



Spring 2017 Final Report

Northwest Human Resource Management Association
Spring HR Academy – Portland, Oregon



Conference Solutions

Your Key to Success

Prepared for NHRMA by Conference Solutions

HR Academy Actuals-at-a-Glance

As of May 2017

Date - Location	Registration Count	Total Registration Income	Sponsorship Income	Hotel Pick-up
Spring 2017 - Portland	127	\$ 70,900	n/a	103 / 172%
Spring 2016 - Eugene	60	\$ 32,460	n/a	76 / 104%
Fall 2016 - Vancouver	125	\$ 71,100	n/a	98 / 119%
Spring 2015 - Portland	100	\$ 50,070	\$ 1,000	77 / 122%
Fall 2015 - Seattle	157	\$ 78,540	\$ 1,000	82 / 88%

OR-HRA 2017 | Portland, OR | April 11-13, 2017 : Registration | **Income Summary**

Income Summary

Fee Type	Registration Type	Fee	Budgeted Registrants	Registrants to Date	Registrant Variance to Date	Budgeted Income	Total Income to Date	Income Variance to Date	Income Received	Balance Due
Paid (6 Registration categories)										
Early	SHRM Member	\$500	50	68	18	\$25,000	\$34,000	\$9,000	\$34,000	\$0
Standard	SHRM Member	\$550	33	30	-3	\$18,150	\$16,500	-\$1,650	\$16,500	\$0
Late	SHRM Member	\$650	5	8	3	\$3,250	\$5,200	\$1,950	\$5,200	\$0
Early	Non-Member	\$700	12	12	0	\$8,400	\$8,400	\$0	\$8,400	\$0
Standard	Non-Member	\$750	4	8	4	\$3,000	\$6,000	\$3,000	\$6,000	\$0
Late	Non-Member	\$800	3	1	-2	\$2,400	\$800	-\$1,600	\$800	\$0
TOT			107	127	20	\$60,200	\$70,900	\$10,700	\$70,900	\$0
Complimentary (1 Registration Category)										
	Complimentary Registration	\$0	3	1	-2	\$0	\$0	\$0	\$0	\$0
TOT			3	1	-2	\$0	\$0	\$0	\$0	\$0
TOT			110	128	18	\$60,200	\$70,900	\$10,700	\$70,900	\$0

Additional Item Income Summary

Registration Type	Fee	Budgeted Registrants	Registrants to Date	Registrant Variance to Date	Budgeted Income	Total Income to Date	Income Variance to Date	Income Received	Balance Due
Additional Options (3 Registration categories)									
Substitution Fee	\$50	0		0	\$0	\$0	\$0	\$0	\$0
Cancellation Fee (4)	\$800	0	1	1	\$0	\$800	\$800	\$800	\$0
Cancellation No Fees	\$0	0	3	3	\$0	\$0	\$0	\$0	\$0
TOT		0	4	4	\$0	\$800	\$800	\$800	\$0

OR-HRA 2017 | Portland, OR | April 11-13, 2017 : Registration Income | Pace Report

Rows denoted in green represent rate increases.

Pace Report

Weeks Prior	Report Date	2017 Portland, OR Total Income	2016 Eugene, OR Total Income	2015 Portland, OR Total Income	2017 Portland, OR Total Registrants	2016 Eugene, OR Total Registrants	2015 Portland, OR Total Registrants
11	01-20-2017	\$2,500	\$0	\$0	5	0	0
10	01-27-2017	\$5,700	\$0	\$0	11	0	0
9	02-03-2017	\$7,900	\$0	\$4,900	15	0	10
8	02-10-2017	\$15,200	\$2,700	\$9,800	28	5	21
7	02-17-2017	\$25,300	\$7,700	\$14,300	47	15	31
6	02-24-2017	\$38,400	\$14,000	\$23,420	73	29	49
5	03-03-2017	\$48,700	\$20,900	\$27,470	92	38	57
4	03-10-2017	\$51,550	\$22,430	\$28,070	97	40	58
3	03-17-2017	\$59,500	\$24,190	\$33,770	110	45	69
2	03-24-2017	\$62,600	\$30,840	\$41,970	115	57	85
1	03-31-2017	\$70,400	\$31,940	\$45,170	127	59	90
0	04-07-2017	\$71,050	\$32,460	\$49,520	128	60	97
Final		\$71,700	\$32,460	\$50,070	128	60	100
Budget		\$60,200	\$63,250	\$68,350	110	115	145
Variance		\$11,500	-\$30,790	-\$18,280	18	-55	-45

Sheraton Portland Airport

Cut-off date: 21-Mar

Room nights contracted: 60

Minimum # of room nights required to avoid attrition: 48 (80%)

