

SHRM State Council Meeting

March 7, 2012

3:00 pm – 6:00 pm

HR Answers 7659 Southwest Mohawk Street, Tualatin, OR 877-287-4476

Attendees: Randy Sutton, Kathy Sharp, Laurie Roe, Scott Cantu, Gayle Young, Lisa Snively, Robin Conrad, Janeen Hilbrink, Deborah Jeffries, Cheryl Berger, Alan Cabelly, Beth Ursin, Daniel Killam, Natalie Eggert (Willamette District), Eileen Fletcher (Columbia), Sharon Borgardt (Lower Columbia), Christina York (Portland), Shannon Stuver (Rogue Valley), Sally Sorenson (Central Oregon), Dennis Carr (Lane) ~~Karin Main (Douglas)~~, Dianna Gould (SHRM Field Services Dir).

Phone attendees: none

Absences: David Briggs, Lyndell Smothers, Jennifer Palmer, Barbara Cecil, Melissa Vigil, Mikaela Baird.

**Approval of January Meeting Minutes:** Corrections and additions were requested for the January 20, 2012 Council Minutes. Lisa motioned to approve the minutes. Motion was 2<sup>nd</sup> by Sally. The minutes were unanimously approved.

**State Conference:** (Lisa S, Laurie) SHRM folks staying at Doubletree hotel, meet at 6:15am in the lobby and get to Oregon Conference Center by 6:30am. Cheryl, Gayle, & Kathy are helping with registration table; rest are helping with setup and directing people to appropriate areas. Foundation raffle prizes iPod shuffle & Kindle Touch. There are 285 registered for the conference. During the day, Lisa will ask folks for help but encourages us to attend sessions. Drawings will be held during the day. End of day session will be back in main area. Some help is needed for cleanup around 4:30pm. PHR/SPHR certification information will be given out at the end of the day. A few people will be stationed at the back doors handing the information out to interested participants.

**Financial Report:** (Scott, Randy) \$46,853.93 savings / \$28,507.54 checkbook. This year's balances are higher than last. Scott reminded us that a few checks are still outstanding that need to be deposited.

Kathy asked if \$2500 is enough for up to 6 people to attend the Leadership Conference this year. Group agreed that it was not. Scott said that last year was budgeted for \$6500. Randy suggested that \$6500 be set aside again for this year to be sure there is enough funding available. Additionally, Kathy discussed that the \$2000.00 should be budget for the PAC West Regional Summit. In the past only the director has attended and now the direct and director elect are encouraged to attend.

Other budget requests include:

Student chapter notes are not reflecting HR case competition donation that has been requested for \$1000. (Alan)

Student Chapter Support (Cheryl) has increased her travelling for college relations and has asked for \$1100 for mileage and travel expenses.

Membership recruitment & retention (Janeen) asked for reimbursement for mileage and travel expenses to visit chapters of \$1850.

SHRM Foundation (Lisa) asked for \$1000 instead of \$1200, \$300 for conference raffle and \$300 for mileage and travel expenses.

Extensive discussion ensued about HR Innovation Awards, which appeared as a line item in the proposed budget. Randy asked about the relevance of them at this time. There has not been an award given in 3 years. Randy asked if anyone has input or ideas of how to promote this award or if there is a continued need for the award. Eileen discussed need for funds at the smaller chapters. Robin discussed using funds in smaller chapters for outreach to local businesses in these communities.

Alan made motion to add a line item to add financial assistance to chapters of \$5000 and chapters would apply for funds (a mechanism for application and approval of the requests will be set up to disburse funds). Eileen seconded the motion. Laurie suggested that approval of the funds be based on core leadership areas. Motion carried.

Kathy asked for additional funding for the diversity initiative and social media director.

Laurie asked about funding for a state leadership conference in November in Eugene that was discussed at the January meeting. It was suggested that \$2500 be reserved for this purpose. Alan motioned, Laurie seconded.

