

SVSHRM BOARD MEETING

Meeting Minutes

April 5, 2017

4:00 – 5:00 pm



BRCC | President's Conference Room | Armstrong Hall (C 100)

Tara Roe, Angela Heavey, Christina Dovel, John Habel, Susan Crosby, Barbara Kite, Megan Schaeffer, Fonda Hamric, Rick Larson, Chuck Flick

I. Welcome – called to order 4:00pm

II. Guest – Kara Westerbeek – market research at Rosetta Stone; interested in membership committee

III. Review/approval of February & March minutes (no BOD meeting in March)

- a. Did we determine anything on the \$40k requirement for the non-profit filing status – Barbara needs to look into. Rick offered assistance in researching.
- b. Correction: Lisa Botkin moved from Sponsorship to Finance.
- c. Motion to approve – Chuck Flick; 2nd – John Habel; approved

IV. Review/approval of financials

- a. February financials
 - i. Motion to approve – John; 2nd Fonda – approved
- b. March financial approval on hold until student chapter questions answered
 - i. There were questions around student events and there is a -\$91 charge
- c. Motion to approve – Susan Crosby; 2nd – John Habel; approved

V. Ongoing Business

- a. Membership Initiatives – top three:
 - i. **First time guests – first visit is free (recruitment)**
 1. *Advertise at chapter meetings and on website*
 2. *Add to e-blasts when promoting the meeting*
 3. *Include former members who haven't been to a meeting for one year*
 - a. *Susan will work on pulling a list.*
 - ii. **Mentorship** – assign a seasoned member to a new member – establish parameters of what we expect from the mentors. *(recruitment & retention)*
 1. *Need suggestions on how to best implement this & parameters*
 - iii. 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)*
 1. *Volunteers to organize this event*
 2. *Susan Grossman may want to coordinate a social drive; try out with local chapter before rolling out with state council. Vineyard location possibly – open to current and at large members; maybe plan during a time when they already have music or an event to tag on to. John also suggested other venues – maybe barbeque or picnic – family friendly. Grottoes Park was mentioned.*
- b. SHAPE – submitted/in good standing
 - i. Applied for Platinum Excel award

VII. New Business

- a. Reimbursement for SHRM Student Case Competition
Students bought registrations; they were reimbursed from student SHRM account. Angela has itemized list based on who is going. Information provided to Barbara. Reimbursing \$466 for 7 attendees and 2 chaperones and team registration. All are national SHRM members so they received a discount to.
 - i. Motion to approve reimb of \$466 – Barbara – 2nd – John Habel; motion approved
- b. Gifts for chapter meetings
 - i. Tara put together a bag of ‘goodies’ for new members. We can turn all of the SHRM branded items into SVSHRM affiliate items.
- c. Account with DCCU – check signing authority
 - i. Motion to remove Susan Grossman and Mike ___ and add Tara Roe, Barbara Kite and Fonda Hamric to account – motion – Chuck, 2nd – Susan; motion approved

Add note about direct deposit - **Reimbursements – set up direct deposit- discussed how it would work; currently requests a check**

- d. Donation to SHRM foundation for keynote speaker for VALF
 - i. Keynote is not charging a fee; donation will be made in his name to SHRM Foundation; need to determine amount
 1. Motion to approve \$1,000 in honor of the keynote speaker – Motion Megan Schaeffer; 2nd – Fonda Hamric; approved

VII. Succession Planning

a. Open positions

President Elect 2018 – please reach out to Tara or Fonda if interested

Sponsorship – looking for possibly someone with a marketing or sales background; someone willing to talk to people and not afraid to ask for money

Military Liaison – not able to connect with Muriel Seaward; would be ideal to find someone with more of a presence on the BOD

Treasurer

Special Events – Susan will be stepping down at the end of this year; Megan Schaeffer is discussing the opportunity with Susan

Concern over sponsors and adequate marketing for special events; there are only 19 registered for Leadercast.

Personal emails went out to past attendees who hadn't registered; TV spots (currently exploring); press release going out this week in Daily News Record in Staunton. Ad costs have gone up for this year but it's being reviewed. With the savings in VALF speaker costs, we could spend more money on Leadercast advertising.

Board decided to look at each special event and conduct post mortem analysis of event to determine success against goals.

b. Intent to stay

John Habel expressed a desire to step down a Social Chair.

VIII. Committee Updates: *(see page 2)*

Newsletter – proposed topics for newsletters; ideas welcome. Also looking for suggestions on whom to spotlight.

Would be nice to spotlight a student member as well. Angela suggested maybe the incoming student chapter president.

Also include pics from any chapter events. Aged photos are fine.

Workforce Readiness Committee:

John and John co-chairing workforce readiness

Met with Massanutten Tech – at every other chapter meeting, want to do 5-minute “What’s happening with Workforce Development” – MT will want to come to a meeting; they have a variety of services they’d like to highlight and address with chapter programs they have that would be beneficial to corps in the area. Event coming up 24/25th that is free at the center.

Discussing website to bring all workforce items together. Post jobs; resume writing/interviewing skills; available to anyone in the valley; learn about employment process and connect with people to help them advance career. Looking at state grant money to get up and running. Looking for a grant writer.

VIII. Upcoming Events

- a. April Chapter Meeting: 4/11 – *student meeting – Lou leading on Labor Unions [add title]*
- b. April Social
 - i. Proposed conducting every other month
 - ii. Also looking for someone else to chair it
- c. Leadercast – May 5th – EMU
- d. Bridgewater Retirement Community wants final counts by the Wednesday before the Tuesday of the meeting.

IX. Adjourn – 4:59pm

Certification – Lisa Seekford

April was submitted for business credit but approved for general

College Relations – Lou Pugliese / Angela Heavey

Elected chapter officers for 2017-2018

Membership – Andy Breeding

Chapter Name: Shenandoah Valley SHRM
Chapter Number: 0126
Total Membership Count: 203
Professional Members: 127
Associate, General, Student & Retired: 73
National SHRM Members: 140 or 70%
Local Only SVSHRM Members: 60 or 30%

Special Events – Susan Grossman

Leadercast:

Missed first testing date
Caterer secured
17 people registered
Need to market more
2 sponsors secured

VALF:

Keynote and 5 speakers secured
Caterer secured
Need committee members
Need sponsors

Leadership Breakfast:

Only remaining items are formalizing travel arrangements for speaker (too early), obtaining sponsors, and PR (too early-will advertise at Leadercast and VALF)

Certified (SHRM/HRCI) Chapter Members: 95 or 48%

(22 PHR, 23 PHR/SHRM-CP, 15 SHRM-CP, 1 SHRM-SCP, 2 SPHR/SHRM-CP, 18 SPHR/SHRM-SCP, 14 SPHR)

SHRM Foundation – Patricia Craft

Foundation Champion recipient (2015)



No current updates:

- Diversity
- Legislative
- Military
- Newsletter
- Programs
- Public Relations
- Scholarship
- Social Media
- Sponsorship
- Website
- Workforce Readiness