Room rate: \$149 + tax

Taxes: 15.3%

CURRENT SHERATON PORTLAND AIRPORT BLOCK STATUS

215% of obligation met

172% of contracted room block met

Hotel Pace Report

Conference Schedule	Day	2015 Portland Final Pickup	2016 Eugene Final Pickup	2017 Portland Contracted Block	Final	7-Apr	31-Mar	24-Mar	17-Mar
Pre-Conference 2	Sunday, April 9, 2017	1	0	0	0	0	0	0	0
Pre-Conference 1	Monday, April 10, 2017	21	21	20	29	29	32	32	31
Day 1	Tuesday, April 11, 2017	25	24	20	37	37	39	37	36
Day 2	Wednesday, April 12, 2017	25	25	20	34	34	36	34	33
Day 3	Thursday, April 13, 2017	1	6	0	3	3	4	4	4
TOT		73	76	60	103	103	111	107	104

SPRING OR HRA 2017 Registration Demographic Info

Which HRCI Certifications do you hold? Please select all that apply.		
GPHR®	1	0.63%
PHR®	40	25.16%
PHR - CA®	0	0.00%
SPHR®	8	5.03%
SHRM - CP	35	22.01%
SHRM - SCP	12	7.55%
None of the above	63	39.62%
Total	159	

Please select your field, industry or area of study		
Accommodation and Food Services	4	3.13%
Agriculture, Forestry, Fisheries	4	3.13%
Arts, Entertainment and Recreation	0	0.00%
Banking, Finance	6	4.69%
Computer Technology	1	0.78%
Construction	5	3.91%
Education	7	5.47%
Government, Public Administration	19	14.84%
Health Care, Social Services	23	17.97%
Manufacturing	12	9.38%
Media, Telecommunications	2	1.56%
Other	18	14.06%
Professional Services	6	4.69%
Real Estate, Rental and Leasing	2	1.56%
Retail Trade	6	4.69%
Scientific and Technical Services	1	0.78%
Transportation and Warehousing	4	3.13%
Utilities, Energy	5	3.91%
Waste Management, Remediation	1	0.78%
Wholesale Trade	2	1.56%
Total	128	

What is your level of HR experience?		
Less than 1 year	15	11.72%
1-2 years	12	9.38%
3-4 years	15	11.72%
5-7 years	16	12.50%
8-10 years	16	12.50%
More than 10 years	54	42.19%
Total	128	

How did you hear about the HR Academy?		
NHRMA Website	16	11.51%
NHRMA eFlyer	19	13.67%
Email Blast from SHRM	29	20.86%
Mailed Postcard	39	28.06%
Other (Please specify): LCHRA	1	0.72%
Other (Please specify): Attended in the past	2	1.44%
Other (Please specify): Colleague/Coworker	13	9.35%
Other (Please specify): Other Attendees	1	0.72%
Other (Please specify): email from Oregon HR Academy	1	0.72%
Other (Please specify): Email/Previous Attendee	2	1.44%
Other (Please specify): Friend	1	0.72%
Other (Please specify): Google	2	1.44%
Other (Please specify): Manager/Boss/Supervisor	11	7.91%
Other (Please specify): Networking with other HR Professionals	1	0.72%
Other (Please specify): NHRMA Board member	1	0.72%
Total	139	

