



Dulles SHRM 2006 Report



HR

SOCIETY FOR
HUMAN
RESOURCE
MANAGEMENT

December 6, 2006

Chapter of Choice

What does it mean?



- Participants attend chapter meetings for timely topics and quality speakers
- Sponsors find value in their money in providing financial support to our events
- Participants attend our chapter meetings to network and learn timely topics by quality speakers on best practices, industry trends, and updates in profession
- Members join and see return on investment and benefits of membership to Dulles SHRM including discount on meeting registration fees, free job postings, discounts for certification class, timely communication on HR updates, and much more!
- Participants come to our discussion groups to find useful dialogues and tips to do their jobs



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What does it mean? Continued ...



- Members and meeting participants find networking opportunities valuable for job searching and information sharing
- Members have ready access to vital resources on workforce diversity needs from community organizations
- Members receive timely and important updates on legislative affairs and decisions that impact their work
- Members and area HR professionals receive support with re-certification credits to maintain their PHR/SPHR and help with preparing for the certification exams
- Students network with HR professionals for mentoring and job search opportunities



What are our members saying?



“Dulles SHRM is such a warm and welcoming chapter for new members.”

- HR Generalist

“Timely topics, quality speakers ...”

- HR Director

**“Informative newsletter
easy to navigate website”**

- Benefits Specialist

“The discussion groups really help me do my job and make me realize that there are other companies out there with similar problems and issues and that I’m not alone.”

- HR Manager



Programs

- **Conducted Annual Member Survey in March 2006 with 30% response rate**
- **Tied member responses on areas of interest from Member Survey to 2007 program topics**
- **Identified topics and speakers for 2007 by mid-2006**



SIG Discussion Groups

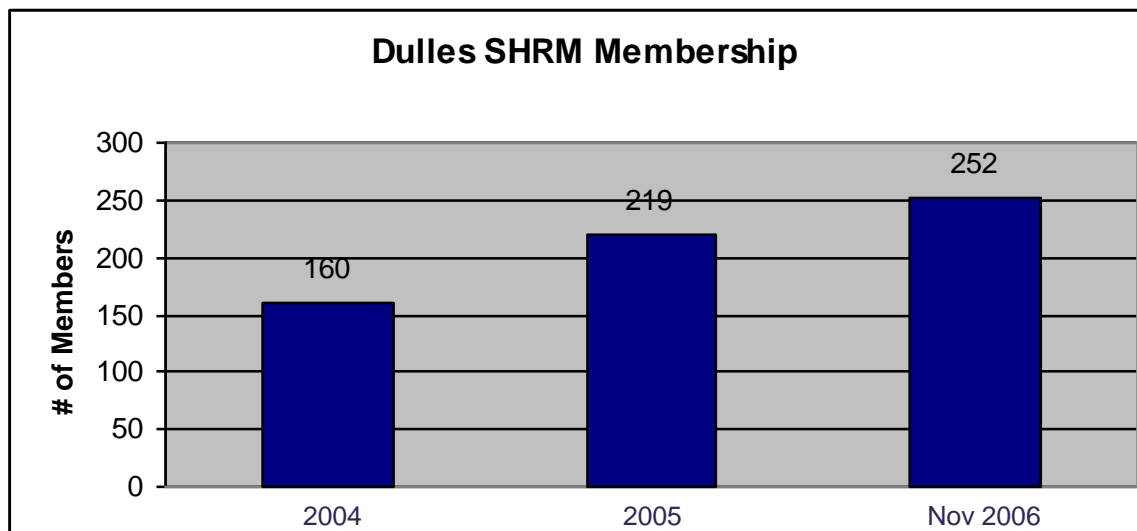
- **Organized 11 discussion group meetings for 2006 on just-in-time topics**
 - Total attendance 170, averaging 15
 - Focus on needs of 1-person HR departments
- **Invited members to form SIG Committee to participate in facilitating and planning discussion group meetings**
 - Wistaria Krigger
 - Lydia-Jane Failing
 - Tina Strasheim
 - Mary Diana Szulc
 - Bernadette Gebhardt
 - Denise Henderson

Sponsors

- **Created a new sponsorship package**
 - 4 tiers of sponsorship
 - Redefined offerings per sponsorship tier
- **Secured first ever Annual Sponsor for 2007**
 - Aerobodies Fitness
- **Secured sponsors for 10 out of 10 chapter meetings**

