

Shenandoah Valley Chapter SHRM  
Board of Directors Meeting – Bridgewater College, Bridgewater, VA  
Wednesday, February 2, 2011

In attendance: Vikki Ingram, Chuck Flick, Melody Ritchie, Shawn Printz, Susan Grossman, Tony Resto, Susan Crosby, Emily Sterrett, John Woodworth, Patricia Craft, Debi Rhodes, Sam Kerr/JMU, Ann MacLeod

The meeting was called to order at 3:32 p.m.

I. Vikki presented an overview of the January Board Retreat held at the VA State SHRM Leadership Conference in lieu of minutes for that session.

II. Business:

- Financial Report: Tony distributed the report by email prior to meeting. Some additional breakout descriptions have been added to the financial report and others will be determined when move to Quick Books is complete. Motion by Shawn and seconded by Susan to accept Financial Report as presented; all approved.
- Discussion was held relative to social media concerns and opening LinkedIn to non-members. John noted that having additional participation could enhance discussions. It was also noted that any unfavorable comments could be removed immediately and if a lot of unfavorable traffic became evident, the site could be closed and started over. Vikki also reported that the twitter account was open again.
- Vikki shared a PowerPoint presentation created by Andrew for board members to “take on the road” when speaking at other venues such as Rotary meetings. Presentation was well received by Board
- Steve, Vikki, and Andrew met with Harrisonburg-Rockingham Chamber of Commerce. The Chamber is willing to publicize our programs.
- Discussion was held relative to establishing a local HR Leadership Award with membership nominating leaders for this award. Vikki and Andrew will establish a committee to define this program.
- Certification: Emily reported that a certification class will be held on Monday’s starting September 12 through November 14. The course will be publicized beginning in June with commitment and payment required by August. Decision of committee was that regardless of number signing up, the class needs to be held. Proposed locations for classes are Bridgewater College or Friendship Industries. Melody asked if class could be opened to non-members as well with possibility of adding an additional \$35 to cost and including one year of SVSHRM membership. Vikki reported that the Didawick Scholarship could be used in a 50/50 split to allow partial presentation upfront of the standard award to those passing exam to help defray cost of materials.
- Programs:
  - February regular chapter meeting will be sponsored by JMU Chapter. Speaker is from SHRM National and program is on HR Metrics.
  - Melody gave an update on the Chick-fil-A Leadercast planned for May 6. HRCI credit has not yet been approved but will be 5.25 hours if awarded. A promotional kit will be provided by Chick-fil-A at no additional cost that includes books, etc., that can be used for door prizes. Hours for the Leadercast are 8:30 a.m. – 4:00 p.m. The Harrisonburg-Rockingham Chamber of Commerce wants to attach their social to the end of the seminar.
  - A program on social media is being planned. Melody has an attorney available and is looking for another local person as well.

- Veteran's Appreciation Fair: Patricia suggested SVSHRM be a sponsor of the Veteran's Appreciation Fair to be held March 23 at the JMU Festival Center from 4 – 7 p.m. Sponsorship fee is \$250. Susan made motion and John seconded that we sponsor; all approved. Volunteers to work in teams of two are needed for a booth to create or revise resumes; will need laptops, printers. Volunteers should contact Steve Gerome.
- Membership: Patricia reported there were 185 members as of January 31 with 106 being National SHRM members. For SHAPE, we need to increase national membership by 3%. Patricia noted plans to expand membership by bringing in those without HR titles but with HR responsibilities. Vikki noted that a mailing will be done for members-at-large to reach out to local national members that may not be affiliated with a chapter.
- Newsletter: John provided update on plans for 2011 newsletter with three issues as a goal for the year. First issue will be out in March. Vikki Pullen is assisting John with layout and design. Suggestions for articles for newsletter include the following:
  - Letter from chapter president
  - Article on social networks
  - Chick-Fil-A Leadercast
  - Certification Class
  - Website spotlight
  - Recognition of recently certified members
  - Recap of February regular meeting program
  - Advantages of being a National SHRM member
  - Spotlight by a member on what they value as National SHRM member
  - Message from State Council
  - Legislative update
  - Scholarship
- Job Fair: Emily reported on the Harrisonburg-Rockingham Chamber of Commerce Regional Job Fair to be held on March 17 at First Church of the Nazarene. Exhibitor fee for chamber members is \$50/table. SVSHRM will co-sponsor the shuttle service again this year.
- Scholarship: Chuck gave brief report on Community Foundation scholarship fund and possibility of a fee increase. It was agreed to keep scholarship at \$1K.

The meeting adjourned at 5:10 p.m.

Respectfully submitted by Ann MacLeod, Secretary