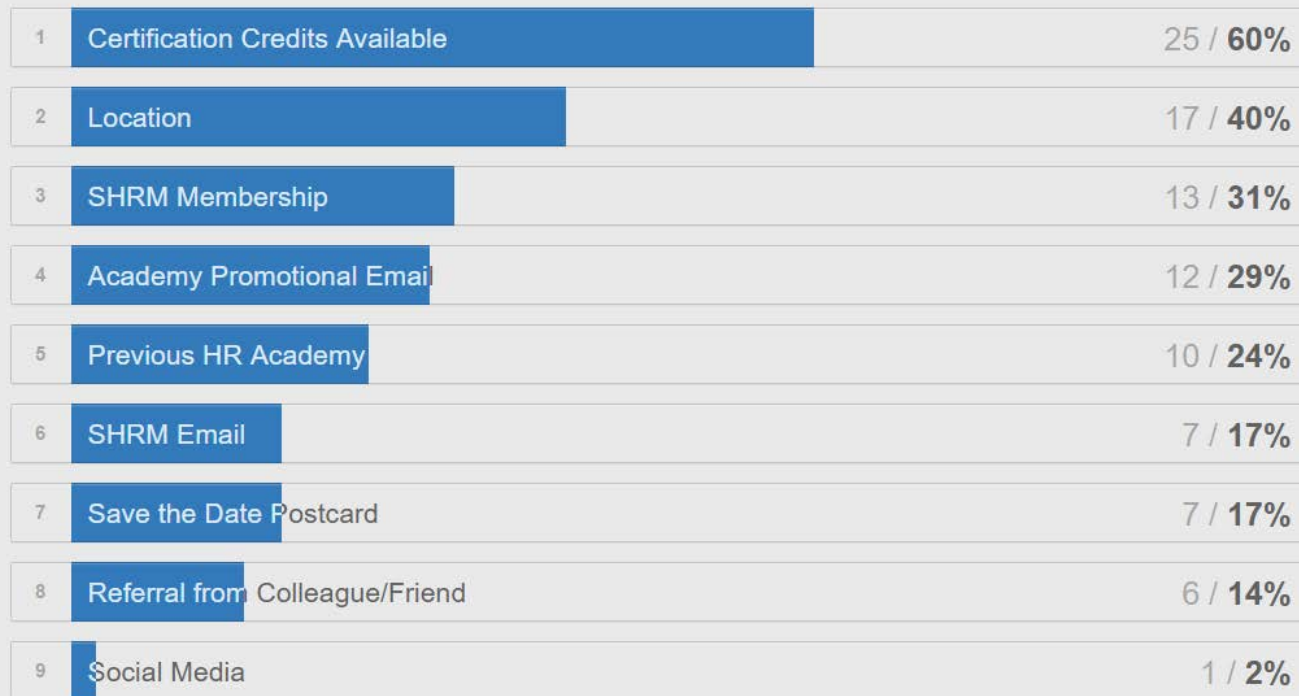
Have you been to an HR Academy in the past?		
First time	83	64.84%
Last year	15	11.72%
2 years ago	14	10.94%
3-5 years ago	8	6.25%
Over 5 years ago	8	6.25%
Total	128	

Which SHRM Chapter are you a member of?		
AK-Juneau-Douglas	1	0.78%
OR-Central Oregon	2	1.56%
OR-Douglas County	1	0.78%
OR - Lane County HRM Association	12	9.38%
OR - Lower Columbia HRM Association	1	0.78%
OR-Mid-Willamette Valley	4	3.13%
OR-Portland HRMA	46	35.94%
OR - Rogue Valley	4	3.13%
OR-Salem	3	2.34%
WA - Blue Mountain	1	0.78%
WA - Columbia Basin	2	1.56%
WA - Olympia SHRM	2	1.56%
WA - Seattle Chapter	2	1.56%
WA-Southwest Washington SHRM	2	1.56%
WA-Spokane/Inland Northwest	2	1.56%
Not affiliated with any chapter	21	16.41%
Did not answer	22	17.19%
Total	128	

2017 Spring HR Academy, Portland, OR | Evaluation Results

Which of the following influenced your decision to attend? (Check all that apply)

42 out of 42 people answered this question



Overall, how satisfied were you with the meeting?

42 out of 42 people answered this question

Average: 9.02



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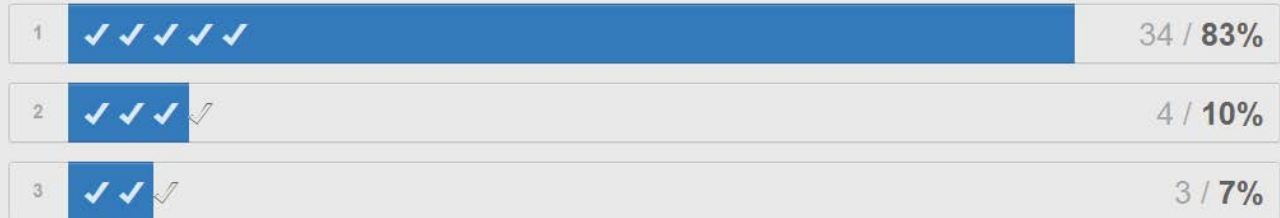
... the registration process?

41 out of 42 people answered this question



4.76
Average rating

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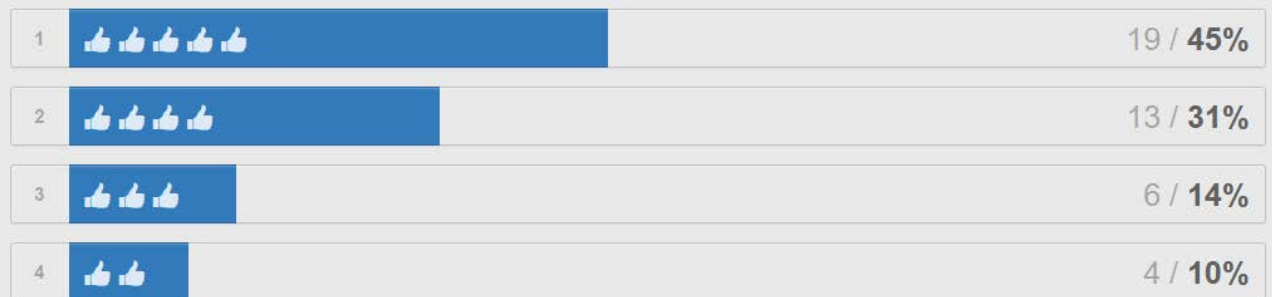
... the meeting facilities/hotel accommodations?

