

2015 HR Florida Chapter Excellence Awards

Place an X next to the area(s) you are submitting this nomination for:

	Diversity
	College Relations
	Certification
	Legislative Affairs
	Workforce Readiness
x	Membership
	Global Affairs

Please provide the following information regarding your submission:

Supporting documentation such as program curriculum, toolkits, testimonials, letters, photos, newsletters, articles and/or SHRM award submissions.

I. Quantitative Results:

In this section, please indicate the measurable results the program achieved through outstanding approaches, innovative ideas or strategic partnerships (i.e. results, partnerships formed, monies raised, number in attendance, etc.)

HR Tampa's theme for 2015 is "own it". We set forth a goal to grow our chapter through brand awareness and member engagement. Member retention, in conjunction with the addition to new members, is critical. As of April 2015, HR Tampa has grown our membership from 557 (December 2014) to 579 (April 2015), a 3.95% increase.

Last year we surveyed our members in an initiative called Bright Ideas. Members asked for lunch meetings, more opportunities to connect outside of chapter meetings and our highest-level members wanted deeper program offerings.

LEADERSHIP SERIES

The return of our Leadership Series has helped to re-engage our high-level members. To qualify for attending, members must have at least 200 employees and have a "Director" level title in Human Resources or higher. Our first program was held May 6th and Carla Messer presented: The Leadership Blind Spot. We had 18 professionals attend.

Ron Taylor, VP of HR said this about his CEO who joined him:

"Glenn was impressed and came away with some good ideas."

Following the meeting, we set up an exclusive Leadership Group for these folks to exchange ideas and best practices with one another. Additional members have been added as this group gains popularity.

Sent: Thursday, June 04, 2015 12:54 PM

To: Melissa Robinson

Cc: Garcia, Iggy

Subject: Welcome to the HR Tampa Leadership Group

Happy Thursday! As requested, we are sharing the contact information of those that attended our first Leadership briefing of 2015 with everyone that did not opt out. In addition, we have created a group online, exclusively for you. As you know, last fall we introduced a new website for HR Tampa. As the board becomes familiar with the capabilities of the new site, we are slowly rolling them out to the members. An initial message was sent a few minutes ago to "test" it as you are only the second group that has been set up. (We try to head off any kinks in the new system before launching them to the members☺)

You can see the group by logging into your MEMBER profile scrolling down to "groups" or clicking on Groups from the side menu. In addition, the complete list of folks in this group are listed below. Happy networking!

Two more speakers are slated for 2015 including Glenn Davenport, CEO of GA Foods and Chris Roederer, Head of Human Resources for Tampa General Hospital.

BRANDING

HR Tampa has fresh, new marketing materials (see pictures below) of collateral pieces to share at community events and as drop offs for targeted companies. In addition we have provided business cards to each board member to have on hand to share with potential members. A QR code links the user directly to the HR Tampa website.

Members and sponsors provided testimonials to add to the significant impact being affiliated with HR Tampa may bring to one's professional career.



HR Tampa sponsors are organizations that are committed to furthering the human resources industry, and recognize the value of keeping HR professionals as well informed on vital issues as possible. In their own words, here are some of the best reasons to become one:

"Partnering with HR Tampa has been great! They are one of the best chapters in the state. We have made excellent business and personal relationships thanks to HR Tampa."
—Career Partners International: cpi-florida.com

"As an employment firm that represents employers exclusively, Ogilvie & Deakins has partnered with HR Tampa for over a decade. It's an invaluable resource for companies involved with HR professionals."
—Deakins, Nash, Smoak, & Stewart, P.C.: ogilvieanddeakins.com

"Our partnership with HR Tampa is the key to our growing success in the greater Tampa Bay market. We have been able to establish working partnerships with area HR professionals, and have benefited greatly from increased visibility."
—Delta Dental Insurance Company: delatadentalins.com

