



SHRM Oregon State Council Meeting

May 9, 2014, (9:30 pm – 3:30 pm)

Hosted by:

Lower Columbia (LCHRMA) Chapter

Meeting Location: Holiday Inn Express, 204 W. Marine Drive, Astoria, OR 97103

***** Please note – represents ACTION ITEMS**

Attendees: Deborah Jeffries (OSC Director), Jill Faughender (Legislative Affairs), Jean Bonifas (MWHRA President), Melissa Vigil (HRCI/2014 Director Elect), Sharon Borgardt (Columbia District Director), Natalie Eggert (Willamette District Director), Scott Cantu (SHRMA), Jane Allen (SHRM Foundation), Ophelia Yan (College Relations), Gayle Young (Secretary), Stacey Brown (Lower Columbia), Kathy Sharp (Past OSC Director), Alan Cabelly (Co-Revenue Generation), Sara Baier (Communication Director), Shauneen Scott (SHRMA), & Dean Perez (LCHRMA President-Elect).

Guests: John Anglim (LCHRMA Diversity Chair), Ian Wiggins (LCHRMA Student Relations Coordinator), Linda Zillinger (LCHRMA Foundation Chair).

Phone attendees: John Underwood (Rogue Valley President), Lyndell Smothers (Central/Southern District Director), & Kimberly Goodwin, SHRM Regional Administrator, Pac West.

Absences: Robin Conrad (Co-Revenue Generation/Douglas), Tamsen Leachman (PHRMA), Christina York (Treasurer), Amber Shoshin (Professional Devel Dir), Dianna Gould (SHRM Field Services Director), Pam Mack (PHRMA), Kat Rutledge (Klamath Basin), Ron Guerra (Diversity Director), & Nancy Gammond-Moody (HRACO).

9:30 am Welcome, Review Agenda, Introductions Activity

10:45 pm Approval of March 2014 Meeting Minutes: Jill moved to approve. Alan seconded, Jean abstained. The March 2014 meeting minutes were approved by board members.

Treasurer's Report & Financials: Kathy for Christina – Kathy presented the update for the financials. Checking account balance - \$10,364.13; Savings account balance – \$80,625.88. Outstanding liabilities, include payments to Deborah Jefferies for OSC travel and meeting supplies. Awaiting her receipts.

All of the conference related revenues and expenses have been processed with the exception of potentially one conference registration.

SHRM Stoel Rives Law Conference 2014 update: 341 attendees (up from 287 in 2013). \$66,276.11 in registrations, \$32,764.71 in expenses, \$33,510.40 net income. Between \$9,500.00 and \$11,500.00 in sponsor income, \$850.00 SHRM Foundation income. Discussion included what worked and what could be improved upon for next year. Discussion included continuing to offer each chapter 1 free registration and ideas to encourage conference attendance in 2015. Kathy Sharp will be Conference Chair next year and she took notes as to ideas and suggestions offered.

11:00 am John Anglim, True North Learning – Diversity presentation, activity.

12:00 pm Lunch Break

1:00 pm Updates/General Business – ALL

SHRM Stoel Rives Law Conference 2015: Deborah - Kathy and Deborah discussed having some consistency with the Law Conference planning so Kathy Sharp has agreed to continue as the 2015 law conference chair and will be looking for **volunteers to work on the 2015 committee.**

Student Conference: Ophelia – 200 students attended case competition on the first day. Performance management cases were used. Fourteen teams competed and PSU won for the undergraduate team and Boise State won for the graduate team. “Great experience for all”. Ophelia had a great time volunteering and assisting students. Overall successful event. PSU goes on to a national conference. This was the 3rd year in a row that PSU won the NHRMA competition. Students had fun. When PSU wins, they gain \$8,000-\$9,000 toward the students attending the SHRM National Conference. Ophelia judged portions of the competition. Alan coached the students. Jean Bonifas asked about getting the OSU students involved. Alan said the best thing is to get a faculty member to commit to assist with the OSU SHRM Chapter.