42 out of 42 people answered this question



4.12
Average rating

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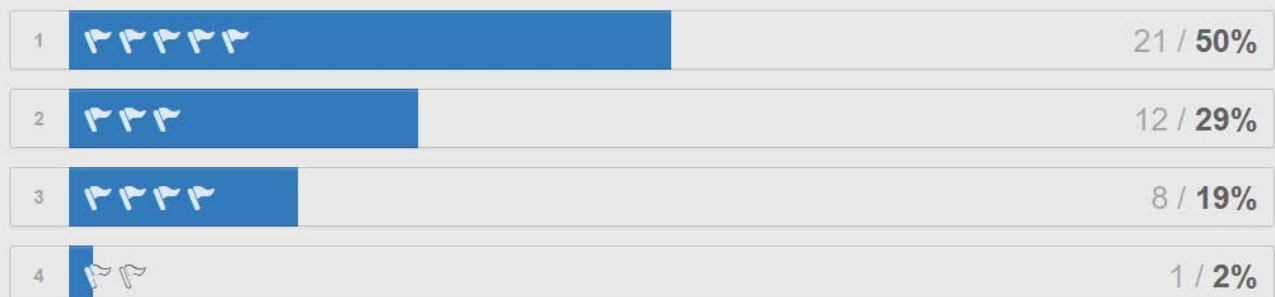
... the meeting location?

42 out of 42 people answered this question



4.17
Average rating

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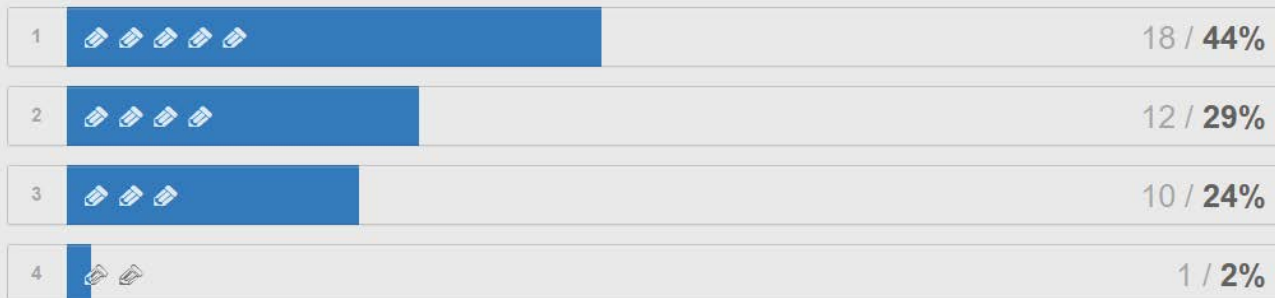
... the publicity/promotions?

41 out of 42 people answered this question



4.15
Average rating

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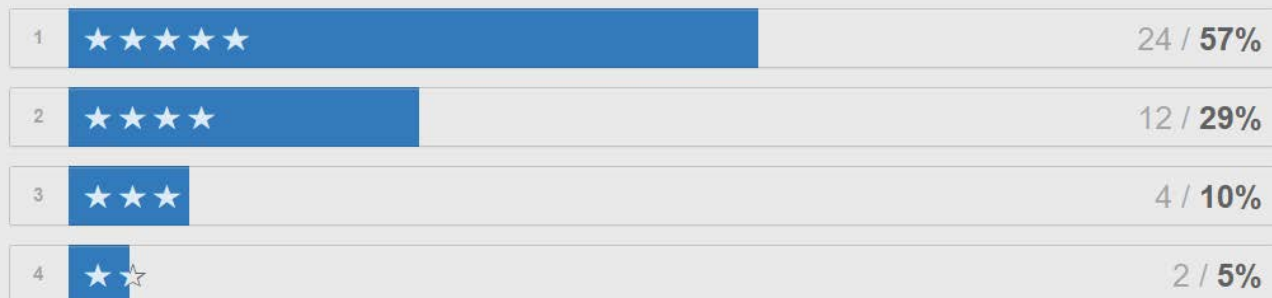
... the agenda/schedule of events?

