



1st Quarter NCSHRM State Council Meeting Minutes

Friday, February 24

9:00 – 9:30a Networking and Breakfast

9:30 – 9:45a Welcome Jeff

- Workplace Violence and Situational Awareness Training – in partnership with IFMA Greater Triangle Chapter, April 5 Embassy Suites, Cary
- Awards belatedly presented from 2016 State Conference
 - Lynn Brailsford – HR Hall of Fame
 - Bob Guy – HR Hall of Fame
 - Cheryl Ray – Clay Smith Humanitarian Award
 - All other awards to be presented by Chapter Presidents
- Meeting Sponsor presentation - HealthWorks

9:45 – 10:00a Director Elect Larry

- Website update
 - Event Registration
 - 2017 State Conference Website
- Needs from State Council (information on chapter events, surveys, chapter/officer/board listing, chapter complete email database, chapter requests to replace SHRM website w/ a subsite)
- NCHR Strategies
 - Definition, purpose, and board
- Operational Organization Chart
- Strategic Planning updates – advocacy, communication, strategic marketing and communication
- See Director Elect report/presentation

Secretary

Michelle/Jeff

- Sign the sign-in sheet
- Who gets invited to the state council meetings
- Update profiles on NCSHRM website
- Chapter presidents make sure you send David Keech your rosters
- Take advantage of chapter 2 blasts (2 per year) – and check chapter zip codes
- Use the new printing portal

Treasurer

Michelle

- Over budget last year by about \$30,000
 - Purposefully invested in initiatives: technology (website and state conference), strategic planning, additional programming (ban the box, active assailant)
 - Executive committee meets quarterly and spending requests come from those meetings
 - Goal is to not have a surplus

10:00 – 10:30a SHRM/SE Regional Update – Tiffany Brown, SHRM

- See PowerPoint presentation

10:30 - 10:45a In Effective Meetings – Kim Mills

- Running effective meetings
- Robert’s Rules
- See presentation

10:45 – 11:40a Curry O’Connor (not sure about spelling), Executive Director Dress for Success (CLT)

- Presentation – Leading within a non-profit

11:40 – 11:50am Strategic Planning Updates

- Advocacy – Lynn Brailsford
 - 3 goals: Day in the District, A-team, Expanding Presence
 - Expanding desire to upgrade initiatives to be more strategic
- Communications – Susanna McCraw
 - Branding rollout – recommend moving forward with new tagline
 - “NCSHRM – your voice at work”
 - Supports Mission
 - Use logo with little man reaching up
 - Supports voice at work
 - Connie Carrigan makes motion to accept tagline and initiative
 - Seconded by Kim Mills
 - All in attendance said yes (
 - Motion carries
 - Next step is to get all chapters involved (information/templates out to all chapters)
- Membership – Melissa Mills
 - Working on initiative of Engaging MAL’s through the state council and local chapter resources and events
- Professional Development – Hallie Hawkins
 - Pooling speaker information (recommendations/ratings/etc.) from chapters and local events
 - Creating spreadsheet to be updated periodically after group updates and discussions
 - To be shared with all in state
- Operations – Jeff Luttrell
 - Working on strategic partnerships (NC Chamber, NC Bankers Association – co sponsoring event with them in March, NC Personnel Association – exhibiting again at their conference this year)
- Groups need members to help with work – if members in chapter who would be a good resource to help these groups, get those names to the group representatives
- Contest Announced by Larry – to name the Districts
 - District Directors will be in touch with those in Districts to work on this initiatives

11:50 – 1:00p Lunch

1:00 – 2:00p Council Updates (5 mins max per team to share goals for 2017 and updates)

Membership

- See Cheryl’s email

College Relations - Shirley

- The only case competition with openings for competitors is in Oregon on March 31-April 1

- Upcoming meeting dates/webinars: April 6 – Student Advisors, April 7 – College Relations CLAs
- Lorri emailing chapters to find out college relations CLA and student chapters going to case competitions

Young Professionals – Jeff L for Kristen

- Kristen is emailing all chapter presidents to get contacts and name of YP reps
- SHRM heavily investing in YP's
- Want to change name to Emerging Leaders

Community Relations – Margaret

- Feed NC food drive – May thru June
- Summer b/c students out of school and don't have school breakfasts and lunches available
- Will be reaching out to chapters soon
- \$400 donation – to contest winner
- \$1000 donation – highest pounds per chapter member
- \$400 – innovation award
- Awards go to charitable organization of chapter's choice

Diversity – Barbara

- Focus on increasing awareness
 - Update website by April 1
 - Resources for state council and chapters
- Launch diversity book club over summer
 - First book – What If (short stories to spark diversity dialogue, with recertification credits)
- How we can support SHRM's efforts on aging
- Next conference call is March 9 at noon

