

SHRM State Council Meeting

February 27, 2013 (3:00 pm – 6:00 pm)

Hosted by

HR Answers, 7659 SW Mohawk Dr, Tualatin, OR 97062

Attendees: Kathy Sharp, Dianna Gould, Gayle Young, Deborah Jeffries, Ron Guerra, Kathy Moore, Natalie Eggert (Willamette District), Eve Logsdon (PHRMA), Melissa Vigil, Cheryl Berger, Randy Sutton, Christina York, Scott Cantu (SHRMA), Shannon Stuver (Rogue Valley), Stacey Poor (LCHRMA), Nancy Gammond-Moody (HRACO), Lyndell Smothers (Central/Southern), Sharon Borgardt, Guest: Trish Forde (Director at Large for Rogue Valley).

Phone attendees: None

Absences: Robin Conrad, Alan Cabelly, Susie Galloway (Klamath), Cheri Billard (LCHRA), Janeen Hilbrink, Eileen Fletcher (Columbia Gorge), Willis Cook (Douglas).

SHRM Stoel Rives Employment Law conference is tomorrow, volunteers should arrive at 7:00am.

Approval of January 2013 Meeting Minutes: Christina moved to approve, Ron seconded. The January 2013 meeting minutes were unanimously approved by board members.

Treasurer's Report: Scott reporting for January. (See below for detailed report*). There are still 2 outstanding checks. OSC will approve the budget report next meeting.

Director & Director Elect Reports:

Kathy S.– Went with Deborah to Phoenix, AZ for SHRM Director's Conference last week. Brought back a lot of good information she will share with the group. Good ideas for membership. Will talk about in a future email or meeting. Ideas of how to increase membership. Jon Petz, author of "Boring Meetings Suck" (meetings and engagement) was in Phoenix at the conference and presented. Trying to get him to come to the OSC Leadership meeting which will be held September 13, 2013 in Eugene. Other topics covered included engaging emerging leaders and young professionals.

Deborah – Said same, gathered a lot of great info that will be shared with OSC in next few months (since next meeting is in May).

SHRM UPDATE: Dianna – group activity SHRM Jeopardy

General Discussion: Group –

Professional Development: Melissa –

Legislative Update: Randy - See link:

<http://www.oregonshrm.org/LinkClick.aspx?fileticket=Nt9zmyy%2bzCw%3d&tabid=56>

Travel to State Council Meetings: Alternate options to travel... For today's meeting, Lyndell and Shannon flew in from Medford and rented a car. For the May 3 meeting, when we travel to Medford, an optional travel mode is airplane tickets. Check flight rates and share a rental car once there if you are interested. Flight rates from Portland to Medford (as of today) are around \$169.

Melissa is coordinating speaker, Jean Bonifas, who is a trained facilitator and author of "Fierce Conversation Facilitator" will present at the May meeting.

Budget Discussion: Full budget discussion will be held for next meeting.

2013 Initiatives:

Kathy S. has been discussing with Kathy M. regarding workforce development.

Kathy M. has been developing a template for workforce development/readiness for students. The concept is a virtual online career center (a website) where each chapter would have a portion of the website. Vendors, students, chapters, would each have a tab where they could go look at interest areas. Each chapter could post a specific interest area. Kathy M. will share more details with the OSC. Comments from OSC were that folks are interested but this sounds like a huge undertaking (project) and there was concern with who might have time to take on the project. With turnover in OSC roles as well as membership of chapters, it may be difficult to maintain a project like this. Question was asked if there was any redundancy and the discussion went on to include that there will be separate tabs for each chapter and there are tools that would help ensure that links were not repeating. Dianna suggests that a smaller scale (pilot project) to start out and see if it generated enough interest and activity to keep the project going. Use of the SHRM website may also be an option. Discussion fits into workforce development and readiness but group sounded concerned that this was too ambitious of an endeavor to take on at this time.

Core Leadership and Chapter Support "Free-for-All": Everyone –

Randy – Twitter #SHRMPDX13 is the hash tag for the conference tomorrow.

Eve (PHRMA) – March 21th, (11:30-1) HR Leadership Awards for Portland Business Journal luncheon awards. At the Heathman. March 20th (11:30-1) at Doubletree Lloyd Center, PHRMA awards. March 19th is the Portland Youth Career mock interviews still need volunteers for that. Accepting registration for May 15th, is the PHRMA Strategic Management Conference at Oregon Convention Center with a "Portlandia" theme. See PHRMA website for information and registration.