SHRM Update: Kim Goodwin (via phone): Membership based reports available for all chapters and can be requested from her on a regular basis. Reports can be helpful to review membership needs and assist chapters with membership strategies. Email Kim for your chapter report(s) at (kimberly.goodwin@shrm.org). Here is what you have access to: “**In chapter report,**” includes: name, email, SHRM ID, membership information, counts of membership, she can add people to the list who are in the chapter. This is a good report to request monthly. Updates done nightly. “**Member-at-large**” chapter report. Within chapter zip code range. Name, company, city and zip code only listed. You can request the email addresses if you plan to send out a mailing from the chapter for purpose of increasing membership. “**At Large Mailing Label Address Form**” is online. “**Expired Member Report**” members who let membership lapse or expire. Date range can be requested. “**New Member Report**” shows new members who have joined since a certain date in the last year. “**Chapter Membership Roster**” each chapter’s individual list of members. Kept current locally, by the chapters. Kim requests

this in September when Oregon audits begin. SHRM at-large member report. New electronic Chapter Designation form is available on the VLRC and can have Chapter number on it. Another email that can be used to access information is: SHRM.memberrelations@shrm.org

2013 Shape: Oregon State Council received a Silver award. Portland (PHRMA) Silver; Salem (SHRMA) Silver; Eugene (LCHRA) Gold; Rogue Valley (Medford) Silver; Bend (HRACO) Silver; Astoria (LCHRA) Lower Columbia Silver; Douglas County (Roseburg) Silver. Dianna Gould has the information and has provided local press releases for each Chapter. Klamath Falls and Hood River did not qualify Mid Willamette (MWHRA) Superstar Award.

Deborah asked if everyone is receiving the “SHRM Volunteer” email that is being sent out monthly. Beginning in May this is being sent out to all volunteer leaders individually. If you don’t believe you are receiving it, please let Deborah know. Also, the MAC (Membership Advisor Council) will be asking for feedback from members on certification and a variety of other items that SHRM supports.

John Decato, Dianna’s boss, is asking for OSC to bring forward a “game changing take away” or best practices for hosting a GREAT conference. Board members threw out ideas from our Law Conference that they liked: John Underwood said that good sponsorships and ample preplanning were great. Several committee members agreed and said they contacted or purchased products & services from GNAC (payroll & HRIS). Going Green as a theme has been catching on and the no-paper conference was a success (attendees went home with a flash drive with all presentation documents on it). People appreciated the staggered times for volunteers. Quality presenters was a plus. Alan suggests that Lyndell did great as the Emcee and she should continue with that role. Using a passport for visiting the sponsors and encouraging participation with attendees and vendors worked well. Fun theme for the conference makes the conference more engaging.

Membership Discussion: Deborah & Scott - Group discussion regarding outreach and resources to encourage membership that is provided by SHRM at the national level vs state level. Some feel that SHRM could do better with touting itself as an HR organization. Deborah said “What you put into your membership is what you get out of your membership. SHRM may not be the answer-giver but they are the resource-provider. SHRM has impact on legislation but they cannot have the impact without the membership”. A suggestion was made that SHRM should let people with a membership to be an automatic member of the chapter closest to them. The local chapter is where the “rubber meets the road” for SHRM members. Why does SHRM make new members a “member-at-large”? SHRM membership is different than HRCI certification. Best networking is done through chapter members to friends and colleagues who work in HR. Medford chapter used television media to help boost membership and has been very successful. **Deborah asked each Chapter to think what can OSC do to help maximize membership for the chapters?** Is there anything OSC can do to help? Awareness is key. Helping to get the information out to people. This may relate back to making a better presence of OSC to HR professionals and how folks can connect with their local chapters via our website. Community colleges have small business connections through their programs. Check with your local community college. **Send any other information regarding the successful ideas you have**

implemented or are working on to Scott Cantu so he can create an “idea list” and share back out to everyone.

Legislative Update: Jill Faughender – Provided handouts on SHRM Advocacy Team and contact sheets of Oregon legislators and how to best contact and connect with them. If chapters wish to connect with legislative team at SHRM, let Jill know and she will be the conduit for connecting with the appropriate people. Jill would like to see if there is enough interest to do a “Hill Visit” (in Salem) when Legislative Session is in next year (Feb/March 2015). A tour and visit can be arranged if we have enough participants. Jill needs to know how many members would be interested in going. **Please share ideas with local chapter to get a gauge of the interest and please let Jill know.** At the end of the summer, Jill will begin a letter writing campaign to introduce SHRM in Oregon to legislators in preparation for the next session.

Diversity: Logo & branding info was requested for co-branding for the upcoming State of OR Diversity Conference scheduled for Sept 16 and/or 17, 2014 at the Salem Convention Center. Information will follow in the next few months.

Communication: Sara Baier – Welcome to our new OSC Communication Director. Sara asked what the group would like to see her to focus on and to do/accomplish in her role. Several ideas were discussed for social media sites and ways to spread the information about OSC. Sara will set up accounts for OSC on LinkedIn and Facebook. Sara asked if OSC wants the information to be available to anyone or only to people accepted to the OSC groups she sets up. Discussion on whether or not to include anyone followed. Part of Sara’s role will be the OSC website. She is happy to list Chapter Program and Conference activities if you email her.