"The Institute for Corporate & Continuing Education (ICCE) at Hillsborough Community College (HCC) has had a wonderful sponsorship experience with HR Tampa for more than 10 years. Through HR Tampa, ICCE has made hundreds of company contacts."
—Hillsborough Community College: tempatraining.com

"Being a member of HR Tampa has been instrumental in helping The Tampa Tribune engage and build relationships with the HR community. We have been able to fill our pipeline with potential clients through the monthly meetings, networking events, and Annual Expo."
—The Tampa Tribune/TBD.com: tbo.com

"As one of the nation's largest credit unions, we have seen exponential growth from partnering with companies involved with this wonderful organization, and have many opportunities still on the horizon."

Corporate Sponsorship:
 Your opportunity to **make connections, gain exposure, & succeed.**

Scan the code to go directly to our site:

ASSOCIATE OF
SHRM
 SOCIETY FOR HUMAN RESOURCES MANAGEMENT

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**Our members will tell you why
 HR TAMPA IS A MUST-JOIN ORGANIZATION:**

"I appreciate the opportunities my HR Tampa membership affords me by providing updates on HR issues and regulations, as well as sharing best practices. I just can't get enough of HR Tampa! The information flows like an open faucet!"
*—Celeste K. Adams, PHR, SHRM-CP,
 Employee Relations Manager, BST Global, Secretary, HR Tampa*

"As a young professional in a new city, joining HR Tampa enabled me to meet like-minded professionals who welcomed me into the community. Through these networking opportunities, I have sharpened my skills, and have been offered great career possibilities."
*—Angel M. Barton, PHR,
 HR Director, Bay Dermatology and Cosmetic Surgery*

"I have gained great value through inspirational speakers, tremendous learning experiences, and networking opportunities. Earning recertification credit through HR Tampa has offered the best value ever to sustain my success as an HR leader."
*—Cheryl G. Brown, MBA, SPHR,
 Chief Talent Officer/CHRO USF Federal Credit Union*

"The events, programs, and networking opportunities hosted by HR Tampa have been the very reason I am where I am today. The tremendous value my membership with HR Tampa brings to my human resources career continues to pay for itself, and then some."
*—Carol McDaniel, Director, Talent Acquisition, All Children's Hospital,
 Johns-Hopkins, President, HR Florida State Council, Inc.*

"I am a huge fan of HR Tampa, primarily because of their unending commitment to the development of HR professionals across our region. I can always count on relevant topics at each chapter meeting and I take away something of value each time I attend."
—Tony Moore, MS, SPHR, CHRO, Eckerd

"In addition to being a trusted and reliable means for continuing education credits, the chapter provides endless networking opportunities. Year after year, board members have succeeded in making this SHRM chapter the most innovative and dynamic in the region."
*—Zoraida Perez, MS, HRM, PHR, Director of Human Resources,
 Greystone Healthcare Management*

"Joining HR Tampa was one of the best professional choices I have ever made. If you do one thing for yourself, one thing that will advance you both personally and professionally, join HR Tampa, and embrace the possibilities!"
*—Jenni Stone, MM/HRM, PHR, SHRM-CP, HR Director/Partner, HR Shield,
 Past President HR Tampa, Webmaster HR Florida*

"This exceptional organization creates networking, training, and volunteer opportunities which have led to long-term, high-energy relationships. I cherish these relationships and am honored to be among the HR Tampa leadership."
*—Patricia A. Sullivan, MS, SPHR, PhD candidate,
 CEO, Profit by Design HR Consulting, Adjunct Professor, Villanova University*

COMMUNITY INVOLVEMENT

HR Tampa partnered with our sister chapter, Suncoast HR and NAAHR on June 3 to host Major General Simeon Trombitas. General Trombitas drew attention not only from the HR Community but both active and retired military personnel and community supporters. HR Tampa was well represented and had our new marketing brochures on hand to educate the community about HR Tampa.