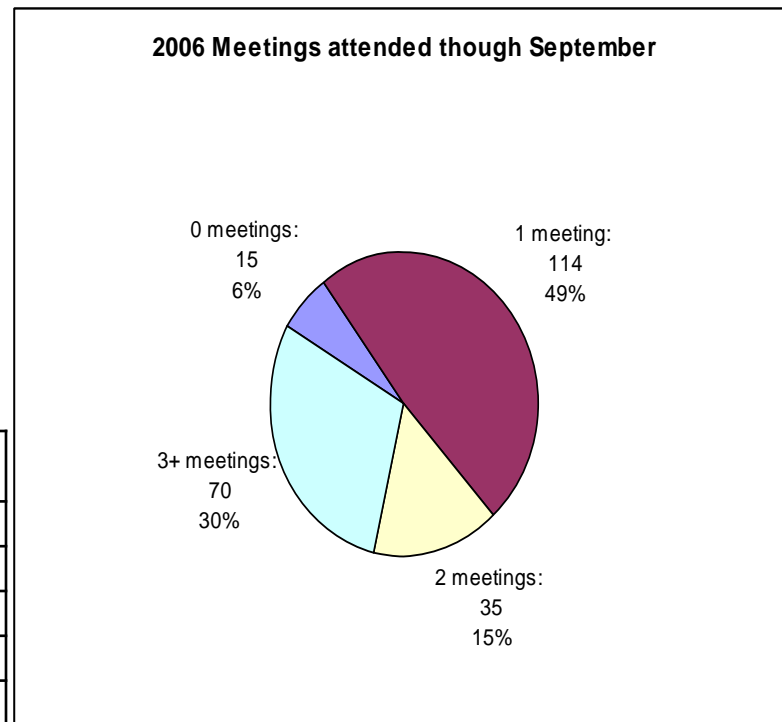
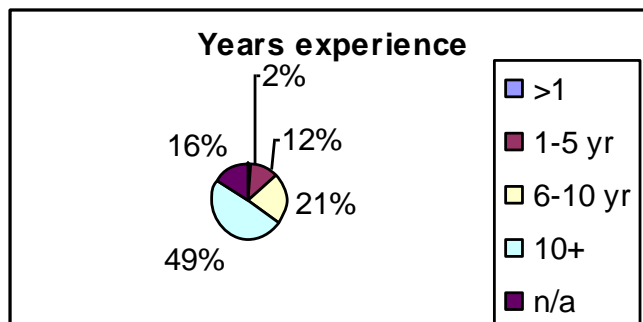
Membership

- Grew membership to 252 through Nov 2006
- 138 are renewals from 2005
- 114 or 45% are new members
- Experienced growth rate of >15% for 2006



Membership

- Began tracking membership statistics e.g. membership engagement, years of experience



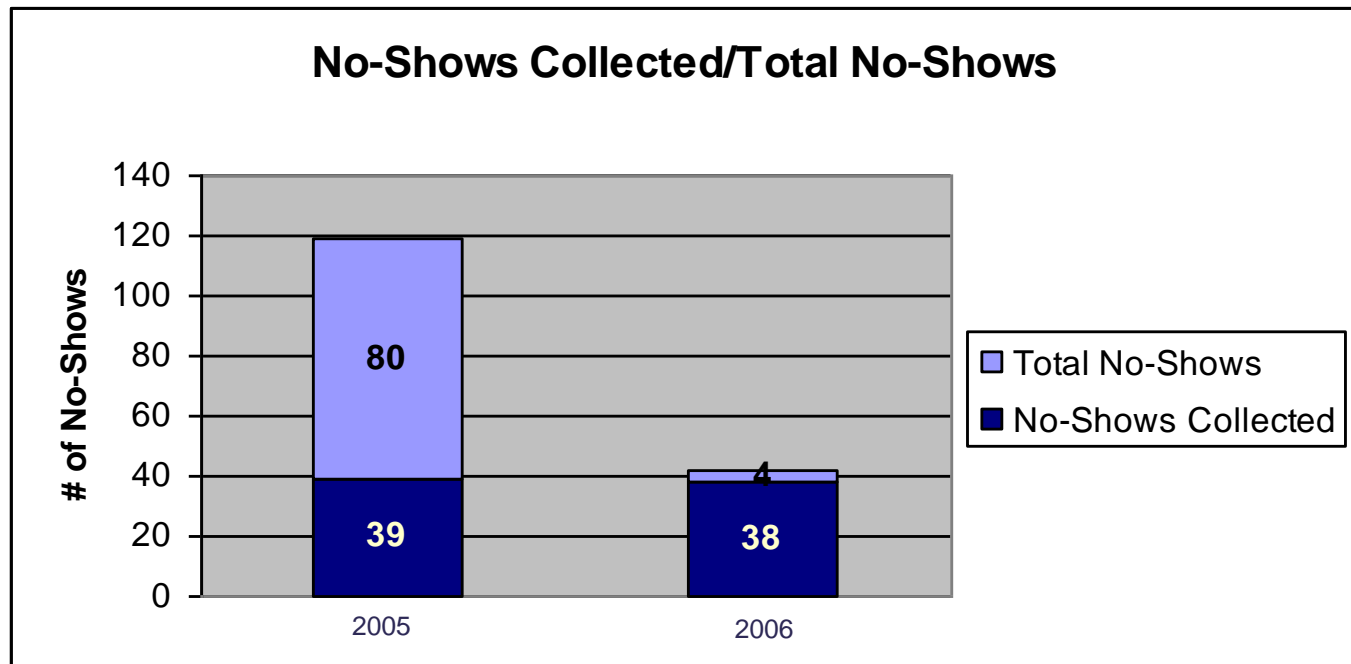
Number of meetings	Number of members
0 meetings	15
1 meeting	114
2 meetings	35
3+ meetings	70
Total	234

