

Dulles SHRM Board of Directors Meeting February 9, 2009

Board Members Present: Amy Lourenco, Beth vanBurk, Brandon Labman, Cindy Loison, Denise Henderson, Evelyn Kaiser, Janet Geib, John Nastelli, Joseph Gregory, Keli Winter, Linda Caporaletti-Hoyt, Mary Roome-Godbolt, Michelle Milam, Roxanne Ward, Sarah Cower, Tim Kelly

Board Members Absent: Joe Sherrier

The meeting was called to order at 6:10 pm.

Minutes – Amy apologized for not having January’s minutes ready. They will be available before the March meeting.

Treasurer’s Report – Thanks to Teresa for her hard work on sponsors – note several sponsors, including Annual Sponsor ROCS that have already paid. Linda purchased the new laptop & software & that cost is shown as an outstanding withdrawal. The checkbook balance as of 2/4/09 is \$16,128.04.

Registration – For the February meeting, 23 have registered so far.

2008 Chapter Champion – We received this honor for the Chapter’s support of the SHRM Foundation. “Chapter Champion Medals” were presented to last year’s Chapter President & Foundation Coordinator (Sarah & Mary). This recognition will help us to achieve superior merit status when reported on the Chapter Achievement Plan (CAP). Denise reminded us that everyone on the Board is strongly encouraged to contribute to the Foundation. Denise asked Mary for a link to the Foundation and something about the award for the newsletter.

Program Report – Keli did not bring results, but recalled highlights. January’s speakers (on mentoring) were rated on knowledgeability at 4.9 and dynamism at 4.5. There were a few comments on lack of “meat” in the topic. Most folks attended for the topic and networking. Other comments centered on food being good, sound poor in back of room, clattering of dishes, and coffee not being served.

Membership – Roxanne reported that there were 249 members as of the end of January. We are still in the process of reconciling with expirations, and local & national memberships. All new & renewing members receive a specially tailored e-mail welcoming them to the chapter. Last Friday night Roxanne had dinner with the Membership VP of the NOVA Chapter & another DC group; they are working on some shared initiatives. We’ve received FREE new marking collateral material from National that we can send out or distribute at meetings. We’ve been asking new members how they heard about that chapter; many are from referrals

Budget – Tim presented the revised budget that incorporated some input from January’s meeting. Discussion points included:

- Can we run a budget that’s not balanced?

- Can we make an affirmative decision to decide to fund certain items from our cash management fund
- (we might want to set certain goals, etc.). We have \$33K in our investment account. How much should we spend? Make sure to make informed decisions.
- Study group estimates garnered lots of discussion. Joseph suggested a conservative approach to budgeting, estimating 12 participants instead of 16. (We actually did have 16 participants in 2008.) He suggested 8@750 & 4@250 for a total of \$7k income (line 1030). The expenses (line 2120) are already based on 12 participants. The \$250 charge is for those who already have materials & is pure profit; however, there is no way to know how many of these folks we'll have. It was noted that the \$1,800 expense for the certification class paid in 2009 was for a 2008 expense.
- Spring seminar – the budget is slated to be a wash – around \$6k income and expenses.
- Do we need gifts at holiday party? Could we have everyone bring a (re-)gift? Reducing this (line 2012) to \$500 was suggested.
- Business partner fair – we have \$1500 in the budget. Is this a good year for it with the bad economy? Perhaps we can do this every other year. Many who were vendors ended up just talking to each other. If we decide to do again, we need to address lessons learned, especially marketing more/earlier/better. Perhaps we could partner with the NoVA and/or Leesburg chapters for 2010? We also discussed reviewing the budget mid-year & putting this event back in if we are doing well.
- Postage – suggested reducing to \$750.
- The annual sponsor fee for '09 was paid in '08.
- Day inside Beltway – we may partner with other chapters this year. Some may be able to help fund bus, others may not. Reston Limo gives discount as members; Les got deal last year.
- Annual holiday dinner – should have \$3k (60@\$35) – on income line 1011. Line 1010 (regular chapter meetings) is already based on 11 meetings. Line 2010 is based on an average of who attends since folks are in all different categories (non-members at \$45, members at \$35, transitional members, students, free sponsors, free speakers, etc.).
- Budget must be approved next month – but can be revisited.

