at a different venue instead of Hidden Creek Country Club since the food isn't very good. Charlan will do some research on various restaurants that has a private room. Jennifer will get the actual cost of HCCC to Charlan. If anyone has suggestions of places to have the board meetings, please send them to Charlan.

We also are considering changing venues for 2018. We will have been at this location for 6 years, and it might be time for a change. The food seems to have gone downhill, and that can impact the attendance at our meetings. In addition, the outside is very dark, and people don't like walking to their cars in the dark. Mary will check out the Hilton on Park Center Road (off of McClearen and Route 28). We will also look into the Waterford. Charlan will let Mary know what our cost per person.

We also suggested changing our dinner meal from a seated dinner to heavy hors d'oeuvres.

Next Board Meeting: Virtual board meeting on Monday, February 6 at 6:00 pm.

Meeting adjourned: 8:03 pm

Respectfully submitted,
Tricia L. Kleber

Last edited January 30, 2017