

**DULLES SHRM BOARD OF DIRECTORS
MEETING MINUTES FOR NOVEMBER 3, 2025**

Board Members Present:

1. President – Mary Khattak
2. Secretary & Certifications Advisor – Tricia Kleber
3. Vice President, Membership – Rochelle Fashaw
4. Treasurer – Will Seidler
5. Legislative Liaison – Matt Nieman
6. Student/Emerging Professional Liaison – Cindy Parker
7. Student/Emerging Professional Liaison – Christine Sullivan
8. At Large – Charlan Cornwell

Board Members Absent:

1. Vice President, Programs & Past President – Nicole Davis

Vacant Position:

1. President Elect
2. Vice President, Sponsorships
3. Director, Community Outreach & SHRM Foundation
4. Director, Discussion Group
5. Director, Diversity, Equity & Inclusion
6. Director, Marketing/Communications

MEETING STARTED – 5:32 pm

Tricia called the meeting to order.

Secretary’s Report – Tricia sent out the October minutes last week. Cindy made a motion to accept the October minutes, and Christine seconded the motion. Will abstained from voting. The motion was passed with those in attendance, and Tricia will upload the minutes to the website.

Treasurer’s Report – William Seidler – Balances as of 11/3/2025

- Truist checking - \$5,728.34
- Truist savings - \$19,732.88
- PayPal – \$4,791.20

He is working on the Fall Conference expenses and next year’s budget.

Programs’ Report – Nicole Davis

- November – Nicole will send Tricia the speaker form. The topic is Overcoming incivility.
- December – holiday social – That is December 10 at the Open Road Distillery. Rochelle mentioned that we could advertise this and have members bring a non-member (fellow HR colleague) and get an extra ticket for a prize or do an early-bird date and get a discount on the cost (maybe \$5). The early bird discount might be better for our conferences.

Membership Report – Rochelle Fashaw

- Active Members – 158 active members, a decrease of 1 person.

Sponsorship Report – Vacant

- Yearly Sponsor – Sogolytics is our annual sponsor.

Community Outreach and SHRM Foundation Report – Vacant

Pamela won't be attending any more meetings or events this year. We are collecting gift cards for Cornerstones.

Discussion Group Report – Vacant

We decided not to do one for Q4. Maybe a Valentine's theme on how to make your company love you.

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 | |
| Instagram Followers | 58 | 58 | 59 | 59 | 59 | 59 | 59 | 60 | 60 | 60 | 61 | |
| Facebook Followers | 128 | 125 | 126 | 128 | 127 | 127 | 127 | 127 | 127 | 127 | 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 | | |
| Followers (New) | 1 | 4 | 6 | 12 | | |
| New Followers Over Previous Month | -90% | 300% | 50% | 25% | | |
| Impressions | 432 | 552 | 937 | 1150 | | |
| New Impressions Over Previous Month | -77.4% | 27.8% | 74.20% | 27.1% | | |
| Reactions | 7 | 16 | 45 | 49 | | |

| | | | | | | |
|-----------------------------------|--------|--------|--------|--------|-------|-------|
| New Reactions Over Previous Month | -77.4% | 128.6% | 181.3% | 14% | | |
| Comments | 0 | 1 | 2 | 1 | | |
| Repost | 0 | 1 | 6 | 4 | | |
| Competitor Highlights | | | | | | |
| Total Posts | 2 | 4 | 7 | 5 | | |
| Posts vs Competitors | -77.4% | -55.1% | 22.5% | -37.5% | | |
| Engagement Rate | 6.5% | 9.2% | 10.6% | 12% | | |
| Engagement Rate vs Competitors | -42.6% | 2.4% | -25.1% | - | 39.9% | 1,052 |

Certification Report – Tricia Kleber

- SHRM Approval – November monthly meeting
- HRCI Approval – November monthly meeting
- Waiting to Obtain –

The October certificates were sent out on October 27. Within the e-mail for the October certificates, there was a link to a survey for the conference. We only received 5 responses so Mary will send another message out to the attendees to fill out the survey.

Both SHRM and HRCI provider status has been renewed for 2026.

Student/Emerging Professional Liaison – Cindy Parker/Christine Sullivan

- Cindy stated that the students loved the seminar. Several of them posted about it on LinkedIn, so that was very positive and helped with some engagement. Several students indicated that they want to continue coming to our events. Cindy will reach out to those students and even her grad students to see if they would be interested in joining the Board.
- The student who looked at our LinkedIn page stated that we need to have more graphics. The speakers should post and repost about the event. The Board members should also repost anything that Dulles SHRM posts. Video posts would be good as well.
- Regarding our social media improvements, maybe we can interview the students who came to the conference and use those snippets to help with our February session for young professionals month.

President’s Report – Mary Khattak

- The conference went well, and Mary thanked those who helped. The students seemed very enthusiastic about the conference.
- Mary sent out information about dates for planning for 2026, but the dates were all over the place. After some discussion, we decided to do Monday, November 10 at 5:30. Mary will send out the meeting invite.
- Most of the Board is going to remain, so we still need to fill the vacant positions. Mary will send a message to Cindy who can try to recruit some of her students.
- The website is being redone, and we are one of the pilot chapters. Will would like to have a few people who will do the training to learn how to manage the website. Mary, Will and Rochelle volunteered to assist with it. Matt asked if there was any AI tool that could get information that we could push out to our members every few weeks. We will investigate this. Matt also suggested that some of the students could write articles that we could generate and maybe they would get extra credit for it.
- An application was submitted to SHRM and SHRM VA for IMPACT awards. Unfortunately, we did not earn one.
- Member survey. We haven't done one for two years. We really need to see what members want because the noon monthly meetings are sparsely attended. 15-20 has been the norm. She hasn't

received any questions outside of the ones listed below – if you have any, please send them to her ASAP.

- Do people want more in-person events, if so when and where? Frequency?
- More or less discussion groups?
- Topics that we haven't covered in a while?

Next Board Meeting: TBD

Meeting adjourned: 6:17 pm

Respectfully submitted,
Tricia Kleber

Last edited: November 3, 2025