Communications -- We need to add our LinkedIn and Facebook groups to our website. Denise is working on a MySpace group as well. Christina Ohms, a chapter member, has made announcements on LinkedIn (although she is not interested in a Board level position). Please send newsletter articles to Denise (not Christopher). The last Wednesday of the month is the deadline. A few people have expressed interest in the role of Communications Director and Denise is following up with them. She is also considering splitting the role (internet, newsletter) to make the responsibilities more manageable and to encourage more folks to get involved. We'll be posting a legislative update flyer on the website. We will be putting links to 4 sites on our home page. Denise asked us to review them. We'll be co-posting events with HR-NCA (the DC Chapter). All felt that this was a good idea since we aren't typically competing for members. Also, we should check to ensure that the dates don't conflict.

Diversity & Workforce Education -- Evelyn shared goals for the year. These include scheduling a community speaker for each chapter meeting, mentoring high school and college students, and promoting the hiring of disabled Veterans and other individuals with disabilities. We'll be partnering

with Dulles Regional Chamber on workforce issues – an initiative that is being spearheaded by Eileen Curtis of the Chamber & Dulles SHRM Board members Evelyn, Denise, John & Linda. Evelyn would like to match members to NoVA Workforce Centers to provide workshops on HR-related issues as well as matching them to HR reps at non-profit organizations. Opportunities in these areas will be put on the website as well as being advertised via MailerMailer with instructions to contact Evelyn with specific areas of interest. Another goal is to publically recognize Chapter members who volunteer. One suggestion for gathering this info was as a table topic – “what are you volunteering for?” Evelyn also indicated that she needs help organizing the records of who is volunteering where in order to further this recognition goal.

SHRM Foundation – since Joe was absent, the discussion was tabled until March. However, please review the items he sent to all via e-mail.

Certification -- Joseph’s number one goal is a successful fall study group. The class will start in September with marketing for it beginning in March. He is targeting approximately 12 participants, indicating that less is better in terms of class dynamics. Also, space is an issue. For the last 2 years, the class has been held at KnowledgeBank’s offices (courtesy of class facilitator Eileen Taylor) and the space is rather small. Joseph also plans to conduct a feasibility study for a spring 2010 study group. During the marketing of the fall class, he will begin polling regarding interest in a spring class. We may consider offering a financial incentive (money off cost of course) if someone is willing to host the class at their location.

Joseph will ensure that all monthly dinner meeting and other chapter workshops (such as 4/23 seminar) are timely submitted for HRCI recertification credit pre-approval. He indicated a need to coordinate who submits for approval for events in which we partner with another chapter. Denise said that SHRM National, in conjunction with HR Certification Institute, give discounts to certain chapter officers on certification tests taken within their service year. This supports National’s push to increase the certification levels of Board members.

Legislative Liaison -- John began with an evaluation of the duties of his position & used this as a springboard for developing his goals. His primary goal is to stimulate interest in legislative issues. He discussed several hot legislative topics with the Board. Evelyn suggested that he give a brief (5 minute) overview of topics such as these at each monthly chapter meeting.

His second goal is to open lines of communication with local, state & federal representatives. Toward this end, he is working on the Day Inside the Beltway for the second or third week in May. This will be co-sponsored with several other local chapters. He will also be inviting politicians (Herndon mayor, etc.) to attend our meetings and promoting National’s letter writing campaigns.

Spring Seminar -- Sarah reported that marketing is starting ASAP. We can accommodate 60 max, but are advertising 50 max. Mary & Linda reported that we have potential sponsors for several of the day’s events already (HireStrategy is confirmed and Cox Communications is a possibility.). The cost is \$125 for 7 HRCI credits, meals & a book. If Board members want to volunteer, we will reduce the cost to \$105. Sarah will need help stuffing packets (in early March) as well as checking attendees in, etc. It was

suggested that we set up a LinkedIn “event” to help publicize the seminar for free. Mary will be checking registration at least once per week and will update Sarah on registrations.

President’s Report

- We’ve submitted our CAP for 2008. We only needed 80 points, but had 166. Denise is currently reviewing the 2009 criteria as they have been changed by National.
- A Board volunteer project was discussed. Mary talked about perhaps working with Dress4Success and Evelyn advocated for alternate business schools. Amy indicated that not everyone might want to or be able to take a day off from work to participate. There was reassurance that participation would be strictly voluntary, with no pressure or guilt for those who do not participate.
- This type of volunteer project might be appropriate for submission for a Pinnacle Award. Other projects mentioned were the spring seminar & previously held executive seminar. We were encouraged to look at the emerging leadership book online for ideas.
- Survey Monkey has been submitted to the budget for purchase this year. We can use it for a variety of topics.

Janet agreed to do food for the next meeting.

The meeting was adjourned at 8:05 pm.

Respectfully submitted,

Amy L. Lourenco, SPHR
Secretary