



**SVSHRM BOARD MEETING**  
**MINUTES**  
March 7, 2018  
4:15 – 5:15 pm  
BRCC



**Fonda Hamric, John Habel, Patricia Craft, Andy Breeding, Tonya Ferguson, Kara Westerbeek, Susan Crosby, Stephanie Reese, Megan Schaeffer, Jenny Toth, Sonia Allana**

- I. Welcome – 4:16pm – meeting called to order by Fonda Hamric**
- II. Review/approval of February minutes**
  - a. Motion to approve – Stephanie; 2<sup>nd</sup>- Patricia
- III. Review/ approval of February financials**
  - a. Change “Special Event” to “Spring Event/Administrative Professional Luncheon”
  - b. Discussed monthly fees for website hosting.
  - c. Meeting income of \$901; Fonda explained that it represents those who paid for a year of meetings in advance.
  - d. Motion to approve – John; 2<sup>nd</sup> - Susan
- IV. Old/ongoing Business**
  - a. Strategic Planning session – 2/23 (reflection/follow up)
    - i. Wayne has been traveling but has put some items together to allow to prioritize goals; he will attend a future board meeting (possibly April) and we can use about 30 minutes to determine goals. This may require an adjustment to the day of the board meeting (possibly a Monday).
- VI. New Business**
  - a. EXCEL – due March 15<sup>th</sup>
    - i. We will submit:
      1. The Legal Forum
      2. College Relations – focus on connection between JMU and Bridgewater
      3. Leadership Breakfast – Stephanie will review the work prepared
      4. HR Off the Clock – Jenny will review of the work prepared
  - b. Scholarships – post for spring & fall
    - i. It’s time to open scholarships for this year. Marcy will need to work with Chuck. Susan can put the application up and it can link to JMU.
  - c. Member badges
    - i. Process – The badge system is one that allows you to re-use them. Labels are transparent so you can pull the badges apart and snap back together. Andy usually gets a list from the meetings; he currently has enough supplies to make 18-20 badges.
      1. Fonda stated that she would like to see us be more consistent with new members getting a badge.
      2. We will want to revisit this in the future. Think about options over the next month.
  - d. Future meeting space
    - i. The current construction is going to prevent our ability to continue to meet there. We will need to find another place.
      1. Stephanie mentioned thinking about other places, like churches, and then order that morning.

- 2. Patricia mentioned VMRC has a nice meeting space. Will look into.
- 3. Jenny mentioned Valley Pike Farmers Market. Stephanie will look into.
- e. SOP/Best Practices for Board activities
  - i. Sonya suggested creating SOPs/Best Practices documents for each area. Fonda feels that could fit nicely into the strategic planning session.
- f. Chapter flyer – Andy completed some updates; draft provided in hard copy during meeting and electronic copy will be sent to the board. Please provide feedback/markups to Andy. All edits and suggestions are welcome!!

**VII. Succession Planning**

- a. Open board positions – Social Media, Sponsorship

**VIII. Committee Updates**

- a. Certification
  - i. March meeting approved for HRCI/SHRM credit
  - ii. Administrative professionals conference approved for HRCI/SHRM credit
  - iii. Email to chapter meeting attendees with certification info
    - 1. Discussed putting certificates on the table; providing verbally at the end of the session; emailing certificates to attendees; electronic surveys and provide code at the end of the survey. Susan also mentioned that we could house the info on a private page within the admin site to allow board members to pull the info if needed.
- b. College Relations
  - i. Speaker agreement submitted “Workplace Bullying”
  - ii. Room reserved (Montpelier room, JMU Campus)
  - iii. Food is ordered
  - iv. Speaker will attend March chapter meeting as a guest and will distribute a brief survey (post card size) about bullying.
- c. Diversity
  - i. Waiting on Listserv that should be up and running with all diversity chairs sharing ideas; she hasn’t heard from the State Diversity Chair on that.
- d. Finance
- e. Legislative
  - i. Legal Update next week – 45 attendees scheduled
- f. Membership
  - i. Total Membership Count: 161
  - ii. Professional Members: 106
  - iii. Associate, General, Student & Retired: 55
  - iv. National SHRM Members: 111 or 69%
  - v. Local Only SVSHRM Members: 50 or 31%
  - vi. Certified (SHRM/HRCI) Chapter Members: 78 or 49%
  - vii. (15 PHR, 12 SHRM-CP, 19 PHR/SHRM-CP, 11 SPHR, 2 SPHR/SHRM-CP, 3 SHRM-SCP, 16 SPHR/SHRM-SCP  
***Membership renewal status is being reviewed, but it appears we have somewhere around 82 members who have not renewed for 2018. From past data, seems to be a little bit slower start than normal for January.***

