

SHRM Oregon State Council Meeting

January, 2016

MINUTES

FRIDAY, JANUARY 8, 2016

10:30 AM TO 3:00
P.M.

SALEM, OREGON

MEETING CALLED BY	Scott Cantu, State Council Director
TYPE OF MEETING	SHRM Oregon State Council Bi-Monthly Meeting
FACILITATOR	Scott Cantu, State Council Director
NOTE TAKER	Jill Faughender, State Council Secretary
ATTENDEES	In Person: Scott Cantu, Stacey Brown, Jill Faughender, Jane Allen, Deborah Jeffries, Kathy Sharp, Shauneen Scott, Karlina Christensen, Mims Rouse, Markus Brown, Natalie Eggert, Bonny Ray, Stephanie Smith, Sat Bir Khalsa. By Phone: Rick Howell, Jeanette Trumm.
MEMBERS ABSENT	Melissa Vigil, Natasha McGrath, Allan Cabelly, Sharon Borgardt, Ian Wiggins and Amber Shoshin
ASSOCIATED DOCUMENTS	Treasurer's Report and Financials, Minutes of 12/4/15
LEGEND	Bold = Action Items Red = Important Information

Agenda Topics

WELCOME, INTRODUCTIONS

SCOTT CANTU

Called to Order at 10:30 a.m.

OPENING

Welcome!

Introductions

COUNCIL OPERATONIS

SCOTT CANTU

REPORTS

SHRM SHAPE Review: The State Council reviewed the OSC SHAPE requirements for 2016 and identified four initiatives to pursue:

1. Legislative Advocacy/Action
2. Membership – Working to ensure Chapters have all resources available to manage membership and enhanced at-large membership communication regarding the value of chapter affiliation
3. Communication – Broaden communication via the OSC website to include statewide chapter activities calendar, development of a FAQ and links to all OR chapters and back from those chapters to the OSC website, and publishing OSC minutes.
4. Workforce Readiness – Possibly a Veterans activity in coordination with ESGR.

Considerable discussion followed regarding Chapter support, sharing best practices, creating a speakers list. The OSC discussed the value of scheduling in Council training for credit hours and agreed that this is not needed at every meeting, rather directing the focus to chapter support. It was agreed that 2 hours would be allocated after the lunch break each meeting to discuss chapter activities and needs. Scott is working to create a short PowerPoint presentation for the Chapters to use that explains the OSC purpose and support available to the Chapters.

Diversity: General discussion followed regarding the Diversity Director role and where the OSC would like to see targeted efforts. Markus Brown, Diversity Director was approved to attend the SHRM Diversity Conference in Texas in the fall. Ideas shared with Markus included creating a Diversity speaker list, checking with other State Councils Diversity Directors for best practices as well as utilizing SHRM Foundation resources.

December 4, 2015 Minutes

Director Cantu asked for a review and approval of the December 4, 2015 minutes. Natalie Eggert made a motion to approve as written, second by Karlina Christensen, motion carried.

Financial Report: Jane Allen, Treasurer

- Jane presented the financials
- Jane noted that we experienced a budget shortfall for the year of \$12,469 and ended the year with \$78,924.42 in the OSC bank accounts. Contributing factors included less revenue from the Employment Law Conference and a larger than budgeted support of the Portland State University Student Chapter.
- The OSC has solid cash in reserve
- General discussion followed on tax filing and it was agreed that the OSC would use the tax preparer that worked on the recent tax filings for the current year and then reassess in future years to determine if a change in professional services provider is warranted.
- Shauneen Scott and Jill Faughender volunteered to perform the annual Treasurer audit of the books and will meet prior to the 03/01/16 OSC meeting to complete this annual task.

2016 Budget Proposal Review:

The OSC reviewed the 2016 budget proposal by line item and made adjustments as appropriate to meet the needs of the Council.

General discussion followed regarding Student Chapter support. The OSC agreed to seed each chapter with \$500 (U of O, WOU, PSU, Willamette University, and OSU) and then hold the remaining balance for Chapter Grants for special projects/purposes for an overall Student Chapter Support budget of \$6,100.00.

