

SMALL Chapters – Breakout Session – 2010

Led by Amanda Talbert

Prince William – 52 members – strong relation with George Mason

Central VA SHRM – Strong relation with Liberty University

Leesburg – Connecting with local job fair

Fredericksburg – Partnered with Dulles – Capitol Hill visit

Southside – Early start of earning HRCI credit

GOALS

- Set multi-year strategic plan
 - Chamber connection
 - HRCI certification
 - Community Outreach/Raising Awareness
- Leesburg –
 - Membership
 - Programs – Strategic credit
 - Variation of meeting times
 - Communications
 - Emails – constant contact
- Fredericksburg –
 - Re-engage members
 - Distribute responsibility properly
 - Alter program
- In depth research of venues / programs
 - Competitive pricing
 - Linking chapters
- Central VA SHRM –
 - 3-5 year strategic plan
 - Community support – Habitat for Humanity
 - Assign ambassadors to propose the value of HR to local organizations at top level status.

CHALLENGES

Prince William – Sponsorships - Sponsorship rates/ in return for –

Example \$250, \$100, \$700

\$1,500 Annual	Publicity at all meetings
\$500	Display, 5 minutes of the floor
\$250	Table decoration, showcasing name
	Web sponsorship
	Tailor meeting to sponsor

Meeting Fees –

\$15 for lunch, \$45 for dinner; Membership Fee - \$160 – includes all meals

Depends on time and membership fee

New Ideas –

Survey Monkey – send by email - No physical feedback form

Green Chapter – paperless – cut costs