42 out of 42 people answered this question



4.38
Average rating

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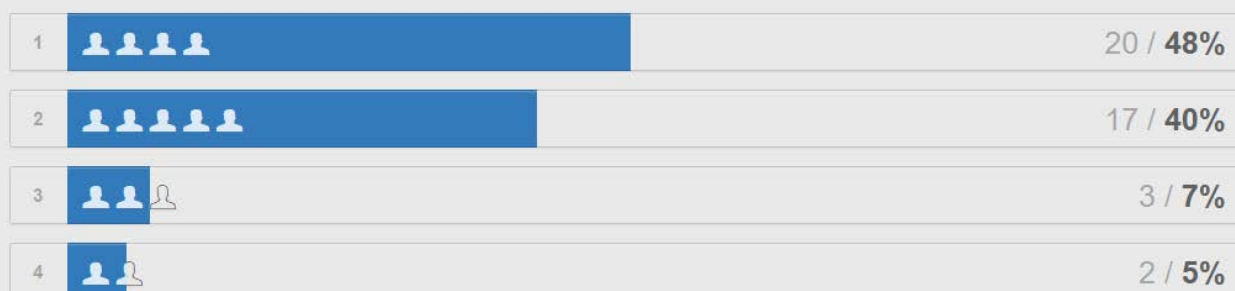
... the speakers?

42 out of 42 people answered this question



4.24
Average rating

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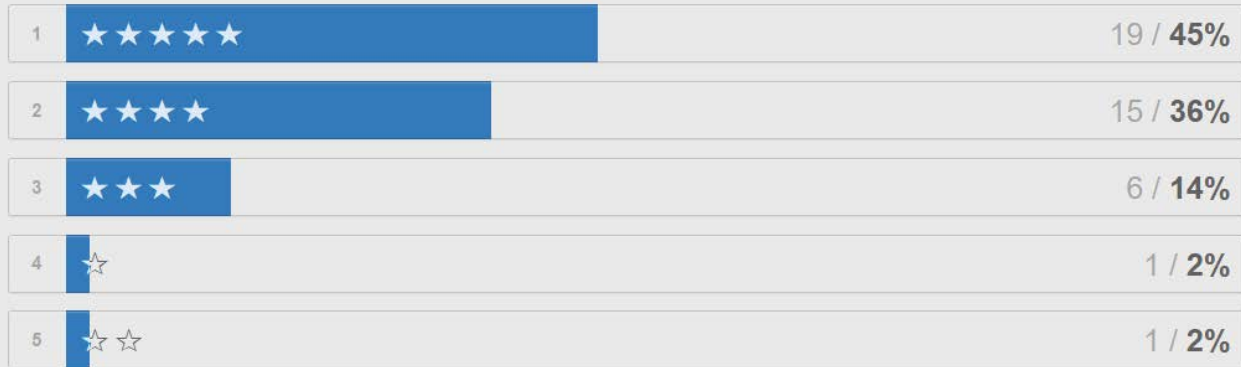
Please rate the workshops you attended.

Tuesday, April 11 | HR and Employment Law with Sean Ray

42 out of 42 people answered this question



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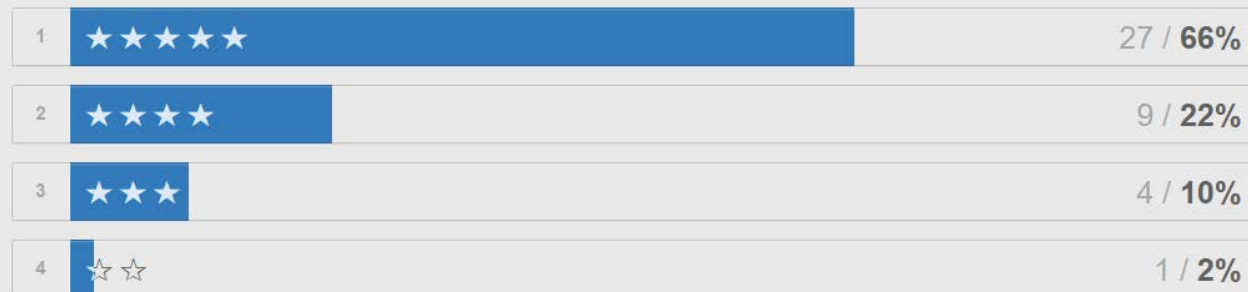
Please rate the workshops you attended.

