



## **SHRM Oregon State Council Meeting**

**March 5, 2014, (2:00 pm – 5:30 pm)**

***Hosted by:***

**HR Answers, 7659 SW Mohawk Street, Tualatin, OR 97062 [www.hranswers.com](http://www.hranswers.com)**

**Attendees:** Deborah Jeffries (OSC Director), Robin Conrad (Co-Revenue Generation/Douglas), Jill Faughender (Legislative Affairs), Jean Bonifas (MWHRA President), Kurt Barker (HRACO President), Melissa Vigil (HRCI/2014 Director Elect), Dianna Gould (SHRM Field Services Director), Sharon Borgardt (Columbia District Director), Pam Mack (PHRMA), Natalie Eggert (Willamette District Director), John Underwood (Rogue Valley President), Scott Cantu (SHRMA), Carolyn Ross (SHRMA President), Jane Allen (SHRM Foundation), Amber Shoshin (Professional Devel Dir), , Ophelia Yan (College Relations), Lyndell Smothers (Central /Southern District Director), Christina York (Treasurer), Alan Cabelly (Co-Revenue Generation), Gayle Young (Secretary).

**Guests:** Michael Keep (Columbia Gorge President Elect), Val Wilson (Rogue Valley), Sarah Heiken (Rogue Valley).

**Phone attendees:** Cheri Billard (LCHRA President).

**Absences:** Stacey Brown (Lower Columbia), Tamsen Leachman (PHRMA), Kathy Sharp (Past OSC Director), Kat Rutledge (Klamath Basin), Ron Guerra (Diversity Director), Nancy Gammond-Moody (HRACO).

**2:00 pm Welcome, Review Agenda, Introductions Activity:**

**2:08 pm Sharon Bernstien – Family Forward: Creating a workplace that honors workers.**

**SLOAN Award.** Sharon shared what the SLOAN Award nomination process is and that the intent is to honor and recognize flexible workplaces around Oregon. Forward thinking organizations. Right now is the time to apply for the 2014 award, so Sharon is out spreading the word about the award and how to apply and qualify for it. Workplace effectiveness, flexibility and work-life fit initiatives are what they are looking for, like: telecommuting, benefits, employee perks, etc. She encouraged the group to apply and fill out the application which free to do. One of the side benefits to this process is that when organizations apply, they are entered into a national database and compared to other business and what they are doing and offering. A goal of the Family Forward - bring businesses to a consistent standard. Sharon

brought handouts for the group. A large recognition event will be held in the Fall for Oregon. Last year, Dianna Gould presented at the event. Sharon will forward electronic versions of the information to Deborah and will forward to the OSC Chapter Presidents to share with their members.

**2:45 pm Approval of January 2014 Meeting Minutes:** Melissa moved to approve. Ophelia seconded. The January 2014 meeting minutes were approved by board members. Jean abstained (she was not present at the last meeting).

### **3:00 pm Updates**

**Non Profit Status: Deborah** – Kathy Sharp has been working on not for profit status with John Hawkins. Kathy is not here today so, updates will be reported next meeting. There may be some tax obligations the Council is responsible for once this NFP status is put in place. Once this is set up, Deborah and Kathy will make sure that it is in place and stays up-to-date for future boards. Christina added that all financial and tax information was submitted to the attorney for review.

**By Laws:** Still under creation of proposed language (changes) by Kathy Sharp.

**Financials: Christina** - Gave update of current finances. To submit expenses, can give to Christina, email, or mail. Deborah would like everyone to send in any requests for dollars for the individual CLA Initiatives ASAP so that requests can be considered early in the year. The 2014 Budget is not yet final to vote on, but Deborah is working with others to finalize and present to OSC for approval. Christina will email her notes to Gayle for inclusion in the minutes.

Checking account balance \$11,722.46

Savings account balance - \$52,611.88

Conference sponsorship received to date \$3,800. Total sponsorship expected around \$11,000.

Conference registration collection to date is: \$1,107

One liability \$233.64

Reminder PO Box 312, Beavercreek OR 97004. Expenses can be mailed or submitted by email to [Christina.york@marsh.com](mailto:Christina.york@marsh.com) with a copy to Deborah Jeffries for approval.

