



BOARD PLANNING RETREAT AGENDA

December 2, 2011

Bridgewater College, McKinney 345

Present: Shawn Printz, Susan Crosby, Lorna Saunders, Vikki Ingram, Patricia Craft, Susan Grossman, Andrew Ansoorian, Melody Ritchie, Megan Seekford, Steve Gerome, Henry Eggleston, Lou Pugliese

- I. Welcome and Introductions: Vikki thanked the Board for their service and presented everyone with a thank you gift. She also thanked the chapter for awarding her the HR Business Leader award for 2011, stating that it was quite an honor. She has really enjoyed being President but is ready to hand over the position to Shawn.
- II. Roles and Goals
 - a. Board member responsibilities and expectations: Emily Sterrett has resigned due to recurring health issues; succession planning is on the later part of the agenda
- III. Review of 2011 Board Retreat Summary (Attached)
 - a. What we accomplished in 2011
 - ✓ Increased both local and National SHRM membership
 - ✓ Held 11 monthly membership meetings that were HRCI certified
 - ✓ Presented “Human Capital Business Trends” to local community and civic groups to promote local and national SHRM and its value
 - ✓ Sponsored the H/R Chamber Regional Job Fair, on March 17th at the First Church of the Nazarene from 12 p.m. – 6 p.m.
 - ✓ Sponsored and offered resume writing services at the Veteran’s Appreciation Fair at the JMU Festival Center on March 23rd, from 4 p.m. – 7 p.m.
 - ✓ Sponsored the Chic-Fila Leadercast – Voices of Change for the Shenandoah Valley
 - ✓ Sponsored our Annual Community Leadership Breakfast
 - ✓ Held a “Taste of the Valley” Board Raffle with proceeds being donated to the SHRM Foundation
 - ✓ Held Certification Prep Course
 - ✓ 6% increase in SHRM membership; our total is up to about 61%
 - ✓ 3% increase in members who are certified
 - ✓ We did apply for the Didawick Scholarship for the third year in a row
 - ✓ Membership-at-large mailing was very successful
 - ✓ Instituted the HR Business Leader award
 - ✓ Published three newsletters
 - ✓ Workforce Readiness is working with Skills USA
 - ✓ Complete change in the Website
 - ✓ Latest addition is a Facebook page

- b. Review of Bylaws: reviewed recommended changes to the Bylaws:
 - Article V, Dues, paragraph 1 change “November 1st ”to“ 4th quarter
 - Article VI, Meetings, paragraph 2 will be deleted, unless a member with more institutional memory (Chuck Flick) knows why it was in there
 - Article VII, Officers, 1.C., describing the Treasurer’s duties: the amount for expenditures needing prior approval was raised to \$500 and the approval will be from the officers, not the entire Board. It was also noted that we must adhere to the last sentence, wherein the Treasurer should serve two years at the most
 - Change paragraph D to accurately reflect duties of secretary.
 - We are required by SHRM, each year, to determine if we want to be a 100% chapter. The Board unanimously voted ‘No’ at this time.
 - Vikki will make the By-law changes and shepherd them through the member vote and submission to National SHRM for final approval
- c. Approval of 2012 Budget: Lorna reviewed the budget, including a comparison of the 2010 and 2011 year-to-date budget and income.
 - 2012 Dues/Meeting Cost: After discussion, the following fee structure was approved for 2012:
 - \$35 annual membership fee
 - \$17 per month chapter meeting fee
 - A limited time on-line offer will be made to the membership: pay up-front for the membership fee and 10 meetings for \$185, saving \$20 (\$2 per monthly meeting)
 - Income: this year, we will receive income from the state conference. Previously, conference proceeds were divided amongst the chapters local to the conference, which had done the work of organizing the conference. It was quite a windfall. Beginning this year, as discussed in the past, all chapters will help organize and run the conference. The income will be divided amongst the chapters based on the number of our members who attend. That will be income with no attendant expense. Vikki suggested we use that income for two scholarship/prize awards of the fee for the next state conference: one based on attendance at meetings, the second based on need.
 - The 2012 budget, the fee structure, and the scholarship/prize awards were approved on a motion by Patricia, second by Steve.
- d. Succession Planning for 2013: the Board discussed possible Chapter members to approach about taking on some of the following roles. Because of Emily’s retirement from the Board, Certification was added to the original list. Vikki and Shawn will host some potential future committee/Board members in small meetings. All Board members need to speak positively about serving on the Board.
 - Treasurer: Lorna will stay through 2012, but will rotate off at that time.
 - Programs
 - Workforce Readiness
 - Diversity
 - President Elect
 - Legal
 - SHRM Foundation
 - Certification, to help with class; Carolyn Fowler will continue to work on getting the meetings pre-certified

- IV. SHAPE Review/Planning: 2011 is in good ‘shape’; ready to go when end of year membership and financials are available.
 - a. Basic requirements
 - b. 2012 initiatives – must have ‘initiatives’ in each of these areas:

- Membership: 2011, At-large letter; 2012 suggestions
 - Bundle ideas: for example, bundling new member dues with feature meetings such as Chick-Fil-A and the Leadership Breakfast
 - Target one-person shops: Simple brochure to distribute; use SBDC
 - Anyone can come to one meeting free: need greeters at meetings and email follow-up to potential members
 - Andrew will update his presentation for 2012 and it will be posted on the web
- College Relations: 2011: resume reviews, HR Games support; 2012 suggestions:
 - Mock interviews
 - Supporting student memberships
 - Hold a fund raiser
- Government Affairs/Advocacy – discussed sponsoring a 1 day legal update.
- Diversity and Inclusion – will continue to work with the chamber and co-sponsor the veteran’s job fair
- Workforce Readiness – will continue our current initiative
- Sponsorship – discussed increasing sponsorship to \$300 and including a chapter membership as part of the sponsorship fee
- Other initiatives:
 - survey membership
 - HR Essentials again: market to young professionals and new businesses

V. New/Other Business

- a. No Board meeting in January; due to the Leadership Conference in Richmond
- b. Next Board meeting, February 1, 3:30 at Friendship Industries
- c. Melody is working on the May Chick-Fil-A Leadercast. As a host site, we get ‘door prize’ items and last year they were raffled off one at a time during the broadcast. She recommended that the whole packet be given as one door prize this year. Approved
- d. Melody recommended that the Leadership Breakfast begin at 8, with registration beginning at 7:30 in 2012. Approved
- e. For the December 2012 meeting, Melody will try and get a speaker that will be approved for Strategic credit so it will be more popular.

VI. Adjourned at 4:20

Respectfully submitted,
Susan Crosby