By Laws: Kathy - Waiting for non-profit status to go through before we can change the secretary term length in the by laws. Kathy is having some difficulty with timely connection with our accounting firm representative. Responses have been slow and there is concern that OSC will need to seek out a new organization to complete the non-profit status change process. OSC has put the budget for the year on hold until the non profit status is resolved.

Meeting adjourned at 3:40 p.m.

The next OSC meeting will be a call in phone conference on Friday, July 18, 2014 from 10:00am until 12noon. Agenda to follow - (SHAPE Progress, September Leadership Meeting, etc.).

OSC Leadership Conference Meeting on Friday, September 12, 2014, will be held in Bend and hosted by the HRACO chapter.

SHRM Update: Dianna Gould, SHRM Field Services Rep – See attached info.

Core Leadership – Director Reports

1. Legislative Director – Jill Faughender: Current events & news:

SHRM Employment & Legislative Conference, Washington D.C. Participated in the State Council Legislative Leaders training held on 03/16/14 which provided an opportunity to network with State Council leaders from across the US and Guam. Participated in Advocacy Boot Camp on 03/16/14. Participated in full conference 03/17/14 – 03/18/14 including a closing keynote address by Secretary of Labor Tom Perez. Met with legislative aids for Kurt Schrader, Ron Wyden and Jeff Merkley on Capitol Hill in Washington D.C.

SHAPE initiatives & updates:

03/18/14 – made personal visits with Oregon legislative Representatives of Rep. Kurt Schrader (Adam Daniel), Sen. Ron Wyden (Jonathon Dorst) and Sen. Jeff Merkley (Bethany Miller) as part of the SHRM HR Day on the Hill. The following key legislative items were shared with the individual legislative reps:

The Save American Workers Act (H.R. 2575); The Forty Hours is Full Time Act of 2013 (S. 1188); The effects of tax reform on employee benefits; Immigration Reform Now; The visit to the Hill occurred during a recess period where our Oregon legislators were back in their home districts. We received positive feedback on the legislative issue we brought to the meetings.; Oregon currently has 17 HR Advocates and 4 A-Team Advocacy Captains for SHRM (see handout) and this is an area we have an opportunity to grow (See Join Us Brochure); SHRM is now able to provide national support for a state law issues however the issue should be elevated through the State Council to SHRM whenever possible.

Best Practices and other good stuff I want to share: The SHRM.org website provides tools to identify your individual elected officials with links to contact information, committees, staff data, voting record and bills currently under consideration with a message to your legislator link www.shrm.org > Legal Issues & Public Policy > HR Policy Action Center. The SHRM.org website provides quick access to the 2014 Legislative Issues Guide, Pending Legislation Report and Public Policy Position Statements; www.shrm.org > Legal Issues & Public Policy > Issues & Position Statements.

What other Chapters need to know:

Volunteer Leaders Webcasts for Government Affairs area will be held:

05/21/14 1:00 p.m.; 07/30/14 1:00 p.m.; 11/5/14 1:00 p.m.

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

3. College Relations – Ophelia Yan: within body of meeting minutes.

4. Foundation – Jane Allen: Current Events & News: Jane participated in the 4/23/14 Foundation webinar.

SHAPE Initiatives & Updates: the law conference raffle of a case of wine (bottles donated by each chapter) and Kindle Fire was a success. Net donations after expenses totaled \$850. Last year, the OSC contributed \$1321 including \$175 in recognition credits. We are 64% of the minimum SHAPE requirement of surpassing 2013, or \$1322. Thank you to the volunteers who made the event so successful!

The 2014 OSC Leadership Campaign is under way. Each council member is encouraged to contribute \$25 minimum on behalf of OSC. If you wish to participate in the year end drawing for a \$100 VISA card, please submit your contribution to the SHRM Foundation through Jane.

Communicated with the chapter SHRM Foundation Volunteers offering: Education assistance and an upcoming webinar; later forwarded link to the presentation. Requested each chapters 2014 Foundation initiatives; fundraising ideas. Discussed scavenger hunt.

Best Practices & Other Stuff: This week, the Lower Columbia Basin Chapter is hosted a SHRM Foundation fundraiser lunch at Tounge Point. At least 37 people are attending with Deborah Jeffries presenting, another sellout. Congratulations to Linda Zillinger (Programs Chair) and the Lower Columbia Chapter! The Rouge Valley Chapter is hosting a fundraiser dinner in August that will include educating local college students about the benefits of SHRM and the Foundation. Way to go Valerie Wilson! The Eugene (LCHRA) Chapter will also be hosting its SHRM member appreciation dinner featuring a “top notch” speaker/entertainer and silent auction benefiting the SHRM Foundation. Thanks to Judy Moore and team for all their hard work!

