

SHRM State Council Meeting

May 4, 2012

10:00 am – 11:30 am & 1:00 pm - 3:00 pm

Hosted by Columbia Gorge Chapter, Port of Hood River, Hood River, Oregon

Attendees: Randy Sutton, Kathy Sharp, Scott Cantu, Gayle Young, Lisa Snively, Jennifer Palmer (Klamath), Robin Conrad, Cheryl Berger, Alan Cabelly, Natalie Eggert (Willamette District), Eileen Fletcher (Columbia Gorge), Sharon Borgardt (Lower Columbia), Christina York (PHRMA), Sally Sorenson (Central Oregon), Melissa Vigil (MHRA), Daniel Killam.

Phone attendees: Lyndell Smothers (Central/Southern), Janeen Hillbrink, Shannon Stuver (Rogue), David Briggs, Laurie Roe. (Note: Phone was not working in the afternoon.)

Absences: Barbara Cecil, Mikaela Baird, Beth Ursin, Deborah Jeffries, Dennis Carr.

Meeting minutes for March were approved.

Scott financial report. (handout)

Treasurers report approved.

Lisa recapped 2012 SHRM/Stoel Rives conference.

Discussion of what worked and what did not. Suggested that next year, consider a lower cost lunch. Prices of specific items were higher at the conference center causing the whole cost to be higher. Council was allowed to have lodging paid for since they had to work all day. Some revenue was made. Additional cost of \$700 incurred due to travel arrangement issue with Stoel Rives speaker. Lisa discussed other possible venues for next year with Trina from Stoel Rives. General discussion followed regarding improving details. Suggestion to raise the registration fee next year. Lisa encouraged everyone to comment and provide additional suggestions for improvement directly to her. Lisa encouraged anyone who is interested in being a conference committee member for next year to please let Randy or Kathy know.

~~Alan will be reaching out aggressively for conference sponsors prior to his leaving for sabbatical. He suggests planning for this early. Other suggestions for outreach for sponsorship were made.~~

Robin brought the book, "The New HR Analytics" with her to discuss. She gave a copy of the book to everyone on the council and to each chapter president. The book discusses predicting the monetary value of future human capital investments through analytics. The chapters are written by various HR professionals.

Kathy discussed three OSC policy updates.

OSC Travel policy, OSC Financial Expenditures & Review policy, and OSC Travel Policy for Oregon State Council Meetings. All policies have been updated for clarification. Approval processes and some details in each policy were firmed up. Controls include having two council members approve expenditure reimbursements.

All three policies were approved.

Laurie discussed 2011 platinum status for the OSC.

Laurie talked about the specific events or efforts helped OSC achieve the 2011 platinum status. Last year OSC was asked by SHRM to be involved with several initiatives. SHRM foundation fundraising helps. College relations and student chapter focus. Diversity events and partnership with State of OR diversity conference. Having initiatives that SHRM deemed important and on the cutting edge also helped OSC. Laurie will share the electronic report with everyone once she receives it from SHRM.

Randy's Report:

Randy recognized several Oregon chapters who achieved platinum, gold and silver status on initiatives.

HRCI credit for advocacy letters SHRM will give .25 credits. Can submit on the SHRM website. Can get up to 1 credit per year.

Chapter operations survey sent to several chapters. If chapter presidents have received, please fill out the survey. Check with Dianna if you think you should have received one.

During June, there is no eblast, submit your eblast now if you have one.

Kathy's Report:

National Leadership Conference in National Harbor, MD November 15-17. (Suggestions to use Reagan DCA airport & accommodations at the Gaylord Hotel). If chapters need scholarships, please submit your applications for them now. Chapters should strongly urge attendance to this conference.

November 30, 2012 is the OSC Leadership Conference where all chapter presidents and president elects and any interested board members are encouraged to attend. This will be held in Eugene. If you have topics for this conference, please submit them to Kathy.

Working on intern and social media project interns and will be recruiting for incumbents for these internships soon.

Core Leadership & Chapter Support Free for All:

Cheryl's College Relations Update:

Cheryl received word from the SOU leadership that they are unable to sustain funding and will be unable to conduct chapter meetings. She will wait to make a visit there until fall to give time for possible regrouping.

Alan asked for HRMA funding \$6,000 disbursement (already in budget)

Request from Willamette Univ student chapter. Now has 50 members, doing well. Working hard to meet needs of student chapter workbook. Cheryl discussed ideas with them. Alan said he would be willing to drive down and visit the student chapter. WU student chapter is interested in sending members to the NHRMA conference. They are asking for assistance dollars from OSC. Kathy said OSC has already budgeted \$2000 for student assistance. Alan asks if the PSU budget can be supplemented, asks if for this year OSC could supplement to \$4000. Kathy said not comfortable with \$4000. Discussion about raising funds to supplement, what could the students do in return for OSC if granted scholarship dollars?