The final recommendation will require a transfer in of \$13,275 of reserve dollars to balance the budget. Formal approval will be sought at the March 1, 2016 Board meeting.

SHRM Update: Dianna Gould, SHRM Field Services Director
January 2016 PW Region SHRM Update

Below is what SHRM is currently working on behalf of the HR Profession and HR Professionals:

SHRM CERTIFICATION: Join your fellow SHRM Certified HR Professionals - 86,000 as of Jan 3, 2016. Since the Certification Pathway no longer exists, in this new year, we can focus on the many thousands of SHRM certified folks (remember 86,000 and climbing) who need quality recertification opportunities! Now is the time to plan your programming around the SHRM BOK! If you need help, contact Dorothy.Knapp@shrm.org. We will find you a mentor to get you started! And check out the many new resources to help you market your programs in the Certification section of the VLRC! So, Happy New Year and let's get started! Put February 10th at 4pm on your calendar for the first Certification CLA webcast of the year! More about it next month! **State councils and chapters may offer certification preparation and/or recertification credit for legacy certifications in 2016, if needed.** Although the marketplace is moving toward SHRM certification as the current standard for the HR profession, we understand this flexibility will ease the transition.

DATES & LOCATIONS FOR THE 2016 STUDENT SUMMIT EVENT: As we celebrate 50 years of SHRM Student Programs, we are excited to announce the event dates and locations for the 2016 SHRM Student Case Competition and Career Summits. These 3 events will be top class in supporting the growth of SHRM Students! The following are the dates and locations for the three events:

- East Event - Atlanta, GA - March 4-5, 2016
- Central Event - Omaha, NE - April 1-2, 2016
- West Event - Salt Lake City, UT - April 29-30, 2016

Look for more information on opportunities to volunteer at these events [HERE!](#) We know that many of our SHRM professional chapters and state councils already provide direct financial support to one or more student chapters, enabling students to attend the 2016 Summits. To ensure your affiliate is recognized for these efforts, please complete the 2016 SHRM Student Case Competition and Career Summit [Affiliate Direct Support Program Form](#). **You will be recognized on the event website and at each of our events.** For more information please go to the [Sponsorship page](#).

Below is a list of some of the most current things we are doing for you; our valued volunteer leaders and members:

SHRM 2016 ANNUAL CONFERENCE: Join Us at the SHRM Annual Conference at an exclusive Volunteer Leader Discounted Rate

Planning to attend SHRM's Annual Conference and Exposition this year in Washington D.C. June 19 - 22? In appreciation for your hard work as a volunteer for SHRM, we are pleased to offer **a discounted rate of \$1,215**. This is the lowest individual rate currently available. Take advantage by April 8th and we'll see you in D.C.!

AFFILIATION STANDARDS: The SHRM Board of Directors has postponed the 51 percent affiliation requirement for all SHRM chapters. The Board recognized the challenges chapters were having in meeting this affiliation requirement and heard the concerns raised through the Membership Advisory Council. The Board will periodically review chapter affiliation, and the SHRM Field Services Team will continue to assist you in meeting your membership acquisition and retention goals.

2016 SHAPE REPORTING FORM - SHAPE & Excel Awards Streamlined for 2016
 Introducing the new and improved 2016 SHAPE and Excel Awards. Your feedback is important to us and we made some changes! We have separated the SHAPE and Excel programs and made both lighter administratively. Please check out the [SHAPE and Excel Center](#) to see the Planning Documents, recorded webinars, FAQs and Worksheets. **“Chapter in Good Standing” continues as a SHAPE requirement.** Note that to meet the good standing requirement in 2016, state councils must hold a minimum of two meetings per year and chapters must hold a minimum of four meetings. These meetings may be virtual or in-person.

E-BLAST PROGRAM: To assist chapters that do not otherwise qualify for the existing SHRM e-blast program, in 2016 we are launching a Chapter Promotion E-Blast Program. Chapters may request that SHRM send two e-mails per year on their behalf, promoting chapter membership and an event of the chapter’s choice to at-large members. This program will provide access to SHRM’s at-large community, while recognizing the privacy and other concerns surrounding the sharing of SHRM member e-mail addresses.