Tuesday, April 11 | Recruitment, Selection and Placement with Deborah Jeffries

41 out of 42 people answered this question



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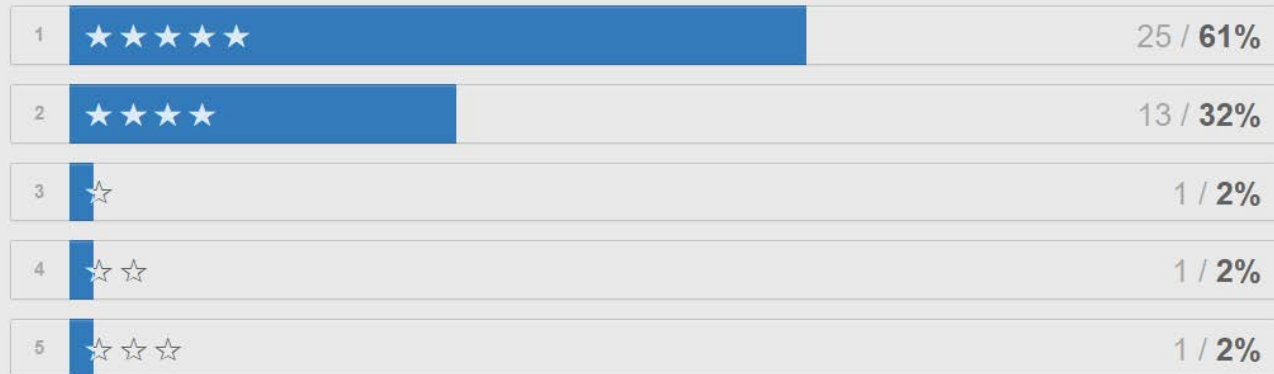
Please rate the workshops you attended.

Wednesday, April 12 | Employee Investigations with Kyle Abraham

41 out of 42 people answered this question



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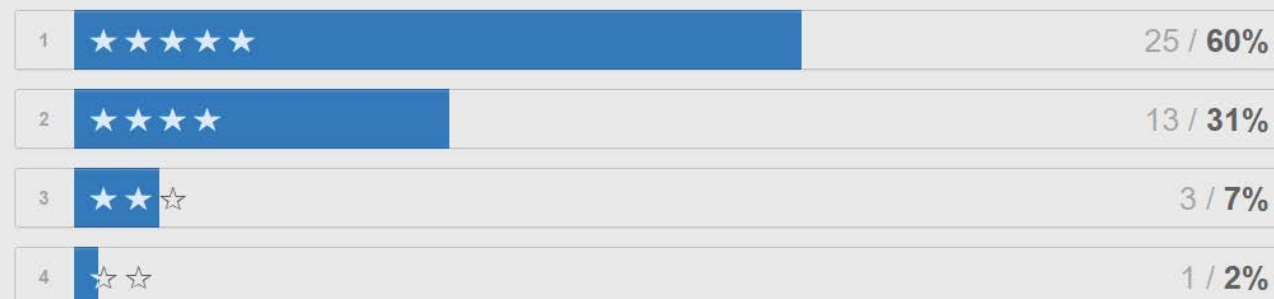
Please rate the workshops you attended.

Wednesday, April 12 | Performance Management with Deborah Jeffries

42 out of 42 people answered this question



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Please rate the workshops you attended.

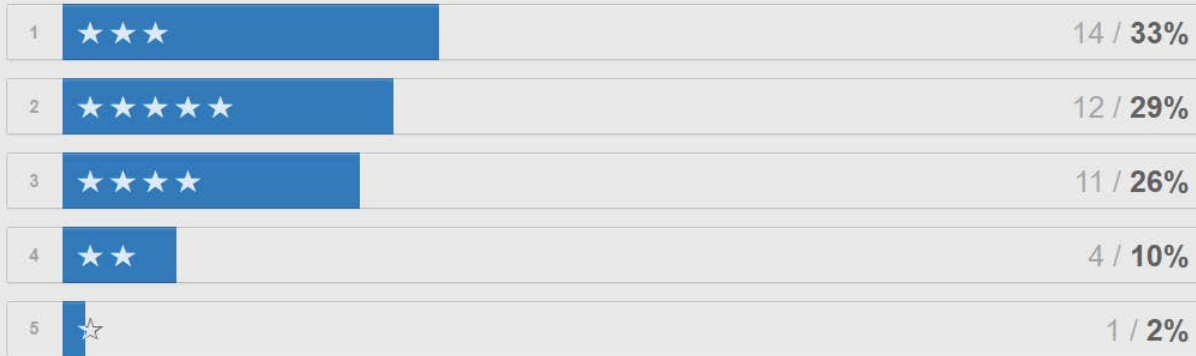
Thursday, April 13 | Employee Benefits with Kristine Bingham

42 out of 42 people answered this question



3.69
Average rating

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Please rate the workshops you attended.