Alan makes a motion that the money that remains from the OSC support of the NHRMA conference go to the Willamette Student Chapter for attendance of the conference. Alan revises that with expectation that in the future students plan and do their own fundraising. Randy seconds. Motion passed.

Discussion ensues about asking students to match the dollar amount for their request of funding. Alan suggests that in future, dollars be designated to specific schools.

Randy asked for any updates from the chapters.

Christina discussed social media topic. PHRMA launched an updated facebook page. They are encouraging PHRMA board to use the page to communicate to membership. PHRMA has an 'after' meeting with the speaker to delve deeper into the topic with a smaller group.

Jennifer is looking for someone to give a social media presentation at the Klamath chapter meeting. Said the chapter does some training for veterans on preparing for job interviews, etc.

Eileen reported that chapters Columbia (May 10), Eugene (May 9), Salem (May 8 from 5:30-8pm), & Willamette Valley (May 8) are hosting Lisa Horn to speak about workplace flexibility. Eileen plans to send out an eblast to help increase attendance and to advertise the benefits of focusing on workplace flexibility. Eileen discussed seasonal employees and that her chapter may host an event on this topic as an initiative.

All expanded discussion of using social media to increase attendance at conferences and communicate with membership. Kathy says that this topic will be covered at the leadership OSC meeting in November. Discussion of Linked In and ways to use it other than posting resumes. OSC has a Linked In group. Discussion about other speakers and topics.

Action Item: Kathy reminded everyone that Deborah asked each chapter to send her a list of their 2011 & 2012 speakers & topics with recommendations and feedback of each. The list will be used as reference for all.

Discussed a social media pre conference workshop before the next OSC state conference. Possible to charge a nominal fee to attend the pre event. Kathy asked about any chapters doing workforce

readiness initiatives. Reminded all that there is a \$3000 budget for financial assistance scholarships and that any member who may need help affording SHRM dues can apply for a scholarship.

Daniel said he can also provide training on diversity. Said he has information on developing a portfolio of who you are and what you bring to the table. ODOT is focusing more on job applicants using a 'portfolio concept' rather than job history alone.

Sharon shared a blog called "Rock Your Chapter" by Ben Eubanks (www.upstarthr.com), about how to build membership and use many of the social media tools to engage members. Sharon said that Ben may be someone to ask to speak at a pre-conference event. Asked if any chapters are doing any outreach to veterans and if so what are they doing. Asked about what chapters are doing about study groups for HRCI certification. Sharon has 4 members interested but limited local resources, asked if anyone else has ideas of how to form a study group. Suggestion made that a study group of membership could be formed. SHRM has money that members can apply for a scholarship and apply towards study materials.

Randy asked if it would be a good idea to involve student chapters to social media focused leadership meeting in Eugene. Further discussion about how to get student chapter members more involved. The only student chapters that are really active right now are PSU and Willamette U. Randy listed some possible ideas for initiatives next year: social media director, education, become more active; speakers bureau for Oregon; ways of getting younger HR professionals interested in SHRM chapters; Associated Oregon Industries (AOI) lobbyists on business & employment issues. Asked how chapters are increasing membership? Discussion that dues and fees are a hindrance and that smaller communities only have so many HR folks, difficulty reaching all and some members are far away. Chamber of Commerce is one way to reach out. Some communities have ability to advertise in smaller professional publications.

Lisa about SHRM Foundation, has a DVD "Seeing the Reward: Succession Planning at 3M". Asking for chapters to donate items for the NHRMA conference the auction. If you have items, get to Lisa as soon as possible. Lisa needs items no later than Sept 21 meeting.

Next meeting is July 13th by phone conference only.

Meeting adjourned at 3:00 pm.