### **4:30 pm General Business**

- **SHRM State Council March Update – Dianna:**
- **INTRODUCING SHRM's NEW DIVISION DIRECTOR-WEST:** Jon Decoteau ([jon.decoteau@shrm.org](mailto:jon.decoteau@shrm.org)) started Feb. 27, 2014 in the role as the new Division Director for the Pacific West Region. Jon is a senior level HR professional with over thirty years of HR related experience in many well-known global companies like E-Bay, Coca-Cola, Motorola, Nissan and General Dynamics.

Jon will bring his expertise of partnering, transformation, and operations to the Membership team to further execute our California strategy and membership engagement. Jon will be located in our new Sacramento, California office and will have two Field Service directors, Scott Ferrin and Dianna Gould, reporting to him.

- **PACIFIC WEST REGIONAL STUDENT CONFERENCE:** Reminder that we are still in need of volunteers to help with the case competition portion of the PW Regional Student Conference on April 4-5, 2014 <http://conferences.shrm.org/become-volunteer>
- **VOLUNTEER LEADER DISCOUNT TO SHRM ANNUAL CONFERENCE:** In appreciation of your hard work and support as a SHRM Volunteer Leader, SHRM is pleased to again offer you a discounted conference registration rate. The discounted rate\* for the SHRM 2014 Annual Conference & Exposition will be \$1,160. This is the same great rate as 2013 and the lowest individual rate for the 2014 Conference to register. To receive the discounted rate for Volunteer Leaders, **be sure to register by April 25, 2014.** [Registration online](#) is quick and easy! Visit the Annual Conference web site. While there, check out the keynote and session speakers! If you prefer, you may register by using the [paper registration form](#). Thanks for your dedication and commitment as a SHRM Volunteer Leader. We look forward to seeing you in Orlando!
- **PLEASE TAKE THIS QUICK 7 QUESTION SURVEY:** The 2014 MAC team has been tasked with seeing input from our Volunteer Leaders regarding how SHRM can assist the local SHRM Chapters and State Councils in effective ways to attract more At-Large members into local SHRM Affiliate Chapters. In an effort to gather your input, we have created a mini survey (yes, this is really quick!) for our volunteer leaders to have the opportunity to provide us with their feedback. We are asking for your support by completing this survey over the next two weeks. Just follow the link <https://www.surveymonkey.com/s/FWHNY3C>. Please be sure to pass this link on to your State chapter volunteer leaders. The information gathered will be shared with the SHRM Board during our meeting at The Annual Conference.
- **THE NEW SHRM LEARNING SYSTEM CHAMPION PROGRAM:** This recognition can be earned by chapters using the SHRM Learning System in their certification preparation study group **and/or** partnering with a local college/university to offer the course. Many chapters are already offering study groups or partnering with schools **and qualify for this award now!** Click on the following link <http://learnhrm.shrm.org/Ischampion> to see specific requirements and to complete the chapter tracking form.
- **MEMBERSHIP GUIDE - Reach for the Stars: A Guide to Increasing and Engaging Your SHRM Chapter Membership:** I like to share examples of documents, brochures and other resources that I feel are helpful to State Councils and Chapters. So I am sharing a publication of the Maryland SHRM State Council, Inc. **Goal of this guide:** Professional

associations are dependent upon their members, making membership an essential role of each chapter. This guide will provide you with ideas and strategies that you can easily implement in your own chapter to increase your new member recruitment and keep current members active and engaged.

- **SHRM Re-Cert Credits Renamed:** The new names are: “HR” instead of General, “Business” instead of Strategic, and “Global” instead of International.
- **HRCI Audits:** Changing way HRCI is auditing. Audits will occur instantly instead of several weeks or months later. This means when you are on-line updating or submitting your info on pre-approved programs for your re-certification the system will alert you immediately that you are part of a random audit and then instructions will be provided as to next steps. This basically means make sure to have the information/documentation you need for HRCI credits (copy of enrollment form or registration, copy of the materials, a signed certificate from the instructor, copy of enrollment check/charge/fee, etc.).

