

**DULLES SHRM
BOARD MEETING
Hidden Creek Country Club
October 6, 2008**

Board Members Present:

Sarah Cower, Keli Winter, Teresa Buchholz, Evelyn Kaiser, Tina Atwell, Mary Saily, Christopher Schaffer, Janet Geib, Judy Carter, Les Eszenyi, Denise Henderson, Mary Roome-Godbolt, Jamey McNamara, Joseph Gregory, Linda Caporaletti-Hoyt and Nidhi Kanungo.

Board Members Absent:

Chas Sumser, Teri Sellars

Agenda:

Sarah called the meeting to order at 6:05 PM.

Minutes:

Denise moved to approve the September minutes.

Mary Roome seconded the motion and the minutes were approved.

Treasurer's Report:

Tina noted that not much activity has taken place. The Treasurer's report was distributed.

Ameriprise Update:

Judy received the Ameriprise report a week and a half ago, which stated that our account has been frozen. Judy contacted Sarah and a conference call was set up with an Ameriprise rep. At that point in time, the freeze was lifted. Judy mentioned that we have not looked into the account for a long time. It was set up about 3 years ago. Currently the account is earning 1/10th of 1%. If rolled over, we will receive the ability to write checks. We need to think whether we keep the account or take a portion of the funds and invest it in an account that will earn more interest.

Joseph said the challenge was whether we are an entity or an individual. Joseph asked why the account was frozen. Janet asked if we lost interest for the period when the account was frozen. Judy said the Board has to research on the type of account we need. Christopher recommended that a sub committee be formed for the same. Janet volunteered to do the research. Judy will introduce her to the Ameriprise representative. Teresa suggested, we ask other chapters about the Institutions they use.

Hotel Contract Update:

Sarah provided the Hyatt contract update. We are set for the next year. All meetings will be dinner meetings; no breakfast meeting scheduled.

Tour of Hidden Creek:

Phil, manager at Hidden Creek gave the Board members a tour of the club. There are 2 rooms with the facility of an outside deck. There is also a smaller room with a built in bar. The room can accommodate up to 50 people.

Registration Update:

Judy provided the registration update. 32 people registered for the October meeting. For the September meeting: there were 68 attendees, 9 no-shows (only 4 of who are being invoiced, the rest were prepaid), 6 walk-ins, 16 paid by credit card at the door.

Program Update:

Keli said that the feedback on the speaker included ratings in the high 4s for learning something new, ratings in the mid 4s for learning something useful, ratings in the high 3s for the hotel, and ratings in the high 3s for food. The number one reason for attendance was the networking, #2 was topic. Misti got fantastic reviews. There was one comment on the event – Many attendees did not receive dessert. Judy talked to Grace about the poor service and recommended that dessert be laid out first. Also, Grace is leaving Sheraton and there will be a new Point of contact in place.

Sheraton is not aware that we are leaving. Teresa asked if there is a clause in the contract, which requires that we give notice to Sheraton. Judy will check on the same.

Board update for 2009:

Denise stated that a lot of members are keen to be on the Board. Denise asked if current board members intend to continue in their slated roles for 2009. As of today, Linda is slated to be the President- Elect, 5 people interested for the Assistant Registration Coordinator position, 1 person for the Student Chapter Liaison role, 10 to 15 people for the Committees. Mary Saily, Sarah and Denise will talk in detail later.

Denise emphasized on Diversity in the Board. Teresa asked if participation in Chapter activities and events should be criteria for appointment on the Board. Denise asked if we should allow multiple people to run for positions.

NoVa SHRM calls for nominations the night of the election. As per Denise, should we just select the candidates for the open positions and assign the rest to committees? Denise has talked to all the interested candidates.

Christopher asked how many members turn in the nomination forms. Judy asked if the Chapter Bylaws allow competing for one position and the nominating committee needs to identify 1 candidate. Denise stated that some positions have questions associated to them. Mary Saily said that we could develop criteria for selection.

Evelyn stated that she would like to see a developed committee for each role and current board members roles should be evaluated. Teresa suggested that Board and Committee members can share the responsibilities of their roles. Joseph stated that we should revise the "Willingness to Serve" form and Christopher agreed.

Leadership Conference Funds:

\$735 slotted for this year for the Leadership conference this year. Denise & Evelyn are attending the conference. Sarah proposed that the Chapter pay for Linda, Christopher & Janet too. Only the Registration fees will be paid for. Denise moved to approve it. Mary Roome seconded the motion and the proposal was approved.

Membership Update:

Joseph gave the Membership update as well as the update on goals. As of today, there are 220 Paid and Regular members. 123 Renewals & 97 New members.

Total members registered as of 10/06: 256. 36 members have not paid.

Membership Demographics:

81% Female, 19% Male

PHR/SPHR Certification: Less than half are certified. There is a decline in the percentage of certified members. Joseph said we constantly have an inflow of new people who may not be certified.

Majority of members have more than 10 years of experience and a Bachelors degree.

Membership Tracking: In tracking by months, January accounts for members who registered in Oct/Nov, that is the reason for spike in percentage.

Goals update for Membership:

Initial target was to increase retention rate to > 60%. Current rate is 45%
In 2007, the retention rate was 52%; we could reach the same level by the end of the year.