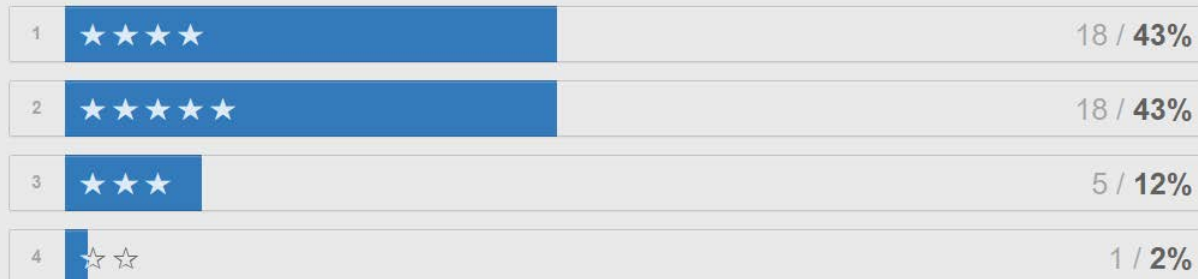
Thursday, April 13 | Compensation Administration with Judy Clark

42 out of 42 people answered this question



4.26
Average rating

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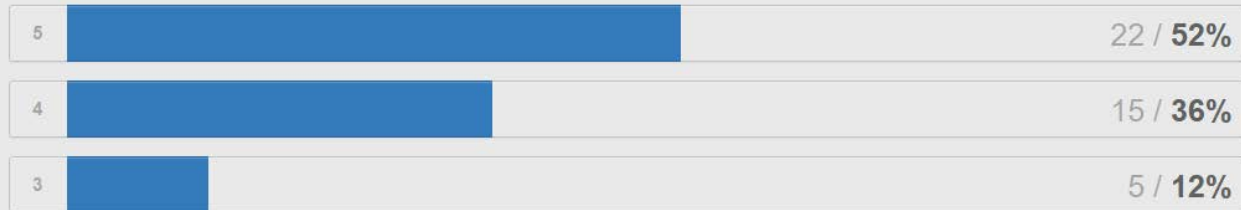
How well did the event meet your expectations?

42 out of 42 people answered this question

Average: 4.40



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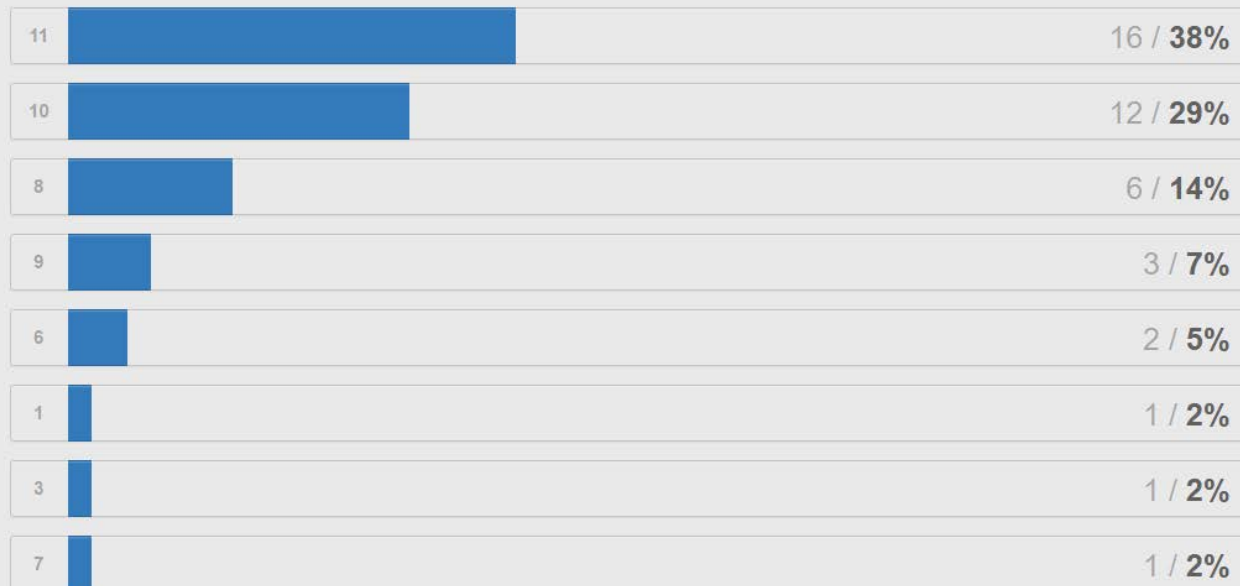
How likely is it that you would recommend it to a friend or colleague?

42 out of 42 people answered this question

Average: 9.38



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Why did you give it that score?