**Ophelia Yan, Student Conference: SHRM Pacific West Regional Student Conference & Case Competition** – Recruiting and still need a variety of volunteers for the conference. Click the link below to volunteer. Portland, OR Friday and Saturday April 4-5, 2014, at the Red Lion, Jantzen Beach. Registration is open for non-student volunteers. SHRM certification preferred to volunteer. See website for more information: <http://www.volunteerspot.com/group/987179188031>

**OSC Goals for 2014:** Alan and Robin were brainstorming during lunch and talked about looking at sponsorship for the lunch at the OSC Leadership Conference in September (slated for Bend).

**General CLA/Chapter Updates: (2 min each)**

**3:30 pm Roll Out Core Leadership Area (CLA) Initiatives:**

**PLEASE NOTE: Missing CLAs are REQUIRED to be submitted (both in written and initiative format) to Gayle and Deborah for inclusion in the meeting minutes prior to the next meeting on May 9, 2014. Thank You!**

**Jill Faughender, Legislative:** Initiatives to introduce ourselves to our legislators. She wants chapters to attempt to do outreach. Send letter to local legislators in YOUR district, make contact, advocate that you are a resource. She would like to organize a Capitol Hill visit sometime next year. Jill will ask chapter presidents to distribute information to their chapters and then send the information back to Jill. Dianna suggests that Jill could use resources on the SHRM website. Jill said she has feedback that personal letters are better received since they receive so many letters on email. Deborah said that in the past, some chapters have sent out letters expressing concerns that they have to their legislators on issues related to HR/employment issues.

**Amber Shoshin, HRCI:** First, would like to increase percentage of chapter and OSC members who are HRCI certified. Second, looking at options to reimburse OSC members who pass the HRCI certification. Melissa added that they are looking at “barriers” and trying to think of ways to help people who want to be HRCI certified. Discussion ensued regarding certification for OSC members and OSC making the purchase for the HRCI training program.

**NOTE: Everyone, please ask your chapter board if they would want to invest in the HRCI training materials at the discounted price for 2015? OSC would make the discounted purchase and then give to the Chapters and the Chapters would reimburse the OSC. Chapters need to budget for this and Chapter Presidents need to get your answers back to Deborah ASAP so that planning can continue.**

**Ophelia Yan, Student Relations:** First initiative, resources for helping recent college graduates and their understanding of the SHRM structure, how it all fits together. Ophelia wants to help students know their SHRM resources and what organizations students should know about. Cheri added that chapters can assist and get involved with local colleges and universities to help bridge the gap of information to students. Cheri said her chapter has done outreach in this area. Second initiative is for improving involvement of young professionals right after graduation. Ophelia is looking at opportunities for networking or connecting for college graduate SHRM members. Wants to break down barriers and connect people to HR resources if they are new to the area or new to the working world of HR. Thinking about ways to make SHRM meeting attendance easier for college grads who are new to the workforce. Suggestion was made that SHRM chapters charge a “student” rate. Another suggestion was made to have a “new alumni” rate for recent college graduates who are new to the HR workforce or who are seeking employment in HR. Dianna said SHRM has the 2 year timeline for student SHRM memberships (which are currently \$80).

**Jane Allen, Foundation:** Jane wants to confirm contributions for 2013 and discuss with with all chapters what their goals are for 2014. She will communicate what is new and what the deadlines are for scholarships. Foundation changed language from “required” to “encouraged” as far as the \$25/per person contribution for SHRM Foundation. Platinum requirement is to have an increase from 2013 to 2014. Several events will happen to encourage donations.

**Scott Cantu, Membership:** Scott is stepping in to the role as of this month. Scott is looking at his role and resources to begin helping OSC on the state level. Open to ideas from everyone. Chapters may contact Scott to work on membership concerns and initiatives.

**Deborah Jeffries for Ron Guerra, Diversity:** Ron is working for OSC to partner with Ruth Scofield, State of Oregon Diversity Conference Chair, on having a presence at the upcoming conference this year. Ron was able to participate in a meeting to discuss speaker needs and ideas for the conference. Conference is slated for Sept 16 and 17 in Salem, Oregon at the Convention Center downtown. This Conference will be eligible for recertification credits. More details will follow!

