

SVSHRM BOARD MEETING/Strategic Planning Session

Meeting Minutes

January 6, 2017

Meeting called to order at 4:03pm by Tara Roe

Tara Roe, Susan Grossman, Fonda Hamric, Susan Crosby, Angela Heavey, Barbara Kite, Stephanie Reese, Andy Breeding, Patricia Craft, Megan Schaeffer

Mission/Vision: Review and bring suggestions on updates to the next board meeting

Bylaws: review before the next board meeting; will determine if any updates need to be considered.

Charter – SVSHRM founded in 1969; suggestion that a 40th anniversary celebration should be planned.

Budget Review:

- YE move Susan C; 2nd Fonda; approved with exceptions below:
 - Using gifts line to include donations on behalf of the speaker instead of traditional speaker gift
 - Foundation variance of \$650 in April; Barbara waiting on info – will reach out to Crystal/Phyllis for additional support

2017 Budget

- Remove HRCI Cert Course line item; leave SHRM Cert Course
- Add \$50/mo (\$600/yr) for speaker donations
- May need funds for technology resources for meetings (webex, etc) – will adjust budget as necessary
- Motion as is with amendments as needed through the year – Stephanie; 2nd – Patricia - approved

SHAPE

- Everything is in; on target for Platinum status

Succession Planning

- Programs – 2 have responded; 1 has since gone silent; Christina Dovel with Hollister is interested; they are meeting Wednesday, 1/11/16
- Treasurer – Susan C has an idea; candidates should serve on finance committee this year to prepare
- President Elect – need candidate

Board Members

- a. Position descriptions – most said they look great; Lisa's needs to be reviewed b/c of SHRM cert; Stephanie suggested looking at PR JD because it seems antiquated. Tara said that VA SHRM has the JDs online as a starting point.
 1. Look at combining PR/Website/Social Media – have Communication committee
 - i. Discussed potentially engaging consultant but also leveraging the student chapter to tap into a marketing skill set. Stephanie and Susan G would work on this initiative.

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- b. Event attendance – board meetings and chapter meetings are necessary. Don't want to "clique" feeling. Will review registrations at the BOD meetings the week prior to look for guests; also have each BOD member sit at a table to start conversation and handle introductions to the group; "Membership Minute" – have a card at the table where one person at the table takes time to introduce themselves, discuss hobbies, what got them into HR, etc. Discussed results of Member Needs Assessment
 1. Mentoring
 2. Skype Meeting options – need to look into licensing options; Patricia bringing back info to Fed BOD meeting.
 3. Networking – intros at tables; also after hours option leveraging the events scheduled for 2017 to test the concept; schedule 4-6 weeks out and promote; have in different locations to test attendance.

Drawing for Amazon gift card – will draw name at next week's chapter meeting

Goals: (updated and shown on doc)

Programs - all good; have candidate

College Relations – try to always have students at the registration table; introduced in the meeting.

Special Events – detail listed

- Increased attendance and recruit at large members

PR/Social Media – no update

Newsletter – stick to posting schedule; not just regurgitating e-blast material

Stephanie suggested looking at click throughs on the next 2 or so newsletters; Susan will be following up to see what the website is noting as it does mention it

Diversity – no update

Social events – we'll keep having them

Sponsorship – Lisa Botkin will work with Barbara on finance

Foundation – we will contribute \$2k annually to the foundation

Scholarships – will get with Chuck next week

Workforce Readiness – still vacant

Website – Susan says it's more of a service; if we want it to look different, etc, we can. BOD will look at other SHRM chapter websites and come to the March meeting with ideas/suggestions that we like. Then board will decide what we want to do.

Membership Initiatives: will discuss in February - have top 3 choices to Tara by Feb BOD meeting

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Suggestions to attract/engage members

- bought relevant books for the time and placed them on the tables, they could choose a book to take for free.
- Connecting with HR professionals in the area and invite to the meetings

Mentorship – Andy needs help in this area; need committee members. Will need list of what the person will need to commit to so that it can be sent out.

- Have assigned seasoned member to a new member

Social events – Barbara mentioned that 6 local chapters had at least 2 social events each year that are social events for the chapter. Will get with John about planning social events with Christina. Look at summer event as a pilot; if goes well, consider a holiday event.

Incentives to participate in chapter events:

- First time guests – first visit is free
- Bringing guests
- 3 meetings from non-member = one year membership
- Volunteer of the Year – Jesse Bennet was 2016 winner; behind the scenes for events such as Leadercast, Legal Forum, etc. Gave free membership for one year.
 - Continue to do Volunteer of the Year again? Decided to keep it as an option to recognize so we won't be obligated to select someone if there wasn't a 'shining star'
- Others?

Board meetings:

- Leverage technology more – see earlier comments
- Speaker gifts – we have repeat speakers; have been doing \$50 donation to the charity of their choice; motion Stephanie; 2nd Andy; approved

Certificates:

- Announce cert code in the presentation; email certificates at the end as well
- Paper surveys for chapter meetings while looking into mobile app options
- Motion Tonya; 2nd Susan C; approved

Chapter email promotion program

- Don't have to be 100% to send e-blasts to at large members.
- We get 2 per year
- Send list of events in e-blast and they can pick a chapter meeting to attend for free
- Susan said open rate is 17% and it's declining
- Discussed giving them the option of opting into e-blasts for the remainder of the year; opt in for notices to remind them of the free meeting option - Fonda will type up draft email

Upcoming events

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- January chapter meeting next week (1/10)
- Not sure if there is a January social event
- February BOD meeting scheduled 2/1

If we are more than \$40k in treasury, we jump to new type of tax filing for non-profit and it gets more complex.

Meeting adjourned at 6pm.