

SHRM State Council Meeting

January 18, 2013

10:00 am – 3:00 pm

Hosted by

Ilaha Hills Country Club 3376 Country Club Dr S, Salem, OR

Attendees: Kathy Sharp, Dianna Gould, Gayle Young, Deborah Jeffries, Ron Guerra, Kathy Moore, Natalie Eggert (Willamette District), Eve Logsdon (PHRMA), Melissa Vigil, Cheryl Berger, Robin Conrad, Sharon Borgardt, Scott Cantu (SHRMA).

Phone attendees: Janeen Hilbrink, Lyndell Smothers (Central/Southern), Shannon Stuver (Rogue Valley), Nancy Gammond-Moody (HRACO), Eileen Fletcher (Columbia Gorge).

Absences: Randy Sutton, Christina York, Stacy Poor (Lower Columbia), Alan Cabelly, Susie Galloway (Klamath), Cheri Billard (LCHRA), Karin Main (MWHRA), and Willis Cook (Douglas County).

9:00AM Training for new OSC members (Kathy, Dianna, Deborah)

Training included handouts and discussion of the SHRM organizational structure.

10:00AM OSC Regular Meeting

Ice Breakers (Deborah & Melissa)

Professional Development (Deborah & Melissa)

12:30PM OSC Meeting

**Approval of November 2012 Meeting Minutes:** Natalie moved to approve, Cheryl seconded. The November 2012 meeting minutes were unanimously approved by board members.

**Treasurer's Report:** Scott reporting for Christina. Most expenses for December were reimbursements for mileage or for conferences. Still some outstanding bills coming in January.

Eve motioned to approve the budget report, Ron seconded. The treasurer's report was unanimously approved by board members.

**Director & Director Elect Reports:**

Kathy S.– SHRM Stoel Rives conference update. Feb 28, 2013. On target, new location this year at the Multnomah Athletic Club in Portland. Registrations are at about 142 but goal is 350. Hotel for the conference is Hotel Deluxe in Portland that is near the venue.

<http://www.hoteldeluxeportland.com/> OSC meeting on Feb 27 3-6pm at HR Answers and then group encouraged to meet for dinner after.

**Robin:** Sponsorships for conference: SOS staffing has committed to being a break sponsor at \$500 and they plan on sending 2 people to the conference. Premera BCBS out of Seattle is working on setting up a booth space for one of their affiliates- deciding on level. Alliance Workforce Solutions will be setting up as a vendor- deciding on level. Robin will send all information to Trina at Stoel Rives by January 30<sup>th</sup>. Sponsorships for the SHRM Stoel Rives conference are doing well. Volunteers will need to help sponsors set up booths, handouts, etc. Five confirmed and possibly six sponsors. Details being worked out for space and location of vendors. MAC Club is relatively small for any more vendors than we already have.

**SHRM UPDATE:** Dianna – see below.

**General Discussion:** Group - Study Groups for SHRM certification: Discussion ensued regarding SHRM study groups and sharing ideas (best practices) between chapters of how to structure study groups and purchasing the study modules vs. doing the SHRM online study group.

**Professional Development:** Melissa – Goal is to be a resource to chapters for professional development. She will find answers if she doesn't already have them. Study group is her focus, creating resources, programming ideas. Contact her for resources needed in this area. What do OSC members want to see at meetings that help with professional development, let her know for future meetings. Topic needed for OSC leadership meeting in September.

Topic suggestions for the September OSC Leadership Conference: Membership Best Practices, and Social Media.

Dianna stated that there is a webinar available on the SHRM VLRC for small chapters using around social media.

Money is available from OSC to bring in speakers for strategic topics.

**Kathy -** Overview of the 2013 Calendar. Submit your 2012 synopsis for SHAPE initiatives for the OSC, to Kathy & Randy (200 words or less). Deadline for the 2012 SHAPE is January 31, 2013. Also think about what you would like to do for your CLA for a 2013 initiative. Kathy will follow up with CLA directors.

Kathy asked if Rogue Valley would host the OSC meeting in May 2013 and Shannon said yes, so plan for the May 3, 2013 meeting to be in Medford. Possible options for other 2013 meetings are Eugene in September and Astoria in December. If LHCRA is not able to host us, Natalie said that she would help us find a venue.

Budget, think about OSC budget and send your chapter's requests to Kathy and Deborah in the next 3 weeks (Due February 8).

Kathy asked how to improve the attendance at the September 2013 OSC leadership conference. Would the following help: More money for reimbursement? Better advertising by chapters to chapter membership? Taking more time to elaborate and explain the importance of attending the meeting with incoming board members? Be clearer about who, specifically, is invited to attend?