Government Affairs, Advocacy – Connie

- May 10 = Advocacy Day, NC General Assembly to meet with elected reps
 - Venue for educational portion at DoubleTree in Raleigh
 - State Council meeting is May 11 at same facility
 - Registration link live and ready
 - Send talking point ideas to Connie
 - Bob Carragher coming again this year to speak from SHRM
 - Elected Representative (Derek Jackson) coming as well to speak
- Plugged Legislative Conference in March (in DC)
- Goal is to establish relationships with other entities to pair together for advocacy efforts (Attending NC Chamber event in April)
- State A Team focus after Advocacy Day is completed
 - Using template provided by SHRM national A Team
- Jeremy also spoke about Government Affairs website
 - Webinars are free and have recertification credit
 - Bank of America Internal Transition Taskforce (will speak with other groups who want this presentation)
 - EEOC Regional Director
 - Next webinar March 14? – ADA Case Law

Certification – Bill

(Pause to do the Healthworks drawing: winner was Erica Oliver)

- Goals
 - Add resources to certification tab on website

- Education and helping each chapter regarding certification
 - Getting CLA names from chapters
- Presidents can call Bill and Jennifer to assist with Reverification assistance

SHRM Foundation – Jeff L for Orielle

- Buy 50/50 raffle tickets
- Last year's success = 10 ten for state councils and 2 in top 5 national for chapters
- NCSHRM won innovation award last year
- Reach out to Orielle if there are ideas (new and creative)
- Bill having conference call – let him know if you want to join

Workforce Readiness – Scott

- Regional Business Council Meeting in San Diego (attended by Marie)
- SHRM's focus = 2017: The Aging WF, 2018: Veterans
- Will send out poll to chapter CLAs in May to get information about what's working at the chapter level
- Students at Work initiative (will have update in May)
 - 25,000 8th graders across state
- The Talent Jam initiative (direct to consumer model for connecting employers to job seekers)
 - Pitch format
 - 3 in Asheville, 1 in Hickory (March 8), looking to expand across state
 - All are welcome to attend the Hickory event to check it out
 - More information to come
 - www.thetalentjam.com
 - See Scott if your chapter is interested

Awards – Bob, Ellen, Sara

- See slides
- Distinguished Professional Chapter, Crown Award, Richard "Dick" Peoples HR Professional of the Year, NCHR Hall of Fame, HR Professional of the Year, Elizabeth "Clay" Smith Humanitarian Award, Scholarships (certification/recertification, Jan Sharpe, student, professional)
- Want to make awards a bigger deal this year
- Streamline so that all awards deadlines are the same
- Put all awards forms online (instead of email submission)
- Promote and celebrate finalists before and during the event (conference), and after – promote in the community
- Promote that NCSHRM and sponsors are giving about \$11,000 in charitable donations
- Share ideas with group if anyone has new thoughts

NCHR Review – Jeff L for Susan

- Deadline for next issue is in May
 - Susan will be submitting
- Submissions for each issue is a requirement for chapter presidents
- Monetary award for Distinguished chapter
- Think future – look at date of when will be published and write accordingly
- Highlight electronic link with chapters (for digital version)

Conference – Melissa

- 2017 = Registered attendees = 127, 50+ exhibitors
 - Submissions on website – programming, sponsors, volunteers
 - Website = www.ncshrmconference.com

- 2016 = check received by State Council, 1200 people there, 125 exhibitors
- 2018 = working with local hotel for room blocks, working with chamber of commerce and visitor's bureau

Technology – David, Scott, Shirley

- Online registration for May will go live Monday
- Get rosters to David at info@ncshrm.com (all people on board with role and email address)
- Member Search function will be made visible soon on website
 - Users will need to update their profile
- Electronic meeting capability is future goal/initiative

Military – Hallie and John

- See handout
- Helping veterans find jobs
- Military veterans don't know what is available in NC, so they don't know they can stay
 - Will gather information from chapters and post on website for military folks can access
 - Military connections have agreed to post on their websites and on bases
- USO HR hiring events, some in Greensboro and Catawba
- NC4Me, job matching is free now
 - Talk to Hallie and John with questions
- Cheryl Jeffries – working with Virginia Fox to move forward with a veterans hiring preference

Health & Wellness – Shontera and Dee

- David sent out health and wellness survey – need data from chapters regarding what needed from State Council and what is going on in chapters
- Wellness Wednesdays and Healthcare Advocacy items highlighted on social media
- Want to create a speaker and programming database on website
- Step it Out challenge – chapter competition
 - Start 3 months before state conference and winner announced there
 - Chapter = trophy that travels each year
 - Individual = 1. Fit Bit Blaze 2. Yeti Tumbler
- Contact Sontera or Dee if interested in joining committee

