

Shenandoah Valley Chapter SHRM
Board of Directors Meeting – Friendship Industries, Harrisonburg, VA
Wednesday, April 4, 2012

In attendance: Carol Jackson, Melody Ritchie, Rick Larson, Shawn Printz, Patricia Craft, Jason Saunders, Angela Carter, Carolyn Fowler, Susan Grossman, Megan Seekford, Ann MacLeod

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

General Business:

- Minutes were distributed prior to meeting. After review, Susan Grossman motioned and Carol Jackson seconded that minutes be approved as distributed. All approved.
- **Financial Report:**
 - Monthly financials and a financial update narrative were distributed by email prior to meeting.
 - Rick noted that Lorna has submitted tax Form 990.

Committee Reports:

- **Membership:**
 - Andy Breeden, Susan Crosby, Shawn Printz, and Patricia Craft completed membership audit the week after March board meeting. Members that did not renew for 2012 were purged from system leaving a current membership total of 165 of which 60% are National SHRM members. Members include 131 who are professional members; 74 are HRCI certified with 32 SPHR and 42 PHR members.
 - Patricia is continuing to pursue a “Taste of HR” event to encourage membership growth. She is looking for volunteer(s) to help with setting up an event.
 - Susan Grossman suggested targeting the local Small Business group. Patricia reported that two members are a result of presentations Andrew Ansoorian has made at Rotary meetings.
- **Programs:**
 - Melody reported that 69 have registered for the Chick-fil-A Leadercast on May 4. There will be HRCI certification awarded and Chick-fil-A is taking care of submitting for HRCI approval this year.
 - Melody also noted that all program slots for 2012 have been filled.
- **Newsletter:** Jason Saunders has assumed role as newsletter chairperson. He is seeking articles for the next release. He is also open to discussion on what to keep, how we can condense but still keep important pieces, keep more current, and how to structure the member spotlight. A suggestion was made to offer sponsors an opportunity to submit articles with an increased sponsor fee to have that option.
- **Certification:** Carolyn Fowler provided an update on the Essentials of HR Management program scheduled to be held August 8-9 at McKinney Hall, Bridgewater College. She has submitted the program for 12 general HRCI credits. Carolyn will work with Andrew on advertising and suggested concentrating on postings on our website and newsletter and eliminate the more costly local newspaper advertising. She noted that majority of attendees for previous program learned of course from our website. Carolyn will also provide an article for the June newsletter.

- **Workforce Readiness:**
 - Susan Grossman reported that she had good response from blast email from presentations for the ITC/Skills USA program. Angela Carter was recent substitute presenter for the program at East Rockingham High School.
 - Susan also reported that Matthew Hutman will be taking over as chairperson for the Workforce Readiness committee.
- **Diversity:** Patricia reminded members about the Veteran's Appreciation Fair to be held at the Lucy Sims Center on April 19. She will make an announcement at the regular membership meeting on April 11. Patricia still needs volunteers to update and/or review resumes during the event.
- **Sponsorship:**
 - Megan provided detailed handouts and outline for soliciting sponsors going forward. Discussion included offering tiered sponsorship, defining annual goal for sponsorship income, and adding a \$1K tier that would combine with one of the special events of the Chick-fil-A Leadercast or Leadership Breakfast.
 - Megan also asked for input on allowing a non-profit (non-paid) presentation if there was no paid sponsor for a scheduled meeting. One organization, Generations Crossing, has requested an opportunity to make presentation but as a non-profit, they cannot pay sponsor fee. Melody noted that the non-profits could always provide information to place on registration table. Melody also suggested we have one month set aside for non-profits and work that into SHAPE as an Outreach Sponsorship. Additional discussion to be held at May board meeting after members have an opportunity to review suggestions in more detail.
- **SHRM Foundation:** Carol Jackson asked what goal/budget is for 2012. Chapter goal is generally 10% above the last year's contribution.

Other Business:

- **Membership Initiative:** Suggestions included tapping into the Small Business Development Center by becoming a partner and being able to present at their meetings. Melody also suggested using the Harrisonburg-Rockingham and Augusta County Chamber of Commerce blogs to promote benefits of being a member of SVSHRM.
- **Strategic Planning:** With approval from board, Susan Grossman will move forward with planning a strategic planning session with Shelly Trent for later in 2012.
- Carol Jackson announced that Rick Larson will be leaving ComSonics to pursue an opportunity at JMU.

The meeting adjourned at 4:45 p.m.

Respectfully submitted by Ann MacLeod, Secretary