Shannon (Rogue Valley) – Working to get enough volunteers for youth career fair event in April. Also, working on two workforce initiatives. Told the group to check your chapter names on all of the official documentation you have (charter, bank accounts, by laws, etc) to ensure all are consistent.

Stacey & Sharon (Columbia) – Lost two board members. Working on high school scholarships. Stacey asked the group what they do in order to get folks to meetings. Suggestion was made that they look at HRCI credits when good speakers present. They are celebrating 10 years of being a chapter this year. Sharon will keep everyone posted on the upcoming activities.

Melissa (MWHRA) - Karin is absent but Melissa said that she was able to fill board vacant board positions in the chapter before she left her post as president. Melissa has done some work with college students.

Scott (SHRMA) – still in planning phases for the year for Salem chapter. Deborah added that they are planning for some good speakers and some meetings that include strategic HRCI credits. SHRMA working on SHRM Foundation fundraiser for about 5 years. Evening events have included several nice venues and ‘after hours’ themes.

Nancy (HRACO) - working on ideas for SHRM Foundation fundraisers. Working on increasing membership. Attendance is up 10% this year so far. Budget is balanced. Nancy is looking at bringing in speakers to the group to help boost attendance. Vistage is a Sr Executive Leadership support group (high end) and looking at partnering with Vistage, OSU or other to bring in good speakers.

Dianna reminds us that you can use SHRM e-blast to target “at large” members who are difficult to reach.

Ron (Diversity) – (See below report.*)

Updates: Tammy Finnell will be the interim contact for Anna Tull who is leaving SHRM.

Meeting adjourned at 6:00 pm.

The next OSC meeting will be Friday, May 3, 2013, in Medford, OR.

Action Items:

Core Leadership – Director Reports

Membership Director – Janeen: OSC SHRM Membership Director Report 02/25/13. Membership Report this month is a recap of the CLA group call w/ SHRM 02.14.13. Chapters should: Prepare strategic plan with budget for membership, Update their rosters: remove members that are not SHRM members. Contact former members: did they just forget to update their memberships? When contacting them, provide link to update membership and tell them about upcoming chapter activities.

VLRC – marketing letters, multiple resources, customize for your needs. Articles regarding marketing: when to send emails, what to say, social media. Use a due date on information, offers, eblasts, letters, etc. Creates a sense of urgency and makes a difference. Sometimes At-Large SHRM members don't know that they're not part of a local chapter, or that there even is a local chapter. Chamber of Commerce for list of companies. Contact their HR Dept and invite their HR Mngr/Director etc. Chapter can opt to purchase list of people/companies from private marketing company. Tag line for possible use: professional and personal connections...Priceless! Next conference calls: May 9. August 1. December 11. All Membership Directors and possibly Presidents should plan on calling in. Best Practice from other chapters: Join by X date and get entered in a drawing for the law conference (State Council has one every year). Or does your chapter have one or a popular event? Once they've joined, make personal contact at the meeting. Get them engaged in committee. We held a 60 day membership drive and all members who brought in a new member were put into a drawing for a free membership. It was a great way to advertise the benefits again!

Legislative Director – Randy: See February update:
<http://www.oregonshrm.org/LinkClick.aspx?fileticket=Nt9zmyy%2bzCw%3d&tabid=56>

Workforce Readiness- Kathy M.: N/A

SHRM Foundation/Communications/Conference Chair – Vacant: N/A

Past Director/Conference Chair – Randy: N/A

Diversity Director – Ron : I made contact with Frank Garcia, Director of Governor Kitzhaber's Affirmative Action Office, to discuss the OSC Diversity activities. I also had discussions with Emmett Wheatfall, Director of Diversity and Inclusion for Clackamas County, regarding OSC Diversity activities. In both instances, I am looking for opportunities to tap into other organizations diversity efforts and to make them available to the general SHRM community.

College Relations – Cheryl: N/A

Professional Development – HRCI - Melissa: N/A

SHRM Update – Dianna: (Distributed by Kathy S. in 3/4/13 email at 12:42 pm).