May 2012 Chapter Reports

Columbia District – Vacant: None

Central/Southern District- Lyndell: None

Central Oregon District – Sally: Current events & news: The revisions to our By-laws that were reviewed and approved by SHRM were ratified by the membership in April. Our programs are filled for the year, and only need one more sponsor for one of the months. The Program Committee has been very successful in getting HRCI credits for our programs. With the help of Dianna Gould, we filed an appeal with SHRM's EXCEL Awards Review Committee and HRACO was awarded the Silver EXCEL Award for 2011. SHAPE initiatives & updates: Our chapter continues to have strong growth – members at 152 in April, which represents a 10% increase in membership since the beginning of 2012. We have appointed a new Foundation Chair and are hoping to increase our Chapter's Foundation contributions through educating members about the Best Practices and other good stuff I want to share: A significant factor in our successful membership growth is contacting the at-large members to commit and designate our chapter with SHRM. Our current Membership Chair, Karen Turner, does a great job with this! Chapter Requests for support or help from OSC: (Not at this time)

Columbia Gorge District – Eileen: None

Douglas County District – Mikaela: None

Klamath Falls District – Jennifer: None

Lane County District – Dennis: None

Lower Columbia Chapter – Sharon: Current events & news: Our chapter achieved Silver EXCEL status for 2011, as well as Chapter Champion level recognition from the SHRM Foundation. We are very proud of these achievements. For 2012 we are working toward Gold EXCEL status; we cannot strive for Platinum since we can't send anyone to the SHRM National Meeting this year. We reviewed the Rock Your Chapter ebook (a link from on the SHRM website). It had a lot of great ideas for membership growth, effective chapter meetings and programs, information to post on the chapter website, etc. We will continue to revisit the ebook in an effort to continue to meet the needs of our members. Even though we schedule speakers for the entire year we have had some cancellations that required us to change several programs. In-March-a-Workfoce-Anaylst-from-WorkSource.NW.Oregon.spoke.on.employment trends and tools available through the employment department. In April we had an HR roundtable and a presentation about the Healthy Kids program. We are now scheduling 2013 speakers. SHAPE initiatives & updates: In April we attended the Clatsop County Job and Career Fair in Seaside. Three LCHRMA board members were available to critique resumes for job seekers, which was well-received. We are also reviewing our bylaws and considering adding a Veteran's representative position to our chapter board. Best Practices and other good stuff I want to share: The Rock Your Chapter ebook has over 65 useful ideas and info for chapters. The author is Ben Eubanks (a SHRM chapter volunteer and HR professional) and his website is upstarthr.com. We determined that it is useful to provide a list of

SHRM acronyms to our new board members since they are used frequently in discussions and meetings and new board members are not familiar with so many terms. Chapter Requests for support or help from OSC: We would like to offer HR certification classes (for PHR and SPHR) but we have limited resources and expertise for instructing. Are there funds available to help chapters purchase the SHRM Learning System, and what assistance or resources are available for instructing? Our small chapter has four people interested in getting their PHR or SPHR certification. Attending Oregon State SHRM conferences is helpful for SHAPE goals. The SHRM April 2012 Update included a notation that "Oregon and Washington State have already had their very successful annual state conferences" (listed in the Conferences heading). What Oregon conference took place that can be used for SHAPE credit?

Mid-Willamette Chapter – Melissa: We have started our second certification study group as we dedicate part of our goal this year to increasing the number of members who are certified. We have approximately 6 study participants. Our last study group produced one PHR and one SPHR certified member for a total of two newly certified members. We have our 2012 year of speakers scheduled in full. We are still seeking two months of sponsors at this time. I will be doing individual meetings with each board member to talk about a particular goal they have in mind they would like to achieve in their board position by December. I want to see where it is that they need my help or the boards assistance to reach their goal. Board members volunteered last month at the LBCC Career Fair where we had a table sponsored by our chapter offering advice on resume writing and interview tips. We also speak with individuals interested in the field of HR. This is the second year in a row that we have volunteered for this event. Our 2013 strategic planning meeting has been scheduled for September 14.

Portland – Christina: None

Rogue Valley – Shannon: Chapter current events & news: Our chapter is currently working on updating our bylaws and will be going through the process to have SHRM review them (if anyone has any lessons learned on the process I'd love to hear it). Our College Relations Director, whose position is at Southern OR University, was informed he was being laid off at the end of June. He's decided to get his masters in teaching and has been accepted into a program. We're not sure how this is going to impact his efforts to start a Student Chapter on the campus. He may also be stepping down from this role as he will no longer be pursuing a career in HR. We've been going through the process to set up a vendor to design and mail out our program postcards. Previously it was done in-house by last year's program director's company but the current program director's company isn't set up the same way and we're trying to establish something so in the future there is a streamlined process and they won't have to reinvent the wheel. Our chapter signed the Statement of Support with the Employer Support for the Guard and Reserve (ESGR). I met with a retired colonel to explain what our chapter does (he has only dealt with employers in the past) and he presented me with some information to share with our board. In June we're going to test out having a conference call line for those board members who cannot make it to a board meeting. The expectation will be that if you are in town and you don't have a conflict with work or family that you will still show up in person for the meeting. There is a concern that the enthusiasm and energy of the board may be impacted but there is excitement that more members will be able to make future meetings that they may not have been able to attend otherwise. We'll see how it goes.