There was a discussion of the budget being a net deficit. The Board will watch expenditures as the year passes. Typically, not all budgeted expenses are actually incurred.

**Approval of 2012 Budget:** After motion and second, the 2012 Budget was unanimously approved.

**SHRM Overview:** (Dianna) New contact, Tammy Finnell, (Interim) Pacific West Regional Administrator for all states and Pacific Council [tammy.finnell@shrm.org](mailto:tammy.finnell@shrm.org) or 800-283-7476 Option 1 x6405 or 703-535-6405.

Change in promo cards that Dianna hands out. New code for chapter websites is 0118 for a \$15 discount for membership.

Dianna discussed networking idea to use MeetMeMe cards (similar to sports trading cards) that were used effectively at the conference in Texas. (<https://www.meet-meme.com/>)

Other resources for communication, Google Plus is a new way to communicate with up to 10 people for free. Google Plus is similar to Skype, like a conference call, but done through a computer.

Leadership Conference (Nov 15-17, 2012) is using a different hotel. The Gaylord National hotel in DC. The following number is to be used for the group discount at the hotel (A-SHM12). SHRM covers some expense or scholarship money can be requested from OSC.

Dianna just returned from SHRM Governmental Affairs Conference (during Super Tuesday). SHRM is advocating for the voice of HR to be heard by those who have influence through government positions.

**Regional Conference (Randy & Kathy)** attended in Texas. Discussed concerns that state directors have in common in meeting with the MAC rep. Advocacy, workplace flexibility, etc. Discussed use of Twitter for communicating with groups. Social Media was a big topic of interest at the conference.

Inquiries were made as to the SHRM (national) speakers who are coming to OR. Deborah and Kathy discussed the importance of planning requests for speakers well in advance. It is an honor that OR was able to secure these speakers for several meetings. A request was made that the meeting dates be posted on the OSC website.

Kathy discussed that there is an initiative to have at least 25 members per chapter and that currently OR is meeting that requirement. Suggestion made to Janeen to focus on counties (Klamath, Douglas) where membership is lower than other areas.

IRoster is in pilot phase and a few chapters are testing currently. This is to help with audit and sync with SHRM data and membership info. Dianna said it may not roll out until later this summer.

SHRM is putting a video together that discusses the benefits of being a SHRM member. Natalie from PHRMA is featured in the video. Only seven people were selected to participate in the video. Mid April this will be available.

HRCI is going through remodeling, data base updates. They are trying to improve their services and streamline (in regards to recertification credits).

Defer social media director & diversity... (Kathy) job descriptions being developed. Funds have been provided for these. No change to by laws needed for these positions.

Core Leadership & Chapter Support Free for All:

(Laurie) NHRMA provides professional development opportunities. Speaker will attend tomorrow's conference. Annual conference is coming up in Anchorage, AK. The conference is Oct 1-3 this year see [nhrma.org](http://nhrma.org) for information. The 2013 NHRMA conference will be in Tacoma, WA Oct 9-11. Chapters have lots of time to fundraise, request scholarships, etc. Hotel Murano will be the Conference Hotel.

NHRMA also sponsors an event called HR Foundations. A 3 day event, good for new HR professionals. Overview of several HR subjects.

Alan (for Cheryl). Judges are needed for April 20 case competition, room monitors for oral presentations. Must be SHRM certified to be a judge.

Benefit survey (Sally) – Sally discussed that her Chapter advocated for the state to send out a benefits survey.

Workshop (Eileen) Columbia Gorge Chapter presented by Deborah (HR Answers) pending 3 HRCI credits. Created a new Programming & Professional Development position for their chapter.

Salem Chapter March 14 luncheon with Eric Peterson (SHRM national).

Next meeting is May 4<sup>th</sup> in Hood River.

Lisa SHRM/NHRMA Foundation update.