District Director and Chapter Reports

Columbia District Director – Sharon: N/A

Central/Southern District Director- Lyndell: N/A

Mid-Willamette District Director –Natalie: N/A

Central Oregon District – Nancy: We had a great February meeting. Sue Jones presented on managing conflict in the workplace. We had about 55 people attend which is well over our average attendance of 35 to 40 per meeting. Our January meeting attendance was also larger than average so we feel that we are off to a great start for the year. During our February meeting we sold raffle tickets for a chance to win entrance to next week's OSC sponsored seminar in Portland. I don't have the final numbers but I'm estimating we were in the \$150 area for funds raised. Thank you state council! We now have a full board and I have attached the board roster for you.

Columbia Gorge District – Eileen: N/A

Douglas County District – Willis: We have a program coming up March 8th. "Managing Your Workplace through Mutual Respect," Speaker: Kellye Wise, VP of Human Resources & Labor Relations, Roseburg Forest Products. Date: Friday March 8th, 2013 8:30am-11:30am \$25. Our chapter is volunteering for resume review at DCEC Employer & Career Expo on March 13th. We are also planning to start a PHR/SPHR study group

Klamath Falls District – Susie: N/A

Lane County District – Cheri: N/A

Lower Columbia Chapter – Stacey: Current events & news: We believe we are eligible for Gold status on 2012 SHAPE. We will strive for Platinum SHAPE award in 2013 and have already started planning accordingly. We have addressed the loss of two board members. At our January board meeting we swore in new and existing officers and had a board orientation and celebration dinner. At our February meeting we discussed providing scholarships to high school and college students. The board unanimously decided to provide two \$500 scholarships to area high school students and one \$1000 scholarship to a Clatsop Community College student, with a desire to major in business and Human Resources. We have begun to discuss our 10 year anniversary party which will happen in July. Deborah Jeffries presented for us in February as our annual SHRM Foundation fundraising meeting and did a fabulous job, as always. She spoke on Managing Change with Employees. The meeting was held at Tongue Point Job Corps Center; the culinary students prepared and served the meal. We also raised \$45 for the SHRM foundation raffling the OSC February 27 conference ticket. SHAPE initiatives & updates: We are planning to have a booth at our local Job and Career Fair in April at the Seaside Convention Center where we will provide resume assistance to job seekers. Best Practices and other good stuff I want to share: None.

Mid-Willamette Chapter – Karin: N/A

PHRMA – Eve: N/A

Rogue Valley – Shannon: Chapter current events & news: We discovered that the IRS and the State of Oregon, our bank, our by-laws, and our Chapter Charter had 4 different names for our chapter. We are in the process of figuring out what the easiest way to fix this will be. Before we found out our Chapter Charter had a different name from our bylaws, we change our bank name to what the IRS & the State of OR has. So now we're down to 3 different names: "Rogue Valley Chapter", "SHRM – Rogue Valley Chapter" and "Rogue Valley Chapter – SHRM". We'll be getting this corrected quickly hopefully. Our 2013 kickoff meeting went well. There was a lot of synergy and enthusiasm about some Workforce Readiness events we're going to be involved with, such as Careers in Gear, which Junior Achievement, the Job Council, and the Rogue Valley Workforce put on. It's an all-day event where 600 high school students attend workshops on how to write resumes, dress for interviews, etc. as well as visit employer booths to learn about the various careers available in the Rogue Valley. John Underwood, our President-Elect, has started the process of getting our new website on the SHRM hosted site. The website committee is currently reviewing the new website and will need to make some tweaks and get information updated (we have continued to update our current website, so the new website is out of date, they didn't inform us it was going live). We are hoping to roll it out to our board and then our chapter members in the next month. **SHAPE initiatives & updates:** We have 2 Workforce Readiness initiatives in place. One is to help out with the Careers in Gear event mentioned above. We'll be helping to register the schools and students attending, some board members will be Workshop Presenters, and some will be Team Leaders, who are responsible for 10 – 12 students, taking them to the various workshops. We are having someone from the Junior Achievement board attend our February chapter meeting. She'll have a table with some information about the program and will also speak to our chapter members for a few minutes prior to the program in the hopes of getting some of our members to also volunteer for the event. The other is several board members will be speaking to at-risk kids in 7th & 8th grade over the next few months to talk to them about various careers in the valley and what they need to do to have that career. Two board members have already given their presentations and the students were very engaged and interested. **Best Practices and other good stuff I want to share:** N/A **Chapter requests for support or help from OSC:** If anyone has had experience changing their name with the IRS &/or the State of OR, please let me know, I'd like to hear more about it. Thanks!

SHRMA – Scott: N/A