SHAPE initiatives & updates: We completed our Workforce Readiness initiative helping The Job Council and the Oregon Employer Council with their Careers in Gear event on April 10th. It's a one-day event to

provide high school students with “tools” that help them compete for jobs and be successful in the workplace. Over 500 high school students from Jackson & Josephine Counties attended the event. The students connected with local employers, attended work-readiness workshops and learned about jobs/careers with local business and industry. A number of board members helped by conducting workshops, serving as team leaders to guide the students around the event, helped to register the students and we also had a booth for students to learn about Careers in Human Resources. **Best Practices and other good stuff I want to share:** We have the following program lined up for May: **Date Thursday, May 17, 2012 Program: Legal Seminar Legislative Update - Presenter: Todd A. Hanchett, Stoel Rives’ Labor and Employment Group*** Understand how the latest developments in state and federal employment laws and regulations affect your company; Acquire the knowledge necessary to ensure your company is in compliance with recent legal changes; Identify the government agencies whose increased enforcement activities may affect you and determine how to prepare for that possibility; Learn why you need to be concerned about the direction of the NLRB, even if you think you have very little risk of employee unionization. **Avoiding Wrongful Discharge Claims through Appropriate Evaluation, Discipline, Documentation, and Careful Termination Presenter: Brenda Baumgart, Stoel Rives’ Labor and Employment Group.** Developing and maintaining required or appropriate documentation - legal requirements of employers at all stages of employment; avoiding the number one cause of post-employment litigation; update on wrongful termination act; emotional distress and exclusive remedies; employment contracts and severance packages. **Interaction between OFLA, FMLA and ADA and WC Presenter: Krishna Balasubramani, AAL Sather Byerly & Holloway** Explore the overlap of laws governing the treatment of disabled and injured employees as well as those who require medical or military leave. Discuss how various departments in your company may need to coordinate actions to ensure the employee is provided benefits and protections under the ADA, injured workers statutes, and OFLA/FMLA. Practical tips for untangling leave and disability laws; state law differences that make a difference; managing absences and intermittent leave; potential impacts of prescription and non-prescription drugs on employees – what accommodation needs to be made by the employer? Spotting the problem - "best practices" for assisting the addicted employee **Wage and Hour Exempt / Non-Exempt Classifications** Presenter: Joseph Haddad, JJH Law, P.C. With a turn toward transparency in how companies classify their employees, this discussion will explore and review the standards for determining when exempt classifications are appropriate and the processes that HR personnel can utilize in limiting potential liability for back pay, overtime and penalties for misclassification. By discussing how best to get the jump on government mandated audits, HR representatives will be informed on "best practices" strategies to reduce Department of Labor scrutiny, and touch on a variety of subjects including records and timekeeping, job duties tests, and positional reassignment. **Networking: 7:30 am – 8:00 am (Continental breakfast) Program Time: 8:00 am – 5:00 pm (Lunch included) Cost: \$75.00 Chapter Members / \$95.00 Non-Members / \$25.00 Students (2 non-members from the same company will be charged the member rate of \$75.00) HRCI Credit: 7.25 general credits RSVP: suz@motorcycle-usa.com by Wednesday, May 9th. Chapter requests for support or help from OSC: None at this time, thanks!**

Salem Chapter – Barbara: None

Willamette District - Natalie: None

Membership – Janeen: Contacted the Membership Chairs of each chapter and created a state roster of all Membership Chairpersons. Notified leaders that for our 100% SHRM chapters, SHRM provides up to two e-blasts per calendar quarter per chapter. This reaches your current members and also the at-large members in your area. Notified leaders of the excellent membership resources on the VLRC website. There was a SHRM sponsored Chapter Membership call on 04/12.

NHRMA Foundation – Lisa: NHRMA Foundation Auction...please begin thinking about what you will be donating to the 2012 NHRMA Foundation Auction in Alaska. If you are not attending, please feel free to ask any of the board members who are attending to transport your auction item to Anchorage. If luggage is tight we can put all donations in a box and ship it to the hotel up there! Please, please...at least one item from each person! Labor and Employment Law Conference Final financials. I will have handouts for everyone and will send to you electronically when I have them all together so you can attach/include in the minutes. The Oregon State Council donated a BOSE headset to the SHRM National Conference Foundation Auction.