

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

In attendance: Vikki Ingram, Shawn Printz, Andrew Ansoorian, Chuck Flick, Steve Gerome, Susan Grossman, Lorna Saunders, Patricia Craft, John Woodworth, Emily Sterrett, Lou Puglease/Bridgewater College Chapter, Ann MacLeod

The meeting was called to order at 3:30 p.m.

I. Business:

- Minutes were distributed to members prior to meeting. Patricia motioned to approve with corrections noted below; Chuck seconded; all approved.
 - The following additions to the February minutes were submitted by Ann:
 - Lorna Saunders was in attendance at the February meeting.
 - Chuck provided the following information on scholarship fund via email after February meeting requesting that it be added to the minutes. He received the Community Foundation Fund Activity statement for July 1, 2010 to December 31, 2010, noting a beginning balance of \$18,724.61 plus unrealized gains/losses of \$3,378.96, less administrative fees of \$250.00. Ending fund balance on December 31 was \$21,853.57.
 - Susan Crosby reported at the February meeting that Jeannine Peterson would be assisting with the website. Susan and Jeannine were in the process of reviewing other chapter websites for ideas. Priorities being addressed were member-only access and local job postings. Also, items to be added to member profiles are dates of certification/re-certification, when member joined National SHRM, and expiration date of SHRM membership.
- Website Update:
 - Vikki inquired as to who was able to log in to new website and view areas beyond general membership information. General consensus was that many areas are still under development and training will be needed going forward to best utilize the system.
 - Susan Crosby could not be present for meeting but provided a website update that was distributed to board.
 - New items that have been added are the members only link, local job listings, and ability to post a job.
 - The website committee requested input regarding photos of board members and suggestions for improvements on contents and links.
 - Affiniscape does not host email for members but several generic edresses can be set to auto forward to work edresses.
 - Don Wallinger requested ability for sponsors to pay sponsorship fee through website; Form Generator can be set to do this.
 - Working on newsletter linking ability.
 - Working on use of Google Analytics to track website visits.
- Vikki presented a concern from prospective member Jan Brady relative to her application for membership and how app had been processed. Ms. Brady applied for membership in November and still hasn't heard anything from SVSHRM. Discussion from board included

looking at how often mail could be checked and whether the Harrisonburg Post Office on south-side of town is most convenient mail address. It was agreed that SVSHRM should cover a meeting registration fee for Ms. Brady. Patricia also expressed concerns on membership renewals and how we could make the system better. She noted that our group has lost 44 members in the last year.

- Financial Report: Lorna reviewed the Financial Report that was distributed to members prior to meeting by Tony Resto. Suggestions for the P&L Overview were to add online payment fees to bank charges, and add chapter meeting expense and break that expense out by lunch and speaker costs.
- Vikki informed board that a new bank account has been opened at the DuPont Credit Union giving us better access for online payments.
- Community Outreach: Andrew provided an update on the community outreach initiative.
 - He has been approached for a sponsorship for TECH NITE for the Shenandoah Valley Technology Council. Sponsorship levels include Table Sponsor/\$1,500, Reception Sponsor/\$450, and Dessert Bar Sponsor/\$300. Emily added that this is a large group of technology people in the Valley and it might be advantageous to speak at one of their monthly meetings. Discussion followed with suggestions to get solid information on benefits of sponsorships for special organization requests and for board to develop a formal advertising plan and have in place for 2012. No further action was taken on sponsorship for the TECH NITE.
 - Andrew spoke at a recent Broadway Rotary meeting with good response to his presentation. He is on the calendar for March 16 Association of Young Professionals in Harrisonburg and the March 31 Spotswood Rotary, also in Harrisonburg.
- Certification Class: Emily reported she currently has four prospective facilitators and two students interested in the Fall certification class. She will make announcement of class at Tuesday's monthly meeting.
- Programs: Melody reported that speakers have been scheduled through the end of the year and will be noted on the Save-the-Date at Tuesday's monthly meeting. One update is the December meeting that will be held on the 6th instead of the 13th. Melody also noted that she will not be returning as Program Chair for 2012 and suggested Rick Larsen may be a possibility noting that he was interested in serving on the board.
- Patricia reported on the Veteran's Appreciation Fair to be held March 23 from 4 – 7 p.m. at JMU. Laptops, printers, paper and volunteers have been secured. Forty exhibitors have been scheduled with set-up between 1 – 4 p.m. It was proposed to purchase pens for the event at a cost of \$.38/ea. with an additional \$15 set-up charge; all approved.
- Newsletter: John reported on publication dates that were included in today's meeting agenda including Spring – March 18; Summer – July 1; and Fall – November 1. He is looking for an article on the website (Susan Crosby); newly certified (Emily) and legislative update (Susan Grossman).
- Student Chapters: Vikki is looking for volunteers for the Bridgewater College Resume Booth scheduled for March 31, 9 – 5, at the college.
- Workforce Readiness: Susan Grossman has scheduled a meeting with Mike Davis, teacher at Spotswood High School, to discuss opportunities to talk with students about affects of social networking when entering the work world. Andrew will provide contact information for Shenandoah County and work with Susan to develop a presentation.
- Steve reported that the Harrisonburg-Rockingham Chamber of Commerce has added a "coaching corner" to the Regional Job Fair on March 17 and is looking for volunteers.

- Scholarship: Chuck noted that the Community Foundation will handle distribution of scholarship applications to students.
- Ad Hoc Committees: Vikki led a brief discussion on several committee opportunities and possible leaders including HR Ambassador Program (Lisa Seekford), HR Leader Award (Faith Sauder), and Social Networking Events (Woody Sanders). An announcement will be made at the regular monthly meeting to solicit other members looking for volunteer opportunities.

The meeting adjourned at 5:00 p.m.

Respectfully submitted by Ann MacLeod, Secretary