**NOTE: Deborah is looking for a Communications Director for OSC. Please ask your contacts and help recruit someone.**

**John Underwood, Rogue Valley Chapter:** Working on rebranding and marketing and using social media to market. Public television ads, Chamber events, other local business partnerships.

**Pam Mack, PHRMA:** Working on implementing a new website and establishing volunteer coordinators as well as working on mentorship and emerging professionals as new initiatives. Early bird SMC conference registration until the end of March. May 14<sup>th</sup> is the date of the conference. See PHRMA website for details.

**Robin Conrad, Douglas:** Working on setting up their chapter website through SHRM site. Asks group for any tips or tricks or information to help her with this project. Scott and John offered some tips.

**Carolyn Ross, SHRMA:** New meeting location at Broadway Commons and new way to register. Using LinkedIn and Facebook to reach members. Facebook page is Salem SHRMA.

**Sharon Borgardt, Lower Columbia:** Moving to the Astoria Country Club for meeting location. New board members this year – very excited!

**Scott Cantu, SHRMA:** Says SHRMA is looking at bringing in better speakers and spending more money to get quality speakers in. If any other chapters want to share the speaker (and costs), contact Scott for more information.

**Kurt Barker, Bend:** Bring a friend, bring your boss to the chapter meetings. Looking forward to hosting OSC in September.

**Deborah Jeffries, OSC:** Deborah asked the group if they have finalized their September 2014 chapter meeting plan. September is typically the OSC Leadership meeting and Deborah is wondering if chapters would want to share resources or cost on a speaker for that meeting. OSC Leadership Conference scheduled for September 12, 2014 in Bend. General impression was several Chapters have their Sept program already scheduled. If you have an opening let Deborah know.

Deborah will email out a bunch of information that she and Melissa obtained in AZ at the regional conference this past week. Next year, the State Council Directors Regional Conference will change (not held in 2015) and be rolled into other conferences SHRM sponsors (i.e. the upcoming National Conference).

To achieve Platinum status from the SHAPE ...The 2015 Councils Membership Director must attend the Leadership Conference in November 2014. Speaking of planning....ins is never too early.... Start planning now for 2015, let Melissa know if you are interested in leadership roles on OSC for 2015.

**Employment Law Conference Update: To Do's:** Deborah gave out assignments for the conference tomorrow for volunteers.

**Meeting adjourned at 5:55 p.m.**

**The next OSC meeting will be hosted by LCHRMA in Astoria, OR on Friday, May 9, 2014. Meeting will be held at the Holiday Inn Express.**

**Reserve your room with: The Holiday Inn Express, 204 West Marine Drive, Astoria, OR 97103. Reservations 888-898-6222. Mention "SHRM" during your reservation for a group discount of \$130.90 (including tax).**

### **Core Leadership – Director Reports**

#### **1. Legislative Director – Jill Faughender:**

- Increase advocacy at the Chapter level by providing additional resources to the Leaders which will enable them to stay in touch with legislative activity in the 2014 short session in Oregon and 2015 long session.
- Assist Chapter Legislative leaders in the distribution of an introductory letter from chapter members to their local legislative Representatives. The letter provides the legislator with another group of resources to contact when considering employment legislation. Reinforcing that SHRM members come from all sizes, types of businesses and industry and that we are a valuable resource to determine the real life impact of the pending legislation.
- Coordinate a HR Day on the Hill event in Salem during the long session in 2015 with presentations by the speaker of the house and senate and a capitol building tour.

#### **2. Conference Co-Chairs – Robin Conrad/Alan Cabelly: within body of meeting.**

#### **3. College Relations – Student Chapter Conference is slated for April 4 & 5, 2014 in Portland, OR.**

**4. Foundation – Jane Allen:** Current events & news: *(including did I participate by phone or go to VLRC to listen to my CLA, Chapter By Size or Volunteer Webinar Volunteer?)* I participated in the 1/29/14 SHRM Foundation webinar.

SHAPE initiatives & updates: Plans are in place for the OSC SHRM Foundation raffle at the 3/6 HR Big Top Conference. Raffling off two items: a case of OR wine donated by each chapter from their region of the state and a Kindle Fire. OSC created a square credit card account and three devises will be available for use. Tickets will be 1 for \$10 and 5 for \$20. Thank you to the five volunteers assisting me with raffle ticket sales.