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

**Natalie:** Oregon State Council Legislative Conference, she suggests that OSC be able to go to front of room and introduce who we are. Natalie also suggests including a donation line item for the SHRM Foundation on registration form for the OSC/Stoel Rives conference. Natalie will work on details of making this change.

**Eileen:** Strategic planning presentation by Stephanie Hartman, chapter member, is recommended by Eileen. Networking, HR Happy Hour. Meet every other month after work. Different and fun option to network informally with chapter members. Special interest group meets and the current topic is Change Management.

**Dianna: Branding of State Council** - Suggestion to take 5 minutes in each chapter meeting to talk about the OSC. Discuss what is happening, leadership opportunities, visits from OSC members, use Skype or other technology to bring someone from the board to the meeting for various topics of discussion.

**Eve:** PHRMA raised fees this year after taking a look at dollars lost over past few years. Costs include venue, lunch, and speaker(s). Rollout of this change started with communication to chapter members. Attendance fees are higher for visitors than members. Costs are \$25 for members and \$40 for non-members. Additional costs could include additional trainings after the meetings. PHRMA tries to get most programs certified for strategic credit. PHRMA tries to have 4 workshops per year. Podcasts are available on the PHRMA website. Current events: PSU Student Chapter Casino night fundraiser March 2. Looking for 150 volunteers for workforce readiness day NW Youth Careers Expo on March 19. New website will be launched February. For events and updates, see PHRMA website: <http://www.portlandhrma.org/>

**Shannon:** Rogue Valley increased cost for attendance as well. They also changed location and resulted in an increase in attendance. Current meeting fees are \$10 for members and \$15 for guests.

**Deborah:** SHRMA has speakers come for half day trainings. Current meeting fees are \$15 members, \$18 guests. Deborah hopes that she can get strategic credit for speakers.

Discussion about chapter websites ensued. Big interest in a variety of communication means to reach out and advertise.

**Sharon:** Columbia is celebrating its 10<sup>th</sup> year of being a chapter in 2013. The July 10 meeting will include a celebration and OSC members are invited. Sharon asked about making email addresses standard for chapter members.

## **Meeting adjourned at 3:00 pm.**

Action Items: Kathy will email about volunteering @ the Employment & Law Conference. Group needs think about budget needs. Robin will confirm space accommodations for the conference vendors.

The next OSC meeting will be Wednesday, February 27, 2013, at HR Answers, 7659 Southwest Mohawk St., Tualatin, OR from 3:00 p.m. to 6:00 p.m. The following day, Feb 28, is the SHRM/Stoel Rives Conference at the MAC Club in Portland.

## **Core Leadership – Director Reports**

**Membership Director – Janeen: N/A** SHRM OSC Membership Report January 2013: All chapters should have received their audit letters from Anna Tull at SHRM. Please review and update your membership rosters and reconcile with SHRM's records. Remember that we are a 100% state which means that all local chapter members must be national SHRM members as well. Klamath Basin Chapter and Douglas County are below affiliation percentage requirement and need to update their rosters in regards to those chapter members whose SHRM memberships have expired. SHRM Membership Goals for 2013: 3% increase in SHRM membership numbers from 12/31/2012, 80% retention. Goal for 2013 Star: 1% - 3.99% Growth, Superstar: 4+% Growth, Growth over 12/31/2012 SHRM membership. How SHRM can help: Mailing Addresses of SHRM At-Large Members, E-mail Communication with At-Large Members : Chapter E-blasts, Brochures, Regional Team, Volunteer Leaders Resource Center (VLRC) on SHRM website: Membership & At-Large Section. 2013 Membership Webinars: February 14<sup>th</sup>, May 9<sup>th</sup>, August 1<sup>st</sup>, December 11<sup>th</sup>. All of these meetings will be Webinars, Allows for recording, Tracked in the VLRC, Viewable if you cannot make the call, Usable for training with chapters. iChapter has launched to some chapters, should be available to all by May of 2013. (Note that this is not a hard deadline, they are working out the kinks and rolling out to a few chapters at a time.) iChapter will allow the Affiliate Chapters to: \*Download the current Chapter Roster, \*Download Expired Chapter Members, \*Download At-Large Members, (within the chapter established zip code range), \*Download latest Audit Letter, \*Roll out by Chapter Number.

