

Dulles SHRM Board of Directors June 8, 2009

Board Members Present: Caporaletti-Hoyt, Linda; Geib, Janet; Gregory, Joseph; Henderson, Denise; Juraschek, Dan; Loison, Cindy; Lourenco, Amy; Milam, Michelle; Nastelli, John; Seven, Tobin; Sherrier, Joe; vanBurk, Beth; Ward, Roxanne; Winter, Keli

Board Members Absent: Buchholz, Teresa; Cower, Sarah; Kaiser, Evelyn; Labman, Brandon; Kelly, Tim; Roome-Godbolt, Mary

The meeting was called to order at 6:02 pm

Minutes: The May minutes were corrected to reflect the “call to order” not “adjournment” at 6:03 pm. Michelle moved and Joseph seconded a motion to approve the corrected minutes. The motion passed unanimously.

Report of Events Not Between Meetings: The following motions were made, seconded and approved unanimously via e-mail:

1. Split Communications Director position into two separate Board roles – Communications Director - Newsletter & Communications Director – Website.
2. Appoint Dan Juraschek, SPHR, to the Board in the role of Communications Director – Website [later changed to Website Director].
3. Appoint Tobin Seven to the Board in the role of Communications Director – Newsletter [later changed to Media Director].

Treasurer’s Report: Tim was absent but sent his report ahead of time. As of 6/7/09, the checkbook balance was \$22,124.26. In his e-mail, Tim mentioned the \$1,431.25 payment received from SHRM national as a figure to be confirmed.

Registration: So far, 27 are registered for June’s meeting. Denise incorrectly sent out a “last call” notice today, but folks will have additional opportunities to register.

As a method to increase our mailing list, we talked about adding an opt-in or opt-out feature to our meeting registration form. Joe volunteered to look at what it says now and make recommendations on how to revise it. He will also speak to Dan regarding what’s possible from a technology standpoint.

Speaker: May’s speaker was rated 4.6 on knowledgeability and 4.5 on dynamism. Interestingly the May community speaker was also rated 4.5 – but there was none!

June’s speaker on metrics backed out, but thankfully Cornelia Gamlem was able to step in to speak on Diversity. Theresa Burke-Right from Jackson Lewis also indicated that she could have stepped in. She said that she or another attorney from JL is always available to pinch hit and or set up a program, either singly or a panel.

Foundation: Joe announced that May’s 50/50 winner donated their half back to the Foundation. Also, 100% of the Board members (minus Dan & Tobin who weren’t official) have signed commitment to donate forms.

Joe discussed programs available from the Foundation that you can present to groups for recertification credits. They run 1 hour & 15 minutes and provide 1.25 recertification credits. Joe was thinking about offering 1 or 2 for free and asking for donations to the Foundation from attendees. Could we do these in conjunction with/instead of a discussion group? Cindy & Janet confirmed that folks at discussion groups often ask about recert credits. However, all topics and dates for discussion groups have already been set for the year. In addition, since the format of discussion groups (facilitated sharing) is so different from pre-certified subject-intensive sessions, it might be best to not comingle the two. He's thinking about dates and times, including prior to regular meetings.

The issue of speaker gifts was raised. We currently spend \$50 per speaker per meeting, a minimum of \$600 per year. We discussed offering speakers a choice of a gift card for them or a donation in their honor to the Foundation. It was decided that this might be an unnecessary option. Joe moved and Janet seconded a motion to make a donation to the Foundation in lieu of speaker gifts. Thirteen were in favor, with 1 abstention; therefore, the motion passed.

Certification: Joseph announced that registration for the fall class is officially open. He has already given Tobin info for the newsletter, and will give to Dan as well. The class will be held Mondays from 5:45 until 8:30, beginning on September 14. The location will be TekCorner in Tysons. Eileen Taylor will be facilitating. We are targeting 20 participants, although the room can accommodate more. We need to gauge interest in a spring course; could we do this in member survey? If there is interest, we need to begin preparations in the fall. We hope to be able to use the same location and several facilitators (instead of just Eileen).