Treasury

- **Maintained Chapter financial health at >\$31,000, up \$10,000 in funds from same time last year**
- **Invested in chapter infrastructure including**
 - Website enhancements
 - 2 x \$1000 scholarship awards
 - Speaker system for chapter meetings
 - Laptop for study group/speaker
 - Dreamweaver for website changes
 - \$2500 seed money for 2007 VA State Conference
 - \$1000 donation to SHRM Foundation in August plus more
- **Applied for joint billing of membership with National SHRM; program cancelled**

Treasury

- Decreased registration fee lost due to no-shows from chapter meetings from 67% in 2005 to 9% in 2006



Communications

- **Updated website**

- Added online payment for membership & registration
- Added ability to update member information when renewing membership
- Added National SHRM Links eg LIVE HELP, News Feed
- Added link to write to elected officials
- Averaged 8-10 job postings a month, 17 job postings in Nov
- Enabled capability for members to post resumes
- Decreased cost of webmaster services with use of Dreamweaver eg post information on regular basis and able to decrease turnaround time

Communications

- **Purchased and learned to use Dreamweaver, saving cost of as much as 3-5 hours/month of chargeable webmaster time**
- **Expanded newsletters**
 - Decreased turnaround time to post on website
 - Responded to surveys and incorporated articles to address challenges members faced on the job e.g. articles on recruiting and retention, legal compliance, etc.

Registration

- **Streamlined registration for chapter meetings**
 - Enabled online payment for chapter meeting registration
 - Pre-printed name tags -- no more hand-written sticky name tag labels!
 - Shorter queues at registration desk at chapter meetings

Certification

- **2006 PHR/SPHR Study Group**
 - Registered 19 participants
 - Pass rate to be measured in February 2006 after testing window closes and results are posted
 - 2006 survey to be completed in January 2007
- **Re-Certification Credits**
 - 9 out of 10 Dulles SHRM chapter meeting programs approved by HRCI for credits
- **Peer Mentor Program**
 - Working with NOVA SHRM to establish partnership for 2007
 - Published article in November 2006 chapter newsletter

Workforce Diversity

- **Connected Dulles SHRM members with community**
 - Invited community speakers to 8 out of 10 chapter meetings
- **Matched Dulles SHRM members with community organizations**
 - Lydia Jane Failing & Denise Henderson presented at Commonwealth Workforce Network, facilitated workshop on best practices of engaging employers

Workforce Diversity

- **Worked with High School Students on topics of ethics and impact on future career choices**
 - Joseph Gregory & Gina Lewis volunteered at Bryant Alternative High School
 - Nidhi Kanungo created MS Power Point presentation on ethics for area schools
- **Worked with individuals with multiple sclerosis to on ways to maintain employment, disclosure, getting information on accommodations**
 - Denise Henderson volunteered at MS Society National Chapter's Career Crossroads Program
- **Donated to Embry Rucker Shelter almost \$600 and Target gift certificates for 2006**

Student Chapter Relations

- **Developed strong relationship with George Mason and George Washington Universities via programs of interest for students by Dulles SHRM Chapter members:**
 - Alice Waagen at George Mason U's OD program on Program Measurement and Evaluation
 - Kurt Cowles at George Washington University on How to Prepare for a Job Interview
 - Evelyn Kaiser at George Mason University on Career Development: Finding Your Passion in Life
 - Nidhi Kanungo at George Washington and George Mason Universities on Ethics in Business
- **Developed student membership criteria and policy**

Legislative Affairs

- **Provided three legislative updates/alerts/reports in chapter newsletters**
- **Organized “Day Inside the Beltway” to lobby on the Hill in September 2006**
 - 8-person delegation
 - Met with National SHRM’s Governmental Affairs office at Alexandria Headquarters
 - Met with staffers for Senator Warner and Congressman Wolf
 - Lobbied on Immigration Reform re border protection and Healthcare IT bill

Foundation & Scholarship

- **Supported the SHRM Foundation with**
 - \$1000 donation check at August chapter meeting
 - >\$360 through monthly 50/50 raffles as of November
- **Collaborated with Student Liaison and publicized scholarship to GMU, GWU, Marymount, Strayer, National Louis U**
- **Awarded two chapter scholarships of \$1000 to**
 - Brianne Podrasky of George Mason University
 - Lauren Malone of George Washington University

And More ...

- **Supported and participated in Annual National SHRM Conference in DC**
 - >80 volunteers from Dulles SHRM
 - >2 Board members on core Volunteer Committee -- Kurt Cowles & Andrea Evans
- **Updated chapter by-laws**
 - Clarify Student Membership criteria
 - Add a provision for Electronic Voting by members
- **Developed a discount policy and criteria for meeting registrations for “members in transition”**



Dulles SHRM

Your Chapter of Choice