Communications/Marketing/Social Media – Dee

- New tee shirt = #NCSHRMite
- Follow on linkedin, facebook, and twitter – “NCSHRM” (remember to check in!)
- Like, comment, share, re-tweet
- Goal – branding and let all other HR organizations know how great we are
 - We're active and doing things, working for our HR community
- Content – need chapters to share what you are doing and pictures so that it can be shared
- Networking – get to know each other and will organize a social networking event
- Recognizing people who help with social media efforts: Michael Chopp, Lynn Brailsford, Melissa Mills, Cheryl Ray, Jeremy Stephenson, Rachael E, Bob Guy, Brandy, Bea Runyan, Julie, Connie Carrighan, Donna Blackburn,

Molly

- Working on speaker for next state council meeting – same theme of leading within a non-profit
- Strategic Conference in Raleigh in May – if get 40 people to attend, will make a \$500+ donation to RWHRA (will share with State Council)

Ban the Box – Cheryl

- Last year was the inaugural year, workforce readiness and governmental affairs
- Could we do across the state to touch other chapters (question from JeffL), and look for ways to increase the visibility of NCSHRM
 - Working on one hosted by RWHRMA
- Participated in NCWorks conference last year in Greensboro – thanks to HRMAG and Sara Payne for all her help
- NCSHRM joined NC Chamber
- Move towards NC becoming a Veterans Hiring Preference State

Sponsorships – covered by JeffL for Joan

- Trying to get meetings and awards covered by sponsors
- If you come across a company who would be a good partner, get that information to Jeff or Larry
- We want to partner strategically and intentionally
- Need help with Day in District/Advocacy Day for expenses
- Try to keep quarterly meetings at less than \$500
- Different amounts for different events (boxed lunches for representatives, evening reception, etc.)

Executive/Senior HR Leaders – covered by JeffL for Georgia

- To engage more senior leaders, ties in with SHRM's Aging Workforce Initiative

2:00 – 2:15p Bola Desalu, Relay NC

- Program – see presentation
- How do deaf and hard of hearing employee participating in conference calls?
- Relay Conference Captioning (RCC)

2:30 – 3:00p Chapter Breakout

- District 3 (Melissa)
 - HRMAG
 - Joint Legal Conference with ACHRA March 23
 - Membership initiatives using SHRM email blasts
 - WSSHRM
 - Strategic planning and building their bench for the future
 - Year to year continuity with initiatives and programming
- District 4 (Joanne) The Diamond District (known for their brilliance and humility)
 - One chapter launching new software to help manage board productivity, documentation, etc.
 - One chapter started to open meetings with levity (tried laugh yoga)
- District 1 (Lynn)
 - Brainstormed and shared challenges
 - Getting new members – SHRM night out, asking people to join, networking
 - Getting new board members – reaching out to people
 - Keeping the momentum going with good programming – relevant topics, listen to members, feedback surveys
 - Participation in chapter meetings
 - Peak engagement – what does that look like, what's going on, when does that happen, how could you create the conditions for that to happen, what would it mean to plan for when that occurs and when that does not occur
 - Program ideas
- District 5 – (Sandy) Football and Flip-flops / Platinum District
 - Chapters and MSAs
 - Operational items
 - Membership, general chapter information, programming, attracting and retaining members
 - Next year, Leadership Meeting will be hosted by LCF in Wilmington

- District 2 – (Michael) The Golden Crown District
 - Union County
 - half day event on 5/18, C-Suite invites and speakers – morning with breakfast
 - UC = membership event in March
 - 30 more members at chapter meetings than in past
 - Cabarrus County
 - May 9, three credit hours “What’s your brand?”
 - Partnering with CC Chamber partnering with youth to get job skills
 - Charlotte
 - Recruiting card with chapter membership benefits on one side and sponsor benefits on the other side
 - Disrupt HR at Knights Stadium, Ted Talks for HR
 - Chapter turns 75 this summer and will have an event in celebration
 - Legal update in March
 - E for the Carolinas = take advantage of power and energy in Carolinas and tap that HR market

3:30 Wrap-up and Adjourn

- 50/50 - \$99.00
- Election year – let Larry know if you are interested in these positions
 - Secretary
 - Treasurer
 - Director Elect
- Advocacy Day registration is live on website

Important Dates for 2017

March 15 – Excel Award (if applying) is due for State Council & Chapters

May 10 – Advocacy Day in Raleigh, NC

May 11 – Q2 State Council Meeting, Raleigh, NC

June 18-21 – SHRM Annual Conference, New Orleans, LA

September 27 – Q3 State Council Meeting, Greensboro, NC

September 27-30 – NCSHRM State Conference