Denise, Tobin & Joseph have engaged in discussions with representatives from TekCorner. They are willing to let us use their space for free, including giving us access to the building on our own at night. They are interested in putting their logo on our site and perhaps other advertising opportunities. We spent some time talking about the idea of advertising on our site in general. It was decided to put their logo on the certification page since they are providing the space for this function.

The deadline for the scholarship for certification expenses is July 15. Joseph will let Denise know when he will be sending in the application, no later than the end of June. However, since the scholarship is based on the financial need of the Chapter, we might not be contenders.

Newsletter: Tobin discussed press releases and showed us a sample announcing Dan's appointment to the Board. They are easy to write, with 1 or 2 paragraphs about the person or event, and then 1 paragraph about the chapter. The DC chapter does press releases now and it's a great way to get visibility for the Chapter. They will be posted on the website and available for distribution. At present, we won't send to newspapers (which charge variable rates for their publication). However, we might do some in the future. Michelle suggested that Tobin list a dullesshrm e-mail address on the releases. The fact that our logo as well as award logos are on the releases give them extra punch. Dan will need to add a place for press releases on the website, as well as on our LinkedIn page. [We also spoke briefly of an announcement loop section on the site – with banners for things like "Registration Open", etc.] Tobin would like to publish the newsletter by the 1st Wednesday of each month. In order to do this, the deadline for submissions will be the 25th of the prior month. He encouraged the submission of photos of events, especially things like Day Inside the Beltway.

Website: Dan has been getting to know our site and our LinkedIn page. There was a recent discussion on HRIS. He will be delighted to post press releases, certification group announcements, and foundation events. Don't forget to send info to Dan as well as Tobin to ensure posting in all venues. His e-mail address is already

on the Board contact page of the website. He is looking into adding code to stop bots from registering & joining – stay tuned for more info.

Legislative: John reported that many folks heard about Day Inside the Beltway who didn't attend, but have already indicated an interest in attending next year. (He will also be organizing a similar event on HR-related issues, but not for the chapter.) He talked about a letter-writing campaign for the Chapter. Hot topics might include Healthy Families Act and eVerify. We need to ensure that all positions are current and support SHRM national's position on the issues. We also talked about keeping state-level events and issues in mind.

Membership: As of 5/31, we have 296 members. We had 11 new members and 13 renewals in May. (Roxanne thinks we may have surpassed 300 members by now.) The membership drive went really well. Roxanne will be representing us at a meeting on legislative issues being held at Square Sanders & Dempsey.

Survey: Michelle sent to all of us today for review. Number 7 is still a problem, where we currently ask folks to rank 11 topics in order. Amy reminded everyone that Programs uses the data from this survey to schedule speakers for the coming year and that the high level topics weren't detailed enough to provide useful information. We do ask for specifics at the end of each meeting, but few people respond. Also, we're looking for more than 1 person's interest to dictate our choices. Another recommendation was to leave the ranking of high level topics and offer an incentive of some kind for providing detailed topic and/or speaker suggestions. However, this is not possible since the survey is anonymous. The list of sub-topics was provided early on by the Board. We agreed to remove a few of the sub-topics (general HR, diversity, Sarbanes Oxley, etc.) and list the rest, asking folks to select the top few. Michelle will revise & re-send to all. We'll then vote on proceeding. [Michelle e-mailed changes on 6/9/09. A motion was made by Janet and seconded by Tobin to approve the survey with a few minor changes. The motion carried.] Tobin & Dan will be sent info about when the survey is open to the membership.