What Other Chapters Need to Know: SHRM Foundation Scholarships for HR Professionals – deadline July 15, 2014. A total of \$122,500 is awarded annually in scholarships to SHRM members pursuing degrees in HR related fields or professional certification. In addition, SHRM professional chapters and state councils are eligible to compete for the certification scholarship to fund programs that promote HR certification.

SHRM Foundation Student Scholarship Program: More than \$50,000 will be awarded in scholarships for graduate and undergraduate education, as well as the Assurance of Learning exam. Twenty eight scholarships are available. Application deadline: November 1, 2014.

Susan R. Meisinger Fellowship for Graduate Study in HR – deadline August 18, 2014. To be eligible, an HR professional must be a first time master’s student seeking a degree in HR and must meet at least one of the following criteria: 1) be a member of SHRM or 2) hold a

professional certification (e.g., PHR, SPHR, or GPHR) from the HRCI. For more details, see the website: <http://www.shrm.org/about/awards/Pages/meisinger.aspx>

5. HRCI – Amber Shoshin: Absent

6. Diversity – Ron Guerra: Absent

7. Workforce Readiness –: Open Position

District Director and Chapter Reports

Central Oregon (HRACO) – Kurt Barker:

Eugene (LCHRA) - Cheri Billard:

Rogue Valley (Medford) - John Underwood: The most significant event in our chapter is the addition of a Social Media Director. Jeannette Trumm is filling this role and comes to us from the Sacramento, CA area where she worked as a generalist in HR. She and her husband decided to make a change in life surroundings and here they are! She has already gotten our Facebook page up and running and has linked our Twitter account to it. She will also start the process of creating a Linked In account. This was a main focus for my Presidency this year... it's happening! Our big Legal Update program is this month. To date we have 50 registered attendees. Our goal is 100 and we may well get there with the help of our media outlets. Shannon Stuver and our new Community Relations Director, Joe Rossi, are attending local Chamber of Commerce meetings. Joe has "starred" in local TV ads giving us extra exposure as we reach out to small business owners and other HR professionals. We are at star level for membership. It's a great year thus far. Our Directors are the most engaging and passionate group I've ever worked with!

SHRMA – Shauneen Scott: With the unexpected loss of Carolyn Ross, the Salem Board has done some reshuffling to fill the gap. We are on track with our programs for monthly meetings through November 2014. Membership is up 16 new members in the first quarter; however we lost 6 members who did not renew their SHRM membership so the net gain is 10.

I attended Carolyn's service. It was very lovely and well attended. Carolyn was a lifelong volunteer and worked tirelessly for many organizations. The Salem board is making contribution of \$500 split between two of her favorite charities.

Here is the newly organized Salem Board: President: Shauneen Scott; Past President: Scott Cantu; President Elect: Vacant; Membership Director: Tracey Park; Secretary: Julie Mitchell

(waiting confirmation at May board mtg); Treasurer: Tara Nunn; Professional Development: Micky Dryden (waiting confirmation at May board mtg); Programs: Stella Bouldin; Advocacy Director: Jennifer Paul, JD; Workforce Readiness: Heidi Carter; College Relations Director: Donna Montoya; Diversity Director: Kevin Alano; Foundation Director: vacant; Student Chapter Liaison: Yvonne Drabin; Ambassador: Becky Crose.

PHRMA – Pam Mack: Absent.

LCHRMA - Stacey Brown:

Douglas County – Robin Conrad: Absent

Klamath Basin – Kat Rutledge: Absent

Mid Willamette – Jean Bonifas: Reporting Period: April 2014

Current events & news: \$140 Donation to SHRM Foundation; Experimenting with online program evaluation process using Survey Monkey; Received the SHRM 2013 Membership Superstar Award.

SHAPE initiatives & updates: SHAPE 2014 Initiative selection process has Board considering the following: To increase Chapter Website Functionality; Workforce Readiness initiatives: Promoting National Career Readiness Certification employer participation and job seeker completion rates; providing more meaningful HR-related internship opportunities for college students. A Government Affairs/Advocacy initiative: Keeping membership and Chapter Board aware of issues directly affecting our Congressional District; A Membership Initiative: Grow membership by 5%.

What other Chapters need to know: Programming can make a huge difference the growth of the Chapter and availability of a leadership pool.

Questions about/I need help with What are other Chapters doing to develop relationships with businesses that don't see the benefit of covering the cost of SHRM memberships for their HR staff?