Volunteer Leader Resource Center – New look and feel for 2016. For a sneak preview go to <http://community.shrm.org/vlrc2/home>

SHRM SUPPORT TEAM:

Kim Goodwin, PW Member Engagement Associate (Kimberly.goodwin@shrm.org) 1-703-535-6316

Dianna Gould, SHRM-SCP, CAE, PW Field Services Director (Dianna.Gould@shrm.org) 1-703-535-6267

ADVANCING THE PROFESSION

CLA REPORTS	OSC Directors
Director Report: <ul style="list-style-type: none"> General discussion on what the OSC members want in regards to frequency of meetings, timing of meetings and agenda. 	
Diversity Chair: Markus Brown <ul style="list-style-type: none"> Too new to report 	
Employment Law & Legislative Conference: <ul style="list-style-type: none"> Deborah Jeffries updated the OSC on the sponsorship portion of the conference planning process. Deborah reminded the OSC that sponsors/vendors will be provided with the list of participants; however not with direct contact info i.e. e-mail addresses or phone numbers. We have booked Harris Works (and received payment); GNSA is a repeat participator, SHRM (including Certification Rep) and Occuscreen. Currently recruiting Reliant Behavioral Health, Advance Reporting and pending responses from 6 organizations with an additional 5 that will be contacted this month. General discussion followed regarding the capacity of the Sentinel Hotel and the next conference committee meeting which is scheduled for 1/12/16. Scott will get an update out after the meeting with information about when the Save the Date will be delivered and how OSC members will register. Jill to send a hotel reservation request form once information about the room block and pricing is provided by the Conference Committee. Treasurer Jane Allen reported that she is going to create a second worksheet on our financials to track the conference revenue and expenses so that we can see what makes up the line item on the financials. 	
Certification Chair: Deborah Jeffries <ul style="list-style-type: none"> Deborah reported that Chapters are being audited by SHRM for SHRM-CP and SCP credit hours submitted and that SHRM is requiring all documentation to support the training. Deborah recommended that Chapters develop a template to track all sessions, be exact on credit hours and ensure that breaks and lunches are not counted towards the session credit hours, and to ensure that a solid write-up about the speaker and the topic area be maintained to support either SCP or CP level certification. 	

College Relations Chair: Open Position
<ul style="list-style-type: none"> The Chapter Presidents were asked to discuss this position with their College Relations representatives to see if we can identify a volunteer to fill this important role. Sat Bir Khalsa noted that he has a strong College Relations volunteer and will discuss further.
SHRM Foundation Chair: Natasha McGrath
<ul style="list-style-type: none"> No Report
Workforce Readiness Chair: Kathy Sharp
<ul style="list-style-type: none"> Kathy reported that she is doing research and working to identify best practices in this area and will bring a report to the March meeting.
Membership Co-Chairs: Shauneen Scott
<ul style="list-style-type: none"> No Report
Legislative Chair: Karlina Christensen
<ul style="list-style-type: none"> Karlina shared that she would like to have a drawing at the Employment Law & Legislative Conference for those that have downloaded, or download the SHRM Advocacy App. The OSC approved the plan and Karlina will work with Jane Allen to arrange. Karlina shared best practices from her Chapter, including the Advocacy App and general discussion followed about planning a visit to the state Capitol for the 2017 session.
Communications Chair: Mims Rouse
<ul style="list-style-type: none"> Mims sought feedback from the OSC members on what types of communication we are lacking. Mims will be provided access to the OSC website administration link and will update
Revenue Generating Co-chairs: Allan Cabelly/Robin Conrad
<ul style="list-style-type: none"> Director Cantu to follow-up with Robin to identify if it is her intent to participate on the OSC for 2016. Allan Cabelly is currently out of the country.

