

Shenandoah Valley Chapter SHRM
Board Meeting Minutes – BRCC
Wednesday, February 3, 2016

In attendance: Patricia Craft, Susan Crosby, John Habel, , Fonda Hamric, Jim Hungate, Barbara Kite, Rick Larson, Ashley O’Roark, Lou Pugliese and Stephanie Reese

The meeting was called to order at 4:00 p.m.

General Business

- Minutes were distributed prior to the meeting. January’s minutes were reviewed and a motion was made to accept with changes by Patricia C. and seconded by John H.

Financials

- January financials were tabled because documents did not match.
 - Rick identified latest version and will make sure Barbara receives and posts.
 - Board needs to approve and can do electronically.
- Rick will add to the budget five (5) local memberships for recently certified members.
- Issue with reimbursement to Tara resolved.
- Meals for monthly meetings increased to \$18 from \$17 last year
- Rick to look into SHRM money and where it comes from (i.e. certain amounts received for # members, for those who attend leadership, etc.)
 - Membership numbers do not align with national SHRM with both regular and student membership creating challenges for reconciliation.
 - Driven by other things besides inflation.
- Working on transition with Barbara; should be wrapped up soon.

2016 Slate of Officers & Committee Chairs

- Several positions still need to be filled.
 - Key positions include military, retiree and diversity
 - Muriel Seaward – agreed to be military liaison and will start attending meetings
 - Jim to follow up with Cathy on legislative position
 - Workforce Readiness: John Woodworth wants to be on committee but does not want to chair; need a leader
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- Succession Planning
 - Need president-elect for next year
 - Lou will probably serve through next year but then will need a College Relations liaison.
 - Laura at JMU agreed to stay as student liaison; not interested in SVSHRM position.

Other Announcements/Needs:

- **SHAPE:** Proposal submitted
- **Mock Case Competition:** Friday, February 5th (Fire tablets as prize) Next year moving to fall
- **Mock Interviews:** April – mock interviews at BC; soliciting help
- Peter Veglahn scholarship now open

New Business/Committee Updates

- **Membership:** Jim wants to focus on “doing what is important to our members; wants people to come back.” Jim feels we need to distinguish ourselves, restate value proposition and reach out to younger, newer persons, one HR shops, HR Admins (2+ years). Membership was 209 at last

report; little lower than previous Dec by 10 people. Sixty percent (60%) have renewed to date. Jim also thinks that our “Ask the Expert” tool is an underutilized, untapped resource.

- **Programs:** Laura from JMU concerned about weather for February meeting. Moving forward would like different month. Decision to move student meeting to April and reserve February as regular chapter meeting. Discussion on whether or not to have membership meeting in May due to Leadercast. Need to focus on increasing attendance at special events to cover costs. Meetings: April open; soliciting ideas – send emails to Ashley as we will need to decide by next month’s meeting. Menus approved through April.
- **SHAPE:** John submitted for gold instead of platinum. SHRM changed criteria to require 100% SHRM national membership by the board. Clarification requested and confirmed that to include every member, not just core team. Reviewed benefits of platinum versus gold and options going forward. John H. recommended we allow people to volunteer and not require membership; all agreed. Recommendation made to advertise the benefits of SHRM national membership and encourage members to check with their employers for sponsorship.
- **Certifications:** Ashley reported that Lisa S. received approval of strategic credit for February meeting and general credit for March meeting. Interest in sponsorship by LD&B for Cathy’s legislative update meeting.
- **Newsletter:** Rick would like to discuss the components of the newsletter moving forward at next month’s meeting. What’s included? How long? Frequency? Average now three (each quarter)
- **Special Events:** Leadercast – meeting held last evening. Venue assigned (EMU University Commons) and date confirmed (May 6th); entry cost not yet identified; will include light breakfast, lunch and snacks. Sarah and Stephanie (Marketing) would like to give posters to board and chapter members to place in local businesses – three (3) posters per member. Confirming printing costs with JMU & Staples. Sponsorship – same structure as last year. All board members encouraged to attend. Ten (10) tickets reserved for students who volunteer. Recommendation by Jim to have drawing for tickets at chapter meeting(s).
- **Social Media:** Working with Susan on weekly email blasts; will work with Sarah on Leadercast; Wants to meet with Jim to see what he is looking at for public relations for 2016.
- **Strategic Plan:** past, present and future plan review with John, Jim and Tara
- **Foundation:** Would like to revise 50/50 raffle prices – two tickets for \$5.00 or five tickets for \$10. Board officers make \$25 donation to SHRM Foundation – comes out of Foundation budget on behalf of officers. Does not come out of officers pockets. Increases by 10% each year; any extra goes back in budget. All board members encouraged to make a contribution to Foundation; would like 100 percent participation but it is not a requirement.
- **College Relations:** February meeting – students doing everything, finishing up program & sponsors. Student agenda shifted to make sure always strategic meetings.
- **Social:** Brunch at Clementines at 12:30 p.m. on February 19th. Recommendation for dinner at Fireside at Crosskeys for next month.

The meeting adjourned at 5:35 p.m.

Respectfully submitted by Fonda Hamric