

**SVSHRM BOARD MEETING
MINUTES**

February 1, 2017
4:00 – 5:00 pm



BRCC | Plecker Center Conference Room | P124

Tara Roe, Lou Pugliese, Susan Crosby, Angela Heavey, Stephanie Reese, John Habel, Chuck Flick,
Christina Dovel, Megan Schaeffer, Tonya Ferguson, Andy Breeden

Meeting called to order 4pm by Tara Roe

I. Welcome

- a. New BOD member – Christina Dovel, Programs Chair
 - i. Works at Hollister; been there 10 yrs; has PHR and SHRM-SCP certification

II. Review/approval of January Strategic Planning Session minutes

- a. **Communication subcommittee** – Susan Crosby and not Susan Grossman made the recommendation
- b. **Newsletter** – suggested putting parameters around what is put in newsletter vs e-blast. There will be cross-over and sees value to both. Wants to interview each board member.
- c. **Motion to accept** – Susan Crosby; 2nd – John Habel

III. Review/approval of financials

- a. **December financials – budget** – remove line item for HRCI cert course b/c it is no longer offered; will leave SHRM Cert Course; voted to do \$50 to charity of speaker's choice as opposed to a speaker gift.
 - i. **Inquiry about the \$40k balance required** – clarified that it is the year-end number. __ asked who completes our tax filing. Susan Crosby said we file a post card version now. __ will do some checking on the number.
 - ii. **\$25 refund in December-** Tara said it would be Leadership Breakfast because the Chamber paid for her and she personally paid. Reimbursed one payment.
 - iii. **Funds for website refresh** – we'll need to determine that figure.

IV. Ongoing Business

- a. SHAPE Update
 - i. Turned in and submitted for Platinum level
 - ii. We should have an update from the committed in about 30 days
- b. JMU Diversity Conference
 - i. Scheduling conflicts with the State Conference. Scheduled for 3/15 at JMU; free event. We want to promote to our members as much as we can. Rick has reached out to Lou as a speaker.
 - ii. Focus will be less on the academic side and more on the business committee. Still looking or speakers; Tara will reach out to Rick to see what information he has on the event; Stephanie can include on the e-blast.

VI. New Business

- a. Strategic Planning Session
 - i. Review minutes from session
 - 1. Minutes reviewed and approved as noted above
 - ii. 2017 Goals (see attached)

1. Tara collected more during the meeting; she will send out email post meeting for board to review and compile individual top 3 lists. She will then compile overall list.
- iii. Membership Initiatives
 1. See attached
 2. Please rank your top 3 choices
 3. Committee – have added one member to the committee.
- iv. BOD members installed
 1. Completed at January Strategic Planning Session

VII. Succession Planning

- a. Open positions
 - a. Lisa Botkin move from Sponsorships to Strategic Planning
 - b. Workforce Readiness – John Habel has agreed to do it; will be recruiting John W
 - c. Military - Muriel is still interested
 - d. Committee positions are also always open.
- b. Intent to stay

VII. Committee Updates: (see page 2)

VIII. Upcoming Events

- a. Immediately following today's BOD meeting: Leadercast committee meeting – cancelled earlier today; notice sent out
- b. February Chapter Meeting: 2/14 – *Currency of Trust* – Lynda McNutt
- c. February Social: 2/5 – Bluestone Vineyards
- d. VA SHRM State Conference: 3/12 – 3/15/17
 - i. We have been asked to promote Cram for the Exam which is 3/24 from 9a-4:30; pre-conference cert prep. \$349; can select HRCI or SHRM exams.

IX. Adjourn

Certification – Lisa Seekford

- February meeting presentation approved for credit – HRCI and SHRM, forwarded the certificates.
- Lisa is working on additional submissions

College Relations – Lou Pugliese / Angela Heavey

Furiously planning for SHRM Case Competition APRIL

SV SHRM April meeting (4/11) – having trouble with scheduled speaker commitment; Lou can speak on how to avoid unionization/investigating if you're about to have one/what you can do once you're in the organizing activity; should qualify for strategic cert credit. Lou will work with students on marketing. Tara will get speakers agreement to him for certification application.

Mock interviews April 6 at BC – recruiting interviewers; 9a-12p or 1p-4p Susan will put on website and Stephanie will send out in e-blast. Lou asked for the note that was sent out last year so he could update.

Will put in a request for the registration fees for the case competition – will know more on financial assistance needs by the March meeting

Completing resume reviews and also LinkedIn reviews on Tuesday, 2/7.

Membership – Andy Breeding

Chapter's Membership Information for the time period ending January 31, 2016:

Chapter Name: Shenandoah Valley SHRM
Chapter Number: 0126
Total Membership Count: 171
Professional Members: 109
Associate, General, Student & Retired: 62
National SHRM Members: 122 or 71%
Local Only SVSHRM Members: 49 or 29%
Certified (SHRM/HRCI) Chapter Members: 85 or 50%
(20 PHR, 21 PHR/SHRM-CP, 16 SHRM-CP, 18 SPHR/SHRM-SCP, 10 SPHR)

We currently have 52 members that have not renewed for 2017. While typically members are suspended after 1/31/2017, this has been extended by a week so we can reach out to these personally. Andy has personalized letter to send. Members reviewed list and started dividing up.

Programs – Christina Dovel

All programs for 2017 are scheduled

Newsletter – Rick Larson

Need content/pictures to promote local items/events

SHRM Foundation – Patricia Craft

As a reminder, our chapter will need to provide a silent auction item for the state conference. It should ideally be something food related. I found something to consider. It's a little different but would tie into this year's theme & the board can let me know what they think. Tara will send the link for team to review and vote on.

Social Media – Meghan Schaeffer

Need information to post – would like to post local stuff as opposed to just national SHRM info

Special Events – Susan Grossman

Need committee members for VALF & ideas for a keynote speaker; has been promoted on eBlast and social media. Lou suggested contacts that he has - a former judge and an active attorney - would be happy to put something together. After some discussion, it was decided for Lou to contact them about availability. Event is scheduled for September 20th.

No updates from the following:

Scholarship

Social (BOD) – John Habel

2/5 – Bluestone Vineyards- 12:30pm

Let John know if you have ideas for March. Tara suggested a St. Patrick's Day themed event.

Public Relations

Military

Legislative

Sponsorship Website

Workforce Readiness

Diversity

Strategic Planning Session – 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.
- 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 (see attached)

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

- 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.

Membership Initiatives

Please rank your top 3 membership initiatives from the list below

- Purchase relevant books and place them on tables at meetings – members can choose a book to take for free (*retention*)
- Connect with HR professionals in the area and personally invite them to the meeting (*recruitment*)
- Mentorship – assign a seasoned member to a new member – establish parameters of what would be expected from the mentors. (*recruitment & retention*)
- Have a large social event for the chapter (not just BOD) – encourage people to bring a non-member guest (maybe do something in the summer as a pilot) (*recruitment & retention*)
- First time guests – first visit is free (*recruitment*)
- If a non-member attends 3 meetings in the year, they are automatically a member (*recruitment*)
- Volunteer of the Year (Jesse Bennet was selected this year) (*retention*)