

SHRM State Council Meeting

July 19, 2013 (10:00 am – 12:00 pm)

No Host Telephone Conference

Phone Attendees: Kathy Sharp, Dianna Gould, Deborah Jeffries, Gayle Young, Alan Cabelly, Natalie Eggert (Willamette District), Eve Logsdon (PHRMA), Christina York, Robin Conrad, Shannon Stuver (Rogue Valley), Stacey Poor (LCHRMA), Janeen Hilbrink, Cheryl Berger, Randy Sutton, Susie Galloway (Klamath), Cheri Billard (LCHRA), Willis Cook (Douglas), Carolyn Ross (SHRMA), Scott Cantu (SHRMA), Ron Guerra.

Absent: Eileen Fletcher (Columbia); Karen Main (Mid Willamette); Nancy Gammond-Moody (HRACO); Lyndell Smothers (Central/Southern); Melissa Vigil; Kathy Moore.

Approval of May 2013 Meeting Minutes: Shannon moved to approve, with addition regarding website migration, Stacey seconded. The May 2013 meeting minutes were unanimously approved by board members.

SHRM Field Services Director – Dianna

Changes to SHRM Membership Dues: SHRM will be adjusting dues by \$5 dollars for memberships that have start dates on or after January 2014. That brings the annual membership to \$185. The dues increase in 2014 only applies to professional, general and associate memberships. Annual membership dues will NOT change at this time for the following: students (at \$35) whom we want to encourage to enter the profession; retirees (at \$55) many of whom are on fixed incomes; and non-U.S. based internet-only members (\$95). Members outside the U.S. that opt for full membership will pay the \$185 rate or equivalent. Student Chapter Advisors (at \$100) and Chapter Management Professionals (at \$100). Additionally, chapter members will receive a discounted first-year rate of \$170.

New SHRM Affiliate: SHRM is forming a partnership with the *Human Resource People and Strategy*, or *HRPS*, an organization for senior-level HR executives (affiliation is expected to be finalized and effective September 1, 2013). "SHRM's global community of over 260,000 HR professionals and resources combined with HRPS's exclusive community of HR executives will bring greater unity within the HR profession," said SHRM President and CEO Henry G. (Hank) Jackson. "As a result, together we will be better positioned to impact the practice of human resource management for business results globally, as well as deliver high-quality programming and services to all HR professionals no matter where they are in their career." The initiative is focused on creating engagement and serving as a point of connection for senior-level executives

New 2013 Workplace Flexibility Resources:

<http://www.shrm.org/hrdisciplines/benefits/Pages/workflex.aspx>

VP, Membership: Elissa O'Brien is the new SHRM VP of Membership. She started June 14. Elissa is a former Rhode Island Chapter President and Rhode Island State Council Director

Pacific West Regional Team Staffing Update: Still recruiting for the PW Regional Administrator. Karen Verrico's (Field Services Director for AK, CA, HI, NV, Pacific Council – Guam & Northern Mariana Islands) replacement position is still under development so nothing has been posted yet.

Legislative: Randy: Final Legislative report (online)

<http://www.oregonshrm.org/LinkClick.aspx?fileticket=aXH08iBrRjC%3d&tabid=56>

Financial: Christina – Funds a bit lower than desired, let's look at how we can be conservative and save or generate funds (committee formed). Christina asks that the group consider for the rest of this year options that savings could possibly make some money for the group. Funding for meetings and conference fees will be covered still, however, money has not been paid this year to all student chapters. Conferences this fall are coming up, need to consider how to allocate funds this fall. Randy & Laurie started a 501-C6 (non-profit) status for OSC Kathy & Christina are completing the application now. Working with accountant on the tax position. Will be asking for an extension on paying the taxes. Have to file a corporate business name with state prior to tax issue being resolved. **NOTE:** OSC is not responding to an issue or penalty, just trying to ensure that proper status is in place for non-profit (tax exempt) status.

Committee Reports:

Student Chapter Funding Proposal – Eve & Kathy: Still working on the Student Chapter Funding policy draft. Input has been gathered, and Kathy asked for additional comments. Please review the draft policy that was sent out today and provide Kathy with comments by August 12, 2013. Eve added that this was a start to be more consistent with the process. All ideas and input are welcome. Alan added his support and requested that the board consider the comments he provided. Alan will help and support efforts to discuss the policy with student chapters. Cheryl supports the efforts and appreciates it. Funding for students is important to chapters it will be important to let student chapters know about the policy. Natalie also supports the policy. Natalie suggests adjusting due dates since universities are on various schedules. Cheri said she is working with OSU to form their chapter. Kathy asked for additional input on the call. Otherwise, email comments, questions to Kathy.

Other Revenue Sources – Ron: Met with Melissa this week to generate ideas. Ron will have list of ideas out in the next couple of weeks for all to consider. May wish to discuss in September.