**Action Items:** Randy suggested that the council reevaluate the budget at the meeting in July.

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

**Membership Director – Janeen: N/A**

**Legislative Director – David: N/A**

**Workforce Readiness- Beth: N/A**

**SHRM Foundation/Communications/Conference Chair – Lisa: see above**

**Past Director/Conference Chair – Laurie: see above**

**Diversity Director – Daniel: N/A**

**College Relations – Cheryl: N/A**

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

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

**Columbia District Director – Vacant:**

**Central/Southern District Director- Lyndell: N/A**

**Mid-Willamette District Director.–Natalie: N/A**

**Central Oregon District – Sally: N/A**

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

**Douglas County District – Mikaela:** Chapter current events & news: February: Our local SHRM chapter hosted guest speaker Chris Cook of Capiche to present “Leveraging the Science of Happiness at Work” with 2 HRCI recertification credits. SHAPE initiatives & updates: We have an initiative to increase chapter membership. Our chapter worked to personally invite HR professionals who are not currently

members of our chapter to our February meeting. The idea is to be more intentional about providing opportunities for local HR professionals to see the value that our local SHRM chapter can provide with membership. Best Practices and other good stuff I want to share: None at this time. Chapter requests for support or help from OSC: None at this time.

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

**Lane County District – Dennis: N/A**

**Lower Columbia Chapter – Sharon:** Current events & news: Since 12/31/12 our membership has grown by three, to 46. We expect several members who have changed jobs not to renew, so we will be proactively reaching out to surrounding communities, obtaining Chamber of Commerce member lists, targeting larger employers and continually considering methods to expand our membership. Our February luncheon was also our SHRM Foundation fundraiser. We will donate \$375 in 2012, about 15% more than our 2011 donation and the first step to achieving SHRM Foundation Champion status this year. Our speaker was Dr. Nancy “Red” Carritte and her topic was Emotional Intelligence. Attendance was higher than usual and we highly recommend Dr Carritte as a speaker (she will present at the 2012 NHRMA conference in Anchorage). LCHRMA is proud to announce that Norma Hernandez, our Diversity Director, has completed her Diversity certification and is also working on certification in Emotional Intelligence and Employee Engagement. She will conduct a half day diversity workshop for LCHRMA in November. SHAPE initiatives & updates: We held a SHAPE planning session to identify 2012 initiatives and will strive for at least the Gold level recognition, and possibly Platinum. Our most challenging initiative is Governmental Affairs. We sought info from Dianna Gould and also obtained useful info regarding NLRB changes that will be shared with LCHRMA members. Membership retention could prove challenging since many employers will no longer pay SHRM dues. Many members have also changed jobs. LCHRMA will consider paying dues for members on a case by case basis in exchange for assisting with LCHRMA initiatives, such as serving on a committee, presenting at a meeting, etc. LCHRMA appreciates that the OSC will pay for the President to attend the NHRMA Conference; not only is this an excellent educational opportunity, it will also help with SHAPE goals. Best Practices and other good stuff I want to share: At least once a year we have an HR Round Table instead of having a speaker. Our members like the opportunity to share ideas and network, which can be difficult at a luncheon meeting. Chapter Requests for support or help from OSC: None.

**Mid-Willamette Chapter – Melissa:** Our Diversity Chair stepped down and we quickly had two inquiries from members showing interest. We were able to fill the position and decided to take the other interest and create a co-chair position for succession planning; We are very excited that we were able to work with the Salem Chapter to get SHRM National Speaker Eric Peterson to come and discuss Diversity at our March Membership Meeting; We are working on two strategies; increasing members and social media. With this in mind, we are seeking ways to spend a bit of our money with the idea of creating new members and taking care of our current members.

