

Shenandoah Valley Chapter SHRM
Board of Directors Meeting – Friendship Industries, Harrisonburg, VA
Wednesday, May 2, 2012

In attendance: Shawn Printz, Patricia Craft, Susan Crosby, Jason Saunders, Melody Ritchie, Angela Carter, Chuck Flick, Frank McMillan, Ann MacLeod, Carolyn Fowler (via conference call)

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

Minutes were distributed prior to meeting. After review, Frank McMillan motioned and Patricia Craft seconded that minutes be approved as distributed. All approved.

General Business:

- **Financial Report:**
 - Monthly financials were distributed by email prior to meeting. Neither Lorna nor Rick could attend today's meeting and discussion of financials was tabled until June Board meeting.
- **Website:**
 - Susan reported that she was in process of updating events on the website and has also updated information relative to recent changes on the Board.
- **Peter Veghlan Scholarship:**
 - Chuck reported there was one applicant for the scholarship this year. Applicant is pursuing a degree in social work which does not meet the criteria for being awarded the scholarship. Chuck noted that he had met with the Community Foundation and, in general, there has been a decline in applicants for scholarships.

Committee Reports:

- **Membership:**
 - Patricia reported that membership stands at 171 with 134 professional members and 60% also a member of National SHRM. We have 44 PHR and 33 SPHR designations in the chapter. At the end of 2011, we had 200 members. To attain the SHAPE Gold designation, we will need 3% increase over our highest (200) membership.
 - Patricia also reported on the Veterans' Fair. The original plan was to review, revise, and print resumes. Patricia noted that she was the only chapter volunteer to show up and did not have equipment to carry through with resume preparation. She also noted that the chapter does not have materials available to promote the chapter at such events. Patricia suggested that we have generic business cards printed and purchase a banner or display to use at events. Jason will check with the graphics department at Bridgewater College to see what they can do. Another suggestion was to order cards through Vista Print where you can get 500 cards at no cost. Frank offered to donate a fabric pop-up display board that could be easily transported to events.
- **Programs:**
 - Melody reported that 69 were registered for the Chick-fil-A Leadercast to be held at BRCC on May 4. The local Chick-fil-A will provide breakfast and refreshments

for break; the chapter covers the cost of lunch that will also be prepared by Chick-fil-A.

- **Newsletter:**
 - Jason reported that he is waiting on articles for the next issue. Jason also asked if there were any special criteria that should be used to select someone for a member spotlight – should they be a new board member, committee chair, etc. Jason also suggested developing questions that could be used to interview a couple of members for each issue instead of a member writing their own bio for a member spotlight.
- **Certification:**
 - Carolyn emailed board members a schedule/agenda for the upcoming EHRM seminar to be held in August. She joined the board meeting via conference call to answer any questions. Shawn will make announcement about seminar at the May regular meeting. Frank will work on getting sponsor(s). Melody suggested that Andrew speak about SVSHRM and the benefits of membership during a lunch break.
- **Sponsorship:**
 - Frank asked if there was a target market for sponsors. Angela offered suggestions including local colleges with adult degree completion programs and law firms that do employment law.

Other Business:

- **Strategic Planning Session with Shelly Trent:** Susan Grossman will re-send email to those that should attend the session scheduled for October 18, from 11:00 a.m. – 1:30 p.m. at Friendship Industries.
- **Review progress on strategic/board initiatives:** Deferred to June meeting.
- **Confirm & recruit slate of officers for 2013:** Shawn noted that we do not have a President-Elect identified for 2013.
- **Facebook:** Discussion on how to continue management of account created by Megan Seekford. Frank suggested making the account a business site with all board members acting as administrators. This will be reviewed and discussed at future board meeting.
- **Certification:** Shawn reported that he was approached through JMU Outreach & Engagement in an effort to partner with SVSHRM by offering a certification program. After discussion, it was suggested that they come present to the board at our June meeting.

The meeting adjourned at 4:47 p.m.

Respectfully submitted by Ann MacLeod, Secretary