

DULLES SHRM BOARD OF DIRECTORS MEETING MINUTES FOR OCTOBER 6, 2025

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. 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. Treasurer – Will Seidler
2. Director, Marketing/Communications – Nakisha Dixon

Vacant Position:

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

MEETING STARTED – 5:31 pm

Tricia called the meeting to order.

Secretary's Report – Tricia sent out the September minutes last week. Christine made a motion to accept the September minutes, and Matt seconded the motion. Christina and Mary 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 10/1/2025

- Truist checking - \$6,602.41
- Truist savings - \$19,732.71
- PayPal – \$3,832.25

Programs' Report – Nicole Davis

- October – Conference. Nicole will send information to the speakers with information that they need to know. She is asking them for their presentations and asked for them to bring 40 copies of their slide deck. One of the presenters wants to have a booth there with promotional material, which we are fine with. Nicole will let all presenters know that they can bring promotional material. That same presenter wants to record her portion, but we are not going to allow it. We want to make sure that we can foster a good dialog, and with her recording the presentation, it could lessen that. Another presenter has a book and wants to know if we want to purchase them for the attendees. We feel it is not cost effective to buy it for everyone, but we can buy 5 books for prizes, and he will sign them. We can get into the room at 8:00 am, so if anyone can help set-up, that would be great. We have 6 students from Mason who will be in attendance, with total registration of 32. There are still some items that Nicole and Mary still need to work on (lunch, agenda). Attendees will be given collapsible bags with the Dulles SHRM logo on it. If we can continue to share the conference on our socials, that would be great.

- November – Nicole will send Tricia the speaker form. The topic is Overcoming Civility.
- December – holiday social – she is still working on this.

Membership Report – Rochelle Fashaw

- Active Members – 159 active members, a decrease of 3 people.
- We have a few people who don't want to rejoin national SHRM but want to continue to be a member of Dulles SHRM. We won't get any credit if they are not a national member.

Sponsorship Report – Vacant

- Yearly Sponsor – Sogolytics is our annual sponsor.
- Conference Sponsors – We do not have any sponsors

Community Outreach and SHRM Foundation Report – Vacant

Pamela won't be attending any more meetings or events this year. Nicole and Will are going to work on a community outreach effort at the holiday party. Mary offered to help as well.

Discussion Group Report – Vacant

We will decide after the October conference to see what topic we will do in November.

Social Media/Communication Report – Nakisha Dixon

	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		
Instagram Followers	58	58	59	59	59	59	59	60	60	60		
Facebook Followers	128	125	126	128	127	127	127	127	127	127		

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			
Followers (New)	1	4	6			
New Followers Over Previous Month	-90%	300%	50%			
Impressions	432	552	937			
New Impressions Over Previous Month	-77.4%	27.8%	74.20%			
Reactions	7	16	45			
New Reactions Over Previous Month	-77.4%	128.6%	181.3%			
Comments	0	1	2			
Repost	0	1	6			
Competitor Highlights						
Total Posts	2	4	7			
Posts vs Competitors	-77.4%	-55.1%	22.5%			
Engagement Rate	6.5%	9.2%	10.6%			
Engagement Rate vs Competitors	-42.6%	2.4%	-25.1%			

Certification Report – Tricia Kleber

- SHRM Approval – October Conference
- HRCI Approval – October Conference
- Waiting to Obtain – November event

The September certificates were sent out on September 23.

Student/Emerging Professional Liaison – Cindy Parker/Christine Sullivan

- Cindy has 6 students who has registered from GMU – 4 grad students, 2 undergrads. Cindy will still promote our events to the students. Tricia mentioned trying to get the grad students invested in the Board, which could help with their careers going forward. Christine stated that we could use the conference to help engage the 6 attendees to get the student chapter set up and mentor them.

President’s Report – Mary Khattak

- Mary will send out information about dates for planning for 2026.
- We need to find more Board members. If we can’t staff up, we will need to scale down.
- An application was submitted to SHRM and SHRM VA for IMPACT awards. We will find out in November if we earned one (or not)
- 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?

- SHRM Virginia and DC Annual Conference is in April 2026 in Virginia Beach. Mary hopes that more people will attend from Dulles SHRM – she and Rochelle were the only ones who attended last year.
- Nakisha is going to resign from the Board after the conference, due to a protest with SHRM Nationals. Pamela is resigning from the Board as she is too busy.
- Rochelle and Mary are at the Leadership Conference in Manassas later this week.

Next Board Meeting: November 3, 2025

Meeting adjourned: 6:15 pm

Respectfully submitted,
Tricia Kleber

Last edited: October 6, 2025