Rather than charge attendees, we encouraged a \$20 donation, with proceeds benefiting the Black Dagger Military Hunt Club, a local not-for-profit that "Helps our Heroes Heal Outdoors". www.blackdaggermhc.org. We collectively raised \$2,385.00 for our veterans! This helped brand HR Tampa further in the community as we saw an increase military HR professionals at our June

3 and June 17th meetings. In addition, Black Dagger tweeted our @HRTampa twitter handle and gave us recognition on their Facebook page.



LUNCH MEETING

HR Tampa's first lunch meeting is scheduled for July 17th. We are once again drawing in folks that typically are unable to attend our chapter meetings due to family conflicts (daycare issues, afterschool activities). This is yet one more way that HR Tampa is successfully listening and engaging our members.

DAY ON THE HILL

HR Tampa is sending members to Capitol Hill in September! With June 30th as our cutoff date to be eligible for the all-expense paid trip, we are currently at 18 members as of June 26th! Member engagement is reaching beyond the chapter meetings!

NEW MEMBER ENGAGEMENT

Our 3rd annual New Member Orientation was held on April 7, 2015. We had 41 new members attend!



Join HR Tampa for the

New Member Orientation HR Game Night!

Our new member orientation meeting is an excellent way to become familiar with HR Tampa and SHRM while having fun with other new members. This event will connect you with HR Tampa Board members and other HR professionals and colleagues. The new member orientation HR game night is free to new Premium and Basic members who joined HR Tampa in 2014 and 2015.

This event will be held on Tuesday, April 7, 2015 at the Ogletree Deakins office located at 100 North Tampa Street, Suite 3600, from 6pm to 8pm. Complimentary appetizers and drinks will be provided.

New members must register on the HR Tampa events link at <http://hrtampa.org/>. For more information please contact our Membership Director at membership@hrtampa.org.





A snapshot of some of the resources available with your membership!



Save the Date 10.21.15 HR Tampa EXPO!

Location: USF Marshall Student Center

Win a FREE HR Florida Conference Registration!

HR Tampa's member referral program is a great way for HR professionals to learn about our chapter through members like YOU! You will receive one entry into our drawing to win a FREE conference registration to the 2015 HR Florida State Conference from August 30th - September 2nd at the Hilton Bonnet Creek in Orlando, for every new member that joins HR Tampa between January 1 and July 1 and lists you as the member that referred them. The winner will be drawn at our July chapter meeting.

Visit www.hrflorida.org for more information!

HR Tampa Monthly Chapter Meetings are held the third Wednesday of each month. Mark your calendars and plan to attend. The meetings alternate between breakfast and dinner and are held at the Centre Club in downtown Tampa.

Breakfast Meetings

May 20th
September 19th
November 18th

Dinner Meetings

April 15th
June 17th
August 19th

Save the Dates

HR Tampa Expo - October 21st
Annual Holiday Party - TBD

*Our July 15th meeting will be a lunch meeting, held at 11:30am

Remember: If you need to cancel your reservation, please email hospitality@hrtampa.org at least 48 hours prior to the event.

- Meetings** - HR Tampa proudly provides monthly meetings that provide HRCI & SHRM certification and stimulating presentation.
- Networking** - Our chapter offers numerous opportunities to be involved in professional and community based offerings.
- Volunteer Opportunities** - HR Tampa believes in partnering with local organizations and disseminates information on volunteer opportunities on a regular basis.
- Expo** - The must-attend, annual all-day event, be sure to save the date: October 21, 2015!
- Professional Certification** - HR Tampa offers two certification study groups through Human Resource Certification Institute (HRCI) & the Society of Human Resource Management (SHRM).
 - HRCI Certifications:**
 - PHR - Professional in Human Resources,
 - SPHR - Senior Professional in Human Resources
 - GPHR - Global Professional in Human Resources
 - SHRM Certifications:**
 - SHRM-CP - SHRM Certified Professional
 - SHRM-SCP - SHRM Senior Certified Professional
- Newsletter** - The HR Tampa online monthly newsletter is a form for sharing information, best practices and highlighting the Human Resources profession.
- Workforce Readiness Program** - Implements a stellar School-to-Work program and collaborates with local community workforce programs.
- College Relations** - We boast an award-winning Student chapter which partners with local colleges and universities to provide a structured, on-going training and development program.
- Career Resources** - HR Tampa has a HR Jobs site to search available positions and to list HR Job posting, members enjoy a reduced fee to post.
- Member Directory** - HR Tampa members have access to an online, searchable database.

