

DULLES SHRM BOARD OF DIRECTORS MEETING MINUTES FOR MARCH 2, 2026

Board Members Present:

1. President – Mary Khattak
2. Secretary & Certifications Advisor – Tricia Kleber
3. Treasurer – Will Seidler
4. Vice President, Programs & Past President – Nicole Davis
5. Vice President, Sponsorships – Dorion Baker
6. Director, Community Outreach – Lolita Johnson
7. Director, Marketing/Communications – Gabriela Nazario
8. Legislative Liaison – Matt Nieman
9. Student/Emerging Professional Liaison – Cindy Parker
10. Student/Emerging Professional Liaison – Christine Sullivan

Board Members Absent:

1. Vice President, Membership – Rochelle Fashaw
2. At Large & Director, SHRM Foundation – Charlan Cornwell

Vacant Position:

1. President Elect
2. Director, Discussion Group
3. Director, Diversity, Equity & Inclusion

MEETING STARTED – 5:32 pm

Tricia called the meeting to order.

Secretary's Report – Tricia Kleber sent out the February minutes last week. Nicole___ made a motion to accept the February minutes, and Matt seconded the motion. The motion was passed with those in attendance, and the minutes will be uploaded to the website.

Treasurer's Report – William Seidler – Balances as of 3/2/2026

- Truist checking - \$4,878.77
- Truist savings - \$19,733.53
- PayPal – \$2,283.25

The D&O policy has been paid, and Will has signed the tax forms.

Programs' Report – Nicole Davis

- March – Student event with GMU
- April – Keeping the Human in HR in an AI World – Matt Nieman – 5:30 start time at Matt's office

We are having a problem with getting attendance at our events. There was a discussion on having free events versus paid events. In the past, we had in-person meetings the 3rd Wednesday of each month. But now we're competing with so many outside forces, so there isn't anything special about our meetings. Loudoun had 30-35 people at their last in-person meeting, and they only have 70 people in their chapter. However, they did a ton of marketing for their event. We haven't done as much marketing as we should be doing, but part of that was we didn't have anyone doing our marketing for us. Cindy talked about zoom fatigue, and how she would like to see more in-person events. We should look at marketing a year's worth of events, or maybe quarterly. We also talked about doing an in-person event, a virtual meeting, and a discussion group virtually every quarter. There was some discussion about the different SHRM

chapters always competing for the same people. We talked about making a bigger deal out of the credits that can be received, especially with business credits. We also talked about the Fall seminar and working with the sponsors to see what topics would appeal to them to help us determine what we should be focusing on.

Membership Report – Rochelle Fashaw

- Active Members – 157 active members

Sponsorship Report – Dorion Baker

- Yearly Sponsor – Sogolytics (returning sponsor)

Dorion let us know that Sogolytics is returning as our annual sponsor. ADP was a possibility, but they declined, but they might be an in-person meeting sponsor. We do have a confirmed sponsor for an e-mail blast (AKRON). There are a few other options as well.

We talked about what we can share with the sponsors. We decided to share the name and company name with the sponsors. We can also send an e-mail from the sponsor to the attendees and if the attendees wish to reach out to the sponsor, it is up to the attendees.

Community Outreach – Lolita Johnson

Lolita met with Mary and Charlan and started working on a plan for community outreach. She will continue to work on the SHRM Foundation with Charlan, and once they get a live event, they will do a raffle.

SHRM Foundation – Charlan Cornwell

Nothing at this time

Discussion Group Report – Vacant

Will and Tricia are hosting a discussion group on Thursday, March 5 at 8:30 am. The theme is: Benefits Strategy Discussion: What We Offer & What’s Next. The focus will be on what people are doing to enhance their benefits.

Social Media/Communication Report – Gabriela Nazario

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
LinkedIn Members	305	329										
Instagram Followers	63	63										
Facebook Followers	126	126										

LinkedIn

	Jan	Feb	Mar	Apr	May	June
Followers (Total)	305	332				
Followers (New)	17	19				
New Followers Over Previous Month	70%	18.8%				
Impressions	1,200	1,372				
New Impressions Over Previous Month	145.9%	32.6%				
Reactions	53	63				
New Reactions Over Previous Month	341.7%	57.5%				
Comments	1	17				
Repost	1	1				
Competitor Highlights						
Total Posts	5	4				
Posts vs Competitors	-41.7%	-51.7%				
Engagement Rate	23.5%	11.4%				
Engagement Rate vs Competitors	51.2%	-25.6%				

Gabriela sent out 2 postings on Instagram and LinkedIn about the discussion group and the March session at GMU. She is also working on the logo for our next year's theme, and she shared 3 different logos that she created. We liked the 1st and 3rd ones the best but wanted to minimize the "40's".

In constant contact, we have 181 mostly engaged and 172 somewhat engaged members. We have over 900 active e-mails and 250 members who have unsubscribed.

Certification Report – Tricia Kleber

- SHRM Approval – March discussion group
- HRCI Approval – March discussion group
- Waiting to Obtain – Anything after the discussion group

We talked about blocking meetings on everyone's calendar if we could agree on times, and having Matt add in his Minute with Matt. With the varying times of meetings, it's hard to know when the meeting is going to be.

Student/Emerging Professional Liaison – Cindy Parker/Christine Sullivan

We have 5 panelists confirmed (Nicole, Tricia, Christine, Dorion and Molly (former colleague of Christine's with 3 years of experience) and Cindy has confirmed parking for them. Cindy will communicate the parking instructions to the attendees. The career panel will be from 1:30 pm – 2:45 pm and the networking portion will be from 3:00 pm – 4:15 pm. The students are preparing for the networking portion and there will be 5-6 small groups to start and open networking to end the session.

President's Report – Mary Khattak

The by-laws were submitted to SHRM and are being tweaked. Mary will send those to a few board members for review.

Mary received the name tags and she'll get them to whomever ordered them.

Mary has spoken with Paula at SHRM, and they are working towards getting the Loudoun zip code issue fixed. There are questions about Leesburg and Ashburn, and where they should reside. Mary has sent them maps of where we should have the locations.

Next Board Meeting: April 6, 2026

Meeting adjourned: 6:48pm

Respectfully submitted,
Tricia Kleber

Last edited: March 2, 2026