**Legislative Director – Randy: N/A**

**Workforce Readiness- Kathy M.: N/A**

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

**Past Director/Conference Chair – Randy: N/A**

**Diversity Director – Ron : N/A**

**College Relations – Cheryl: N/A**

**Professional Development – HRCI - Melissa: N/A**

**SHRM Update – Dianna: Master Calendar** – Be sure to use the master calendar on the VLRC so you are aware of conference calls and webinars for all volunteer roles. **New Way to Obtain General & Strategic HRCI Credits:** The SHRMStore now offers a select number of HR books that have been approved for either General or Strategic recertification credit. Following are the books currently approved for credit. Purchase your book from the SHRMStore and receive a link for an e-learning test. After reading the

approved book, simply complete the online test and score 70% or higher. You will then receive a program ID that entitles you to 2.5 credit hours. **Up to 20 total credits are available in a three-year recertification cycle.** **Pinnacle Award** – In 2013 the Pinnacle award will be in three Award Categories: Serving the Professional; Advancing the Profession; and Enhancing the SHRM Community. There has been a creating of four Award Levels: Level 1: Small Chapters (10-100 members); Level 2: Medium & Large Chapters (101 – 500 members); Level 3: Mega & Super Mega Chapters (501+ members); Level 4: State Councils. And an increase in the overall number of awards from nine to twelve.

SHRM Learning System – Sample documents for downloading and printing.

[http://documents.mylearningresource.com/SHRM/SHRM\\_Learning\\_System\\_Chapter\\_Resources.htm](http://documents.mylearningresource.com/SHRM/SHRM_Learning_System_Chapter_Resources.htm)

Work Place Flexibility - When Work Works was highly successful in 2012 conducting 77 workflex programs on effective and flexible workplaces across the country. Lisa Horn enjoyed bringing this important programming to many of the Oregon SHRM Chapters last year! SHRM is on track to make 2013 even more successful by offering additional workflex educational programming and by encouraging broader participation in the **2013 Alfred P. Sloan Award for Excellence in Workplace Effectiveness and Flexibility**, which recognizes exemplary employers for making work “work” with workplace flexibility. The 2013 Sloan Award application process opened January 14, 2013. Please encourage your chapter members to apply for the Sloan award on behalf of their organizations as this is an excellent opportunity for employers to showcase their innovative flex strategies. I’ve included a short explanation about the Sloan Award below that you may distribute to encourage participation. This could be posted to your website or included in your newsletter or email communications. With your assistance in spreading the word about this prestigious award, we hope to make 2013 the most successful year to date. Please visit [www.whenworkworks.org](http://www.whenworkworks.org) for more information and to apply. Sloan Award applications are open January 14, through April 5, 2013. **Sloan Award** The Alfred P. Sloan Award for Excellence in Workplace Effectiveness and Flexibility recognizes exemplary employers for making work “work” with workplace flexibility. Take this opportunity to share what your organization is doing well! Apply for the Sloan Award to showcase your organization’s innovative flex strategies and stand out from your competition as an employer that values its employees! Please visit [www.whenworkworks.org](http://www.whenworkworks.org) for more information and to apply. Applications are open January 14, 2013 through April 5.

## **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: N/A**

**Columbia Gorge District – Eileen: N/A**

**Douglas County District – Willis:** February meeting: Presentation by Pete Bober - Jobs related programs/credits for Douglas County employers - (OJT/Work Experience, JobsPlus). We are planning to host a PHR/SPHR class locally. Working on affiliate website option for information flow to chapter members and potential members.

**Klamath Falls District – Susie: N/A**

**Lane County District –Cheri: N/A**

**Lower Columbia Chapter – Stacey: N/A**

**Mid-Willamette Chapter – Karin: N/A**

**PHRMA – Eve: N/A**

**Rogue Valley – Shannon:** **Chapter current events & news:** We will be having our 2013 Kickoff/Planning meeting on Tuesday, January 22<sup>nd</sup>. We have a 3 hour dinner meeting. Our President-Elect, John Underwood, is spearheading the shift from our current website, which is around 10 years old, to the SHRM hosted website. We hope to have it up and running by February and will then tweak it as needed. We are in the process of having Jennifer Hofmann, who did the Social Media presentation at the November OSC Leadership Conference, speak at our March Program Event. We hope to attract smaller businesses that may not have HR. **SHAPE initiatives & updates:** We are currently gathering all of our information for the 2012 SHAPE report and hope to have it submitted this week. **Best Practices and other good stuff I want to share:** N/A. **Chapter requests for support or help from OSC:** I would be interested to hear any lessons learned from any of the chapters who have gone onto the SHRM hosted website so we can avoid any potential snafus.

**SHRMA – Scott: N/A**