HR Tampa 2015 Board of Directors

President: Melissa Robinson, MBA, SPHR, SHRM-SCP
 Past President: Jenni Stone, MM/HRM, PHR, SHRM-CP
 President Elect: Ana Swager, MBA, SPHR, SHRM-SCP
 Secretary: Celeste Adams, PHR, SHRM-CP
 Treasurer: Carol Brnich, SPHR, SHRM-SCP
 Certification: Jill Carr, MBA, SPHR
 College Relations: Angel Barton, PHR
 Diversity & Global Affairs: Iggy Garcia
 Hospitality: Sandra Scott, MHR, PHR, SHRM-CP
 Membership: Ashlie Banks, MHRM, PHR, SHRM-CP
 Legislative Affairs: Kim Boulahanis, PHR, SHRM-CP
 Non Dues Revenue: Lori Golden, PHR & Kelly Hooker
 Programs: Lisa Murfield, MBA, SPHR, GPHR, SHRM-SCP
 Workforce Readiness: Debby Erdahl, PHR
 Technology: Layla Jamil, PHR

This flyer was distributed at the New Member Orientation to familiarize our new members with our meeting schedules and resources available to them as a member, including information about our annual HR Tampa Expo and our referral program.



Pictures from event

TESTIMONIALS

“I am a huge fan of HR Tampa, primarily because of their unending commitment to the development of HR professionals across our region. I can always count on relevant topics at each chapter meeting and I take away something of value each time I attend.”

-Tony Moore, MS, SPHR, CHRO

“As a young professional in a new city, joining HR Tampa enabled me to meet like-minded professionals who welcomed me into the community. Through these networking opportunities, I have sharpened my skills, and have been offered great career opportunities.”

- Angel Barton, PHR, HR Director

“I appreciate the opportunities my HR Tampa membership affords me by providing updates on HR issues and regulations, as well as sharing best practices. I just can’t get enough of HR Tampa! The information flows like an open faucet!”

-Celeste Adams, PHR, SHRM-CP, Employee Relations Manager

“Partnering with HR Tampa has been great! They are one of the best chapters in the state. We have made excellent business and personal relationships thanks to HR Tampa.”

-Career Partners International

II. Qualitative Results:

In this section, please provide examples of how the program exemplifies the SHRM initiative to “Serve the Professional/Advance the Profession.”

HR Tampa is consistently working towards advancing the Human Resources profession. HR Tampa is a member-only social network, which means we build strong relationships within the industry and community. We do this by offering our members the following:

- Top-notch programing through our monthly member meetings.
- Most recent legislation updates through our Legislative & Government Affairs updates.
 - Legislative updates are given out before each member meeting and are updated on our website
 - Day in the Beltway - this is an opportunity to learn more about the details of how federal legislation directly impacts your workplace, and how you may use your HR expertise and passion to influence the public policy process on both the state and federal levels.
- Online communities for HR information like the HR Tampa LinkedIn community we host. The HR Tampa LinkedIn page also serves as a forum for sharing information and best practices with other HR Tampa members.
- HR Tampa Person of the Year - the Tampa Bay HR Person of the Year Award was developed to celebrate the Human Resources industry and to recognize those in the HR profession who exemplify outstanding achievement within our local human resources community.
- Certification/Professional Development – we help educate our members so they can elevate their skills and competencies
 - SPHR, PHR, SHRM-CP & SHRM-SCP Study Groups are offered throughout the year. We host two study groups per year, holding one in the spring and one in the fall.