**Portland – Christina: N/A**

**Rogue Valley – Shannon: Chapter current events & news:** Our chapter voted to increase our monthly programs from \$5.00 (regardless of hours, except for our ½ day or all day seminars) to either \$10/hour or \$15/hour depending on the length of the program (2 hours vs 3 hours). We are slowly moving forward in upgrading to a SHRM hosted website. We've formed a subcommittee. There is a one-hour overview webinar one of the other regions put together that is very helpful. If you are interested let me know and I'll send you the link. We're trying to form a separate committee to create a sponsorship program

**SHAPE initiatives & updates:** For one of our Workforce Readiness initiatives, we are helping The Job Council and the Oregon Employer Council with their Careers in Gear event on April 10<sup>th</sup> which is a one-day event to provide high school students with "tools" that help them compete for jobs and be successful in the workplace. Over 500 high school students from Jackson & Josephine Counties will attend the event. The students will connect with local employers, attend work-readiness workshops and learn about jobs/careers with local business and industry. A number of board members will be helping to register the students and we will also have a booth for students to learn about Careers in Human Resources. We are trying to establish a student chapter at SOU. Cheryl Berger came down and met with the College Relations Director and they are going to have an open house in the spring and the fall.

**Best Practices and other good stuff I want to share:** We have the following programs lined up for March, April, and May:

**Date: Thursday, March 15, 2012 Program: Why Diversity and Inclusion Are Good For Business** If HR and Diversity professionals want to get their organizations behind diversity and inclusion initiatives, they need to be skilled at making a strong business case for them. It's not enough to use the typical response of, "it's the *right* thing to do." We must show how these efforts will drive organizational success, sustainability, profitability, and competitive advantage. In this presentation, learn how to leverage the internal processes, programs, policies, and practices within your organization as well as the external environment to build a solid Diversity and Inclusion business case. While highlighting four key steps, the presenter will outline how these steps fit into a more comprehensive model, called the SHRM Strategic Diversity Management Plan®, recently developed by SHRM's Office of Diversity and Inclusion.

**Presenter: Eric Peterson, SHRM's Manager of Diversity and Inclusion Initiatives**

**Networking: 7:30 am – 8:00 am Program Time: 8:00 am – 11:00 am Cost: \$15.00 HRCI Credit: Approved for 3 hours of Strategic Credit**

**Date: Thursday, April 19, 2012 Program: Unlocking the Secrets of Silent Defectors** Most of us are rarely surprised when vocal and outspoken employees choose to leave, but what about the quiet ones? You know the type, and perhaps it was you -- the employee who never complains or talks about leaving, but who silently stewes until he or she leaves without a whisper. In that instance, can you explain what happened? Would you be surprised to learn that higher pay, better benefits, and even a bad manager may not be the answer? Suitable for managers and HR professionals at all levels in both the public and private sector, this informative and entertaining program explores the top hidden reasons why employees really leave and offers effective retention strategies for the modern day employer.

**Presenter: Jennifer Bouman-Steagall, Employment Law Outsourcing, LLC**

**Networking: 7:30 am – 8:00 am Program Time: 8:00 am – 11:00 am Cost: \$15.00 / 1st time Guests and Students No Charge HRCI Credit: Pending**

**Date Thursday, May 17, 2012 Program: Legal Seminar Legislative Update - Presenter: Todd A. Hanchett, Stoel Rives' Labor and Employment Group\*** Understand how the latest developments in state and federal employment laws and regulations affect your company; Acquire the knowledge necessary to ensure your company is in compliance with recent legal changes; Identify the government agencies whose increased enforcement activities may affect you and determine

how to prepare for that possibility; Learn why you need to be concerned about the direction of the NLRB, even if you think you have very little risk of employee unionization. **Avoiding Wrongful Discharge Claims through Appropriate Evaluation, Discipline, Documentation, and Careful Termination**  
**Presenter: Brenda Baumgart, Stoel Rives' Labor and Employment Group\*** Developing and maintaining required or appropriate documentation - legal requirements of employers at all stages of employment; avoiding the number one cause of post-employment litigation; update on wrongful termination act; emotional distress and exclusive remedies; employment contracts and severance packages. **Interaction between OFLA, FMLA and ADA and WC** Presenter: Krishna Balasubramani, AAL Sather Byerly & Holloway