As of Q3, 81% paid members, 256 registered in 2007.

The Ambassador program has been a success. As per Joseph, we are continuing to track the data. Mary Saily asked if we are doing any outreach to people who are in this area but not members yet. As per Joseph, the renewal notices are sent in November. Sarah will make an announcement at the meeting and Christopher will look at the database. Judy asked if there is a follow up by email from renewing members. Sarah talked about getting a list from National SHRM for email blast to Membership. Christopher asked if a list could be retrieved of those members who have nominated us as their Primary Chapter.

Goal Updates:

Sponsors: Teresa gave an update on the Sponsorship goals. The 2008 commitments for sponsors were as follows:

Budgeted: \$5500

Actual: \$6150

For next year, Rock jobs is the Annual sponsor. We have GOLD sponsors for January, February and March. Teresa asked if we should raise monthly sponsorship fees. Jamey proposed to raise the annual Sponsorship fees to \$1500. Christopher stated that the sponsors receive much more exposure now with their logo on all communication sent to the members. Teresa offered to provide a package deal to sponsors. Janet feels that we should keep the tiers for sponsors. Denise mentioned that many sponsors do not use the Professional Services listing. We should put a "What's in it for me?" Statement and follow up with Thank you notes.

Programs: Keli gave an update on the Programs goals. The focus is on programs that add to the HR body of knowledge. We have programs scheduled for all of 2009 except November. Christopher suggested emphasizing on the importance of filling out the Evaluation forms to members. Mary Roome suggested we could mention it before the presentation.

Mary Saily said that Dawn from HumanR has been tabulating the data from Evaluation forms and we need to find a replacement for the same. The programs team will do the tabulation.

Keli will update the Evaluation form and send a copy to the Board for review.

SHRM Foundation: As per Mary Roome, at present donations worth \$1650 to the SHRM Foundation by the end of 2008, which is a 10%, increase over the 2007 goal. We have already collected \$607 so far. Judy said we should be prepared to answer if the donations are tax deductible?

Mary Saily suggested we should have the check made out directly to SHRM Foundation. Mary Roome will work with Christopher and send a Mailer with information about SHRM Foundation. Jamey asked if we get incentivized for making donations. Denise said that the Chapter receives CAP points and points for the Chapter Champion awards. Mary thanked Les for his idea of giving 2 free raffle tickets when purchasing \$5 worth of tickets.

Denise stated if we should nominate a new charity other than Embry Rucker. Mary proposed the idea to provide holiday donations to charities such as TOYS for TOTS etc.

Student Chapter Liaison: Nidhi gave the update on Student Chapter Liaison goals. As of date, the GWU chapter is defunct. GMU's primary focus at the moment is building their membership.

Marymount student chapter will be activated by November, once they have the required 8 students.

As of now, no meetings are scheduled for GMU or GWU. GMU has indicated that they will definitely be participating in the HR games next year. Nidhi proposed that due to no activity on the Student Chapter front, the current role be merged with another position such as Certification or Education.

Mary Saily suggested that a student SIG could be formed. Joseph suggested that Scholarship program should cover those members who are planning to do their PHR/SPHR/GPHR certification.

Treasurer: Tina gave the update on the Treasury goals. The primary goal is to maintain Chapter financial health. As of date, registration fee lost is below 5%. No funds have been moved to any short term investment. No outside accountant has as yet been engaged.

The budget is current and all records are auditable. New opportunities included exploring Cvent which does not seem like a valid option at this point. Package Opportunities have been approved by the board for 2009.

Diversity: Evelyn gave the update on the Diversity goals. She inquired if a community speaker should be invited for the holiday party. So far, 12 volunteers have been matched to organizations for help with employment related issues for the job seekers they work with. We have applied for the Pinnacle Award for the community outreach efforts by Dulles SHRM.

Communications: Christopher gave the update on the Communications goals. He stated that he has been able to achieve some of the goals. The deadline for the Chapter newsletter and its publication date has been changed. One of his key goals is to ensure that the website's content is accurate and navigation is simple and intuitive. As every page has a navigation pane, changing it has a huge time outlay.

Volunteers for the Holiday Party Planning Team

Mary Roome will chair the Holiday Party planning Team. Christopher, Theresa, Keli and Judy also volunteered to help out.

Seminar

Sarah stated that she wants to start the planning process and assign tasks for the seminar. She asked the board members about the timeframe required to plan the Seminar. She asked if it should be organized in April 2009. Christopher mentioned that we will have to watch out for Easter/Passover. Mary Saily stated that April is the time when most conventions take place.

Sarah wants to start the discussion through Email. The location of the Seminar is also to be finalized. Currently options include Hidden Creek Country Club and the Sheraton. Janet suggested we can offer a Gold package with the event at Hidden Creek.

Sarah wants to offer a variety of topics. Judy suggested that the Chapter members should be surveyed about topics for the seminar. Mary Roome suggested that the Seminar could be a one day event with a Networking Dinner at the end. Tina was of the opinion that we could spend money to get a well know speaker for the Seminar.

Table Topic for Chapter Meeting: Would members spend money on Seminars for Recertification Credits?

The meeting was adjourned at 8:20 PM.

Respectfully submitted,

Nidhi Kanungo, PHR
Student Chapter Liaison