CHAPTER REPORTS	District Directors
Willamette: Natalie Eggert	<ul style="list-style-type: none">
Columbia: Sharon Borgardt	<ul style="list-style-type: none">
Central/Southern Oregon, Open	<ul style="list-style-type: none">
CHAPTER REPORTS	Chapter Presidents
PMHRA, Rick Howell	<ul style="list-style-type: none"> No Report
MHRA, Bonny Ray	<p>Reporting Period: November/December 2015</p> <p>Council Position: MHRA Chapter President</p> <p><u>Current Events & News:</u> I am currently getting the e-mails and learning more about the resources available.</p> <p><u>SHAPE initiatives & updates:</u> We had a planning session in October and the Board brainstormed 2016 Shape Initiatives. At the January Board meeting we will be selecting the shape initiatives we will focus on. Some ideas included:</p> <p>Workforce Readiness: Working with the high school outreach and education programs and the LBCC job fairs. Also possibly working with the Willamette University MBA students that Karlina mentors.</p> <p>Diversity: Consider creating a diversity statement for the chapter and components that go with that. There is interest in offering another Veterans recruiting/social event for 2016. Consider it as a partner event rather than sole sponsor with several agencies.</p> <p>Membership: Reaching out to the at large list is an on-going membership initiative. Using the quarterly SHRM e-mail blasts will be a goal this year. Personalized board letters to all new members may be a new practice. Targeting two possible events as membership events: March meeting on Workers' Compensation/ADA/OFLA/FMLA or May's meeting on Workplace Violence.</p> <p>Website: Renewal information is provided by SHRM. Email reminders for renewal information may be helpful for members. These could be sent from the website. This may help reduce those who drop off the chapter list due to letting their SHRM membership expire. Member testimonials can be added to the website for member value.</p> <p>Foundation: Discussed the idea of having a photographer who can offer professional head shot photos for LinkedIn with an</p>

accompanying foundation donation.

Legislative: Reach out to legislators in August after the session is over as a means to provide education re: SHRM. Proposed a “day on the hill” to educate members on how to advocate with legislators. Also suggested having State representatives talk with the membership group about the legislative impact.

College relations: Research local college career service websites to get our information on there for college student resources. Attend a career fair at OSU and LBCC. Offer information about MHRA and SHRM. Offer free meeting coupons and chapter business card to students. Review resumes.

Certification: Chapter may sponsor a study group this year. Danae Overman has access to materials. We may consider buying several sets of books for member check out.

Best Practices and other good stuff I want to share:

We had a great December chapter meeting with the topic of HR Superheroes. This is a great metaphor/topic that lends itself to fun relationship building activities within the chapter.

What other Chapters need to know:

- SHRM offers 4 free e-blasts a year that can be sent out to SHRM at large members in your area.
- You could also mail two free meeting coupons to your at large list along with a list of your programs for several months.
- SHRM now has a national commercial/video that we could show at a chapter meeting to get the word out and put on our website. <https://www.youtube.com/watch?v=p41I50-m15w>
- There is an in transition membership available for members who are out of work for a year. If they call member care SHRM gives them 1 year free so send people in this circumstance to SHRM member care.

SHRMA, Shauneen Scott

Reporting Period: November/December 2015

Council Position: Salem Chapter President

Current Events & News:

We ended the year with a bang with our December afternoon/evening meeting, Leadership lesson from Santa Claus. Pam Griffith did a fabulous job and everyone had a great time.

SHAPE initiatives & updates:

The chapter ended the year with an increase in membership and did very well financially due to the large SHRM study group.

DCSHRM, Stephanie Smith

No Report

LCHRA, Sat Bir Khalsa

No Report

Rogue Valley, Jeanette Trumm

No Report

LCHRMA, Stacey Brown

No Report

HRACO, Jane Allen

No Report

OSC BUSINESS, DISCUSSION ITEMS

SCOTT CANTU

**STRATEGIC PLAN REVIEW
AND 2015 SHAPE STATUS**

- No Report on 2015 SHAPE status

ANNOUNCEMENTS

- No Report

AGENDA ITEMS FOR NEXT MEETING	<ul style="list-style-type: none">• Conference
ADJOURNMENT	We adjourned at 3:00 pm.