Explore the overlap of laws governing the treatment of disabled and injured employees as well as those who require medical or military leave. Discuss how various departments in your company may need to coordinate actions to ensure the employee is provided benefits and protections under the ADA, injured workers statutes, and OFLA/FMLA. Practical tips for untangling leave and disability laws; state law differences that make a difference; managing absences and intermittent leave; potential impacts of prescription and non-prescription drugs on employees – what accommodation needs to be made by the employer? Spotting the problem - "best practices" for assisting the addicted employee **Federal and State Tax Hiring Credits and Incentives for Employers – Tentative** Presenter: David Estrada, Moss Adams LLP. **Wage and Hour Exempt / Non-Exempt Classifications** Presenter: Joseph Haddad, JJH Law, P.C. With a turn toward transparency in how companies classify their employees, this discussion will explore and review the standards for determining when exempt classifications are appropriate and the processes that HR personnel can utilize in limiting potential liability for back pay, overtime and penalties for misclassification. By discussing how best to get the jump on government mandated audits, HR representatives will be informed on "best practices" strategies to reduce Department of Labor scrutiny, and touch on a variety of subjects including records and timekeeping, job duties tests, and positional reassignment. **Networking: 7:30 am – 8:00 am (Continental breakfast) Program Time: 8:00 am – 5:00 pm (Lunch included) Cost: \$75.00 Chapter Members / \$95.00 Non-Members / \$25.00 Students HRCI Credit: Pending. Chapter requests for support or help from OSC:** We are looking for feedback and information from other Oregon State Chapters on the following: 1. What type of Membership Initiatives is your chapter planning this year and what have you done in the past that was successful? 2. Some of you already responded, but for those of you who haven't we'd be interested in; **Sponsorships for SHRM Chapters** a. What is your chapter size? b. Do you have any sponsors for your chapter? c. What is the cost breakdown? d. What is included in your sponsorship (newsletter, website, table at program, etc.)? e. Do you have any feedback and /or lessons learned from initially setting up a sponsorship program for your chapter?

**Salem Chapter – Barbara:** Current events & news: We are excited to announce that our board Secretary, Carolyn Ross, with the State of Oregon, will be a presenter at the October 1-3 NHRMA Conference in Anchorage Alaska! Our Willamette University Student Chapter presented on communication at our February 14 breakfast meeting. The students did an impressive job! Our March 14 program will focus on diversity and inclusion, and will be held at the Creekside Golf Course in South Salem. Our speaker will be Eric Peterson, SHRM's Manager of Diversity and Inclusion Initiatives. SHAPE initiatives & updates: We

are waiting to hear back from SHRM on what level of recognition our Chapter will receive with respect to SHAPE for 2011. We are working on developing initiatives for 2012, to include continuing our partnership with Easter Seals, specifically with their efforts to provide Veterans with re-employment opportunities, a membership initiative geared first toward bringing At Large members back into our fold, SHRM fund-raising to include 50/50 raffles at all Chapter meetings and hopefully a 3<sup>rd</sup> annual networking, fund-raising and wine tasting event, just to name a few. Best Practices and other good stuff I want to share: Members of our board will be conducting a "Meet and Greet" meeting over dinner in late March to early April for new and prospective board members. We want to be sure that new board members are feeling comfortable in their new roles on the board, as well as discuss opportunities with Chapter members who have expressed an interest in volunteering. We are in the process of developing procedures that outline specific tasks that need to be completed each year as new volunteers join the board, and board members leave their positions. Chapter Requests for support or help from OSC: none.

Meet Adjourned @ 6:15 p.m.

Next meeting: May 4, 2012 @ Hood River hosted by Columbia Gorge Chapter