Website Migration – Shannon & Kathy: A group met to share website migration experiences. Melissa & Scott provided information to Kathy & Shannon & others. SHRM has a help feature and online tools to assist with website setup. Scott discussed how to set up analytics on the SHRM hosted sites. It is fairly easy and chapters would need to have a Google email address and get set up. Website still being updated. End of July old website will not exist. New website is: oregon.shrm.org

Director Report – Kathy:

- **Annual Conference 2013:** June 16-19 Kathy (and others) attended annual conference in Chicago. Great conference. Met PacWest team and had a leadership briefing. Hillary

Clinton spoke at the conference and she spoke that leadership is a team sport and sometimes a whisper is louder than a shout. Blake Michosky, CEO of Toms shoes, was also a fabulous speaker. Message was that “giving” is the new way to attract people to a business. Most people support a company that gives of itself. Mark Kelley and Gabby Giffords were also at the conference and very inspirational. Largest SHRM conference ever. Instead of a large notebook, an app was used at the conference. Scott said this made it really nice so attendees did not have to carry a huge binder around. A place called “The Hive” was in place. This was a service where technical people who were helping conference attendees set up social media tools (eg: facebook, twitter, etc) on the spot. Next year’s conference will be in Orlando, FL.

- **Non Profit Status/Tax Update:** Discussed above with budget report.
- **Leadership Conference:** Friday, September 13 is the OSC Leadership conference. Natalie is helping work on location. Kathy is asking about remote speaker options. Social media as a subject and young professionals and growing membership through this demographic. Also look at core leadership as a discussion subject. Randy and Cheri added ideas for planning topics. If anyone has additional comments, email them to Kathy. **Deborah, Allan, and Cheri volunteered to help plan the conference.**

Director Elect Report– Deborah: Suggests OSC not forget that there are newer members who still need the information (“the basics”) regarding what they need to know to succeed. Set aside September 13, 2013, are people reserving the date? Eve said the date conflicts with PHRMA board meeting and PHRMA will not have good representation due to that. SHRMA will encourage members to attend the meeting. Eugene chapter will get members there. Regarding filling chapter & board positions, programming for meetings: Deborah will be visiting every chapter next year, work with her on your programming & planning. Are you doing a mid year check in on your chapter SHAPE? It is a good time to have this in mind and/or have someone to track these activities. Deborah has been asking folks to participate on OSC. Deborah wants to hear from people as to what they are interested in serving as on OSC by August 1, 2013.

Membership – Janeen: Provided information and resources on improving membership. June email went out to remind of a membership webinar Aug 1 @ 2:00pm Eastern. Included a reminder of volunteer resource page on the SHRM site. Social media, young professionals, membership marketing (chapters & councils), pdfs or videos are available. Goal for growth for all chapters is 3% SHRM membership. Important to clean up your chapter membership now so that numbers are accurate. 2013 SHRM Membership Goal for awards is 1-3.99% = Star Membership and 4% = Super Star Membership. Higher % than last year. Several chapters did achieve increased memberships in 2012.

Columbia Gorge, Klamath Basin, Lower Columbia and Salem chapters still need to review their rosters and work with SHRM to ensure that their Affiliation Rate is @ 90% or above. Chapters whose affiliation rate is less than 90% will not be eligible for SHRM funding. The first step is to

contact Tammy Finnell and request a current SHRM Roster. For help or support, please contact Dianna Gould or Kathy Sharp.

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

Eve announced that PHRMA is hosting a membership appreciation happy hour on Wednesday, Sept 25, 2013, from 3-5pm on the Portland Spirit. PHRMA is inviting the members of the OSC as guests (no charge). Email Eve for RSVP if you would like to attend.

NHRMA conference is celebrating the 75th year, coming up in Tacoma, WA. October 9-11. Register now! Natalie will deliver donations for the SHRM Foundation from anyone who has items to offer. Contact Natalie. Randy endorsed the conference.

Reminder that November is the SHRM Leadership Conference in WA, DC. Dates are: Wed Nov 20-arrive in DC; conference is Thu-Sat and on Sat Nov 23 the conference will commence. Consider attending.

Carry Over Items & Wrap Up – Kathy, Deborah, Gayle

Action Items: Comments regarding student chapter funding policy to Kathy by August 12, 2013. (Eve, Kathy, Alan & Cheri will work on this).

Deborah wants everyone to let her know if you are interested in being in your same roll next year or if you want to participate on the OSC level. Let her know by August 1, 2013.

Email and contact list: If chapters have members (i.e. president-elects) who should be added to the email list, please send those names, SHRM role, and email addresses to Gayle at your earliest convenience. S

SHRM Membership Webinar August 1, 2:00 Eastern.

Four chapters with affiliation rates below 90% contact Tammy Finnell by Aug 15 and if need help, contact Dianna, Kathy or Janeen.

Natalie would like items sent to her for the NHRMA conference by September 30. The other option is to mail or hand carry the item to the conference.

Meeting adjourned at 11:51am.

The next OSC meeting will be Friday, September 13, 2013 in Eugene, exact site location TBD.

District Director and Chapter Reports

Rogue Valley – Shannon: Chapter current events & news: Pretty quiet summer, we don't meet as a board in July and do not have programs in June or July. A couple of us have been working on our new SHRM hosted website and pretty much have it done. Currently only have the board of directors as "active members" and are not sure if we're going to make the rest of the chapter "active", we have some concerns about managing it. John submitted a survey to our board of directors to determine who on the current board wants to continue in their role or serve in another position in 2014. We'll be having an Open House during our September board meeting to try and recruit chapter members to serve on the board in 2014 and fill any open position. We'll be voting on our 2014 board in September and making the announcement in October. We hope to have new members attend during our November & December board meetings to allow for some transition so they are up to speed by the time January hits and they are responsible for their role.