Total membership in comparison to previous years:

February 2017 – 190	EOY 2017 – 235
February 2017 – 190	EOY 2017 – 235
February 2016 – 178	EOY 2016 – 214

- g. Military
- h. Newsletter
  - i. Winter Newsletter went out
- i. Programs
- j. Special Events
  - i. Stable Craft will allow you to pet the ponies on Thursdays. That could be a good option for another HR Off the Clock event.
- k. Public Relations
- l. Scholarships
- m. SHRM Foundation
  - i. Chapter's Foundation silent auction item (state conference)
    - 1. Gardening theme – connect with Patricia with ideas/suggestions
- n. Social Media
- o. Sponsorship
  - i. We have a sponsor for next month's meeting; we discussed changing from \$350 to \$200.
    - 1. Motion to change sponsorship fee for regular chapter meetings: Moved – Susan; 2<sup>nd</sup> - Patricia
- p. Website
- q. Workforce Readiness

#### VIII. Upcoming Events

- a. March chapter meeting
  - i. 3/13 Legal Update – Cathy Welsh
  - ii. 3/14 Voices of Diversity, Voices of Inclusion (JMU)
- b. Spring social – 3/31 12 @ 12:30 – 3:00p – Stable Craft Brewing  
<http://stablecraftbrewing.com/tap-room-2/tap-roommenu/>
- c. 4/18 Administrative Professionals conference – “Sustaining Healthy Work Environments”
  - i. Three (3) bronze sponsors secured
  - ii. Kara & Meghan securing donations
  - iii. Day-of help secured
  - iv. Need registrations
- d. State Conference 4-22 – 4/25 – “Color Your World HR” – Omni Homestead, Hot Springs
- e. VALF – September 19
  - i. hoping to get everyone together this month for committee meeting. Caterer and location are secured; need to look at topics to focus on; speakers; possibly a theme. Conference is scheduled for 9/19. Committee meeting is scheduled for March
- f. Next board meeting – 4/4 @ 4:15p – BRCC

#### IX. Call for any other Items

#### X. Adjourn – 5:34pm



<p><b>The Shenandoah Valley Society for Human Resource Management (SVSHRM) is the voice of the HR profession serving Rockingham, Augusta, Page, and Shenandoah Counties in Virginia.</b></p>		Rank
1	Partnering w/other mediums (existing newsletters)	
2	Social media ads	
3	Chambers (partnering)	
4	Billboard space (minor league game example)	
5	Community involvement	
6	Podcasts	
7	Marketing video	
8	Develop relationships w/those who do the job but may not have the HR title	
9	Connect with more small business owners	
10	Improve networking at chamber business meetings	
11	Improve reach with diversity of employers in Rockingham County	
12	Develop plan to improve reach in Augusta County	
13	Research need to serve Page and Shenandoah ( <i>may be better served by Winchester</i> )	
14	Develop plan to improve reach Rockbridge, Highland, and Alleghany Counties	
15	Develop an "At large" list of companies to target	
<p><b>Our mission is to be the locally recognized authority whose voice is heard on the most pressing people management issues of the day—now and in the future.</b></p>		
16	Board wants member involvement in decisions	
17	Establish more about "Ask the expert" concept	
18	Change the terminology (HR Practitioner)	
19	Establish frequency to revisit the mission (add to or change)	
20	Package services (info) differently based on type of role/business	
21	Rotating meeting location/times	
22	Technology--Satellite location/record video feed	
23	Roadshow--Educating businesses brochure	
24	Content--Do we bring anything new/better than what's already out there?	
25	Review membership numbers monthly ( <i>build into regular meeting</i> )	
26	Improve method for membership drives	

27	State conference membership event	
28	Review of finances monthly	
29	Measure number of businesses (type, size, positions)	
30	Develop new and different events (marketing)	
	<b>Develop Education on</b>	
31	Low unemployment rate	
32	Continuous churn	
33	Competition between employers	
34	Issues w/attracting and retaining ees in our area	
35	Shortage of skilled and unskilled workers	
36	Challenges of large numbers retiring	
37	Soft skills needed in workforce	
38	Technical vs. college emphasis	
39	Need for consortium of employers and educators to join together and create hands on learning program	
40	Need for deeper dive presentations and roundtables to share knowledge	
41	Work/life balance (stress)	