#### Best Practices and other good stuff I want to share:

- Read North Alabama Chapter SHRM Foundation Director, Kirsten Stutts', PHR, blog about the SHRM Foundation: <http://sbrownehr.com/tag/nashrm/>

- Tweet the SHRM Foundation like the SHRM Rogue Valley did on 3/3  
**SHRM Rogue Valley @SHRMRogueValley@SHRMFoundation**  
@SHRMRogueValley @Shannon40407 @sbrownehr @WeAreHR SHRM Foundation...  
 Thank you for your amazing support!

What other Chapters need to know:

**New! HRM Impact Awards- deadline: April 18, 2014**

Organizations with successful, evidence-based HR management practices are invited to submit applications for the new HRM Impact Award. Winners will be selected based on their HR practices and initiatives that have been measured and deemed successful through evidence-based, data-driven analyses. They will receive a plaque and media exposure highlighting their winning practices or initiatives.

Questions about/I need help with....

1. Who are the foundation chairs for each chapter or who is handling the task if a chair has not been identified...contact information?
2. What are the SHRM Foundation goals for each chapter?

**5. HRCI – Amber Shoshin: (above)**

**6. Diversity – Ron Guerra: Absent**

**7. Workforce Readiness – : Open Position**

### **District Director and Chapter Reports**

**Central Oregon – Kurt Barker:** We’ve officially launched two membership-focused initiatives:

Bring Your Boss: (March Chapter Meeting, regarding Economic Trends). Members who bring their boss get him/her attendance for free, and get entered into a gift certificate drawing. Bring a Friend: (May Chapter Meeting regarding Managing Medical Leave). The friend is meant to be someone who might join SHRM/HRACO gets in free, and the member who brought them gets in another drawing. We’ve also initiated an outreach program to try and increase our involvement/partnership with our local Chamber of Commerce

**LCHRA - Cheri Billard:**

**Rogue Valley - John Underwood:** Reporting Period: February, 2014

Council Position: Friendly Face in the Crowd

Submitted By: John Underwood, President SHRM RV Chapter



## Current Events & News

- Banner Pop-up Received and used last program meeting... A BIG improvement in our branding work
- Modified our standard agenda for programs to include a “Public Bulletin” period... Attendees have a chance to announce (3-10 Seconds) a need or question. Others can connect with them at the break. Comments about this were very positive.
- Big push now to support local Junior Achievement in “Career In Gear”... 700 Students from area high schools come to learn about career options
- Have scheduled 5 minute broadcasts on local cable TV to feature RV SHRM... promotion and marketing
- Now networking with area chambers of commerce (Grants Pass, Medford, Central Point, Ashland) to engage small business leaders

**SHRMA - Carolyn Ross:** Our February Chapter meeting was held on February 11<sup>th</sup>. We had a great program by our Willamette student chapter on HR Analytics. The benefits of Analytics are to assist HR in being better decision makers and to improve employee performance. We have moved to our new location for our meetings at Broadway Commons. Our next meeting is March 11<sup>th</sup> at 11:00 am. We have one of our board members presenting on “what happens behind the wall”. This presentation is looking at the challenges of employing ex-felons. We have decided to shift our meetings from Breakfast and Lunch meetings this year to increase our membership and attendance.

**PHRMA – Pam Mack:** Reported within body of meeting.

**LCHRMA - Stacey Brown: Absent**

**Douglas County – Robin Conrad:**

**Klamath Basin – Kat Rutledge:** The new board has had three meetings now. We’ve concreted a schedule for both monthly board meetings as well as monthly chapter meetings. We’re having our first big kick-off event to revive the chapter tomorrow. It is a seminar, which we have co-sponsored with the Chamber of Commerce, the Small Business Development Center, and the Oregon Employer Council. Our speaker is Colleen Kettenhoffen presenting *The Seven Magic Wands for Making Difficult People Disappear*. I’ve attached our meeting calendar. The Board is working on getting our tax-exempt status reinstated and just getting the Chapter back off the ground.