

DULLES SHRM BOARD OF DIRECTORS MEETING MINUTES FOR JANUARY 5, 2026

Board Members Present:

1. President – Mary Khattak
2. Secretary & Certifications Advisor – Tricia Kleber
3. Vice President, Membership – Rochelle Fashaw
4. Vice President, Programs & Past President – Nicole Davis
5. Vice President, Sponsorships – Dorion Baker
6. Treasurer – Will Seidler
7. Director, Community Outreach – Lolita Johnson
8. Student/Emerging Professional Liaison – Cindy Parker
9. Student/Emerging Professional Liaison – Christine Sullivan
10. At Large & Director, SHRM Foundation – Charlan Cornwell

Board Members Absent:

1. Legislative Liaison – Matt Nieman

Vacant Position:

1. President Elect
2. Director, Discussion Group
3. Director, Diversity, Equity & Inclusion
4. Director, Marketing/Communications

MEETING STARTED – 5:35 pm

Tricia called the meeting to order.

Secretary's Report – Tricia sent out the November minutes last week. Cindy made a motion to accept the November minutes, and Christine 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 1/5/2026

- Truist checking - \$3,779.61
- Truist savings - \$19,733.21
- PayPal – \$2,283.25

He is working on next year's budget and hopes to have it for the February meeting.

Programs' Report – Nicole Davis

- January – Matt will speak on the year-to-come – in person at his office, plus meet the board. She would like to not charge anyone for this as it's the first meeting of the year, plus we still have some problems with the website.
- February – possibly Benefits with Will.
- March –

Nicole reached out to several speakers to set up some speaking opportunities for the 2026. She will follow through with what has come in and will set up the calendar. She also wants to

Dulles SHRM is turning 40 in 2027 – Flying into 40. Nicole will reach out to the Udvar-Hazy Museum and see if we can do anything there.

Membership Report – Rochelle Fashaw

- Active Members – 158 active members, which is the same from when we finished 2025. In Cancun, they talked about setting a goal for membership. Rochelle would like that number to be 175. We talked about keeping the goal at 175 if we can't do anything about the zip codes, and 200 if we can get the zip code issue fixed.

We still have a problem with our zip codes and Loudoun, since some of our zip codes coincide with areas in Loudoun. Loudoun should not be having events in our zip codes.

Rochelle is meeting with the Dulles Chamber this week to see how we can partner with them. She is also working on postcards to send out to new members and those who have not renewed their membership in the past few years.

Sponsorship Report – Dorion Baker

Dorion is a new board member, specializing in Talent Management. He has started reaching out to companies for sponsorships.

Our annual sponsorship was \$2,000 last year. Monthly sponsorships are \$250 for virtual meetings and \$500 for in-person events. Sponsors for the annual seminar will be a different price.

- Yearly Sponsor –

Community Outreach – Lolita Johnson

Lolita is a new board member.

SHRM Foundation – Charlan Cornwell

Charlan and Mary will get together and discuss what the plan will be for 2026.

Discussion Group Report – Vacant

Will and Tricia will look at hosting something on benefits for a discussion group, and have it coincide with when we do the monthly session on benefits. They will meet next week.

Social Media/Communication Report – Vacant

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
LinkedIn Members		1056	1056	1056	1056	1054	1054	1053	1,052	1,052	1,052	1,050
Instagram Followers	58	58	59	59	59	59	59	60	60	60	61	61
Facebook Followers	128	125	126	128	127	127	127	127	127	127	126	126

Linked In

	Jan	Feb	Mar	Apr	May	June
Followers (Total)	182	195	210	225	235	242
Followers (New)	2	11	17	15	9	9
New Followers Over Previous Month	-33.30%	266.70%	70%	-11.80%	-40%	12.5%

Impressions	1156	1738	2001	1474	1776	777
New Impressions Over Previous Month	609.20%	51.80%	0.9%	-29.50%	18%	-55.5%
Reactions	41	85	147	86	71	31
New Reactions Over Previous Month	925.00%	107.30%	58.10	-41.50%	19%	-54.4%
Comments	4	4	6	8	3	4
Repost	1	5	2	3	10	5
Competitor Highlights						
Total Posts	9	7	11	6	12	6
Posts vs Competitors	24%	-10.90%	35.1%	5%	29%	-37.3%
Engagement Rate	7.40%	10.10%	13.80%	11.90%	9.1%	11.3%
Engagement Rate vs Competitors	45.50%	5.70%	35.10%	-22.10%	-25.8%	-22.9%

	July	Aug	Sept	Oct	Nov	Dec
Followers (Total)	242	251	256	265	292	291
Followers (New)	1	4	6	12	27	0
New Followers Over Previous Month	-90%	300%	50%	25%	44%	0
Impressions	432	552	937	1150	1077	514
New Impressions Over Previous Month	-77.4%	27.8%	74.20%	27.1%	-7.9%	-54.3%
Reactions	7	16	45	49	59	14
New Reactions Over Previous Month	-77.4%	128.6%	181.3%	14%	20.4%	-78.1%
Comments	0	1	2	1	6	0
Repost	0	1	6	4	500%	0
Competitor Highlights						
Total Posts	2	4	7	5	6	0
Posts vs Competitors	-77.4%	-55.1%	22.5%	-37.5%	-12.5%	0
Engagement Rate	6.5%	9.2%	10.6%	12%		
Engagement Rate vs Competitors	-42.6%	2.4%	-25.1%	39.9%		

Certification Report – Tricia Kleber

- SHRM Approval –
- HRCI Approval –
- Waiting to Obtain – all

Student/Emerging Professional Liaison – Cindy Parker/Christine Sullivan

- Cindy has done some work on a draft plan for the proposed March18 event with the GMU students (see attached). This will be a 2-fold event. We will have 2-5 Dulles SHRM members be on the panel. The students will do some research on the panelists and will have a Q&A session with them. After a break, we would do a structured networking event to help the students learn how to network and how to talk to people (estimated to start around 3:00). We can open it to the entire chapter to come to the networking event. She will work with Nicole on promotional materials. Cindy and Christine will meet up to finalize the action plan.

President's Report – Mary Khattak

- She will get the voting out there for the Board members.
- Website – the site is still a work in progress. If you have problems, please let Will know.

Next Board Meeting: February 2, 2026

Meeting adjourned: 6:27 pm

Respectfully submitted,
Tricia Kleber

Last edited: January 5, 2026