Membership Directory: One person on the committee has been working with Dulles members, another with National members – to ensure that the 2 lists jibe. Unlike National, Dulles membership does go from 1/1 to 12/31 each year. However, our database doesn't automatically format membership dates in this way. Roxanne & Michelle didn't realize this, and have been talking to folks (& having them re-join) based on original enrollment dates. We talked about changing because Roxanne & Michelle indicated that it's much easier to contact all members up for renewal if each member of their committee can take 2 people per month to contact. We were hoping to have 270 paid for 2009, but only had 288. Roxanne wondered if we would have had more success in the past if we had been keeping up with people renewing monthly instead of annually. Roxanne moved and Linda seconded a motion to have anniversary date expiration dates for memberships. The motion passed unanimously.

[On 6/9/09, Denise Henderson, President, reported the following to the Board via e-mail:

“We took a vote last night to change the membership dates from January 1 – December 31, to anniversary dates. There was discussion as to whether it had been approved previously, what members are being told, how the website shows the expiration dates, etc. Unfortunately, **we cannot change the membership dates at this time.** The motion/vote is invalid as it stands because it goes against the bylaws. The bylaws specifically state:

Section 7: Dues. Annual membership dues shall be established for the next year by the Board of Directors prior to the mailing of renewal notices. Annual dues shall become payable on January 1 of each year.”

Denise also provided information on what was required to propose an amendment to the Bylaws. However, until such time as an amendment is proposed by the Board and approved by the members and SHRM national,

the membership year is officially 1/1 to 12/31. Denise, along with the Membership Committee, Sarah, & Linda, will work together to notify members who understand it to be anniversary year.]

The estimate for distribution of the directory is the end of June. It will be send as a PDF file electronically.

Miscellaneous:

- Volunteerism: John met with the principal and career counselor for Herndon HS. They would welcome our help with resume building or interview fine-tuning for their students. Janet indicates that Chantilly HS wants us to work w/ them as well.
- Michelle and Denise will be attending the State Council meeting on 7/31, Linda is TBD.
- Denise spoke about a Board retreat. W discussed a learning opportunity versus (or perhaps in addition to) a purely social event. The consensus was for a social event. A popular idea was a wine tour. Please e-mail Denise with Saturdays that are NOT good in September or October.
- There will be a joint Board meeting between Dulles, NoVA, Leesburg, and the (soon to be new) Prince William SHRM Chapters on June 23. The cost is \$15/person. Denise suggested that the chapter might consider paying for Board members that want to attend since this is in addition to (instead of) our regular Board members. Amy moved and Janet seconded a motion for the Chapter to pay \$15/person if requested by a Board member attendee. Please RSVP to Denise by Wednesday regarding your attendance. This payment policy was also recommended for future joint meetings.
- We discussed sending flowers, etc. to people such as Evelyn & Mary Saily as circumstances dictate. Should the chapter pay? Does the President have the authority to make this decision without Board input? Most in attendance were OK with Presidential prerogative (or consult with Past President and President Elect if desired).
- Succession Planning: Linda requested an answer from all regarding interest in same or different position for next year, as well as identification of possible committee members. We will start soliciting interest in all positions and committees to the entire chapter. This way, we can have maximum transparency as well as gather expressions of interest from as many as possible. The President, Past President and President-Elect will then choose names for the ballot from all who've expressed interest (current Board members and other). We discussed whether it is better to have a ballot with one name or multiple names for each position. If we decide to do one name only, perhaps we should just say "the Board recommends this slate" rather than asking folks to vote for each position. The consensus was that it wasn't necessary to have multiple names on the ballot, but simply that the process should be as transparent and welcoming as possible. We talked about term length. Presently, each position has a term of 1 year with a maximum of 3 years served in same position (absent a special vote to extend). We talked about whether extending term length would deter more folks from volunteering.
- We're back at Cox for our August Board meeting. Roxanne agreed to bring food. Remember – THERE'S NO JULY BOARD MEETING!

The meeting was adjourned at 8:02 pm.

Respectfully submitted,

Amy L. Lourenco, SPHR
Secretary