- I understand there's many different levels that attend the academy but sometimes the material is way to broad without enough substance. The investigation talk was good because it was really focused on singular subject
- Great speakers especially Judy and Debra!
- Overall the conference topics are well rounded. Most of the presentations were too long for the allotted timeframe. My suggestion is to eliminate a topic or add a 4th day. The 19.5 recert credit hours earned and low conference fees heavily influenced my decision to attend. The airplane noise was a bit distracting. All of the speakers were extremely knowledgeable on the subject matter. The legal pieces are a little dry. They could be livened up a bit by breaking into small groups or presenters acting out a mock scenario. For example, it would be a valuable experience for the investigation topic to be presented by a group of presenters acting out an investigation. I learn best by watching and follow up discussion about the process - including what went well, opportunities and explanation of the decision making process and follow up action. Overall, good conference!
- Very informative, great presentations, nice location and great food. Great flow of conference
- The presenters were knowledgeable and engaging; it was close to home for me; and affordable. The sessions were available to all unlike one day seminars which promote the "break out sessions" and I had to choose between two subjects that are both equally important to me.
- The conference was a great refresher for myself an HR person with 20 years of experience. All speakers had great information to share and keep me updated in changes happening and coming. All speakers were available for questions and took the time to answer the questions. Sean was the only speaker that I felt had way too much to present and lecture was very slow paced and are to pay attention. All of the other speakers were upbeat and keep my attention. The hotel room was comfortable, restrooms clean, and food good. The microphone was challenging to keep going, and the tech person was there to take care of. The hotel noticed things that were not working and corrected the next, the lunch food line. All staff very friendly and welcoming.
- I understand that the seminar was geared towards all levels of HR but some of the information was very basic.
- I would have liked to get through all of the Performance Management content, but the conversations ended up getting to deep into the weeds. Presenter focused a little too long on each slide (i.e. got through 4 slides in 1.5 hours). Great presenter, though!
- Overall this was a beneficial seminar full of refreshers for me. I don't know that I got a lot of brand new information but a lot of new ways of really strengthening the way we do things now and that is extremely beneficial.
- I felt this conference was very applicable to the HR Role. I didn't walk away feeling like most of the speakers' topics didn't relate or weren't practical (as I have in the past).
- Very impressed with everything from the speakers, their knowledge and ability to answer many questions, to the accommodations and the lunch and afternoon snacks. I would definitely attend again in the future.
- Topics, speakers, location
- Most of the speakers didn't finish their presentation. Although I have the slides, it still doesn't go into the information we missed and we're left guessing what the remaining slides meant.
- It is great to get in all of these credits at once, but it is painful to sit still for 3 days straight
- Very informative, great topics
- Tons of great HR info, but was almost to much information. Death by powerpoint, but needed to be.

- There was a lot of relevant and up to date information. It is also helpful to meet with others in the industry to share ideas.
- For some of the legal changes it would be nice to have a deeper dive. The mix of newbies in the group would leave some behind.
- I was extremely unsatisfied with the duration of the training's. I felt as though I spent the entire time sitting and I noticed most attendees looked very inattentive after about the first hour. Four hours in one sitting (with a short break) is very treacherous. I wish that there was more interaction. Additionally, a lot of the content was very bore some. I wish that the content was more specific to specific jobs.
- I feel that the program hit key topics, with key take-a-ways, had a convenient location. I liked that I could get the re certification credits I need for a year in a 3 day window and not have to leave the Portland area.
- I would have liked the option to have a standing desk, rather than sit down the entire day. Also to have the breaks be shorter, so it could end at 4pm. I think for seasoned HR Professionals, there was little new information.
- I feel these meetings are one of the best available in our area to obtain credits and learn updates.
- As a fair newcomer to HR, this conference was an excellent experience. Great training and information. I would recommend to any aspiring HR professional or to anyone looking to grow their knowledge in the field.
- Largely due to the hotel/meeting rooms. Not enough parking or restroom facilities, bad feedback from the mike system. Advantage=going to Ikea during lunch!
- This information was exactly what I needed being newer to HR. Both my co-worker and myself got what we needed and the information was very timely.
- Over all I thought this seminar was well rounded and with a lot of information. Being a church some of it was not geared to us but yet it gave us something to think about. I have already referred it to other HR friends.
- Great information and networking.
- Great material and presenters.
- I found the legal sections very useful but the other presenters seemed to be speaking anecdotally a lot of the time
- The speakers were knowledgeable although some times hard to hear. I feels that a snack should be offered in the morning. It is a very long stretch to noon.
- I wish topics were broken into smaller segments. It's difficult to listen to one speaker for 3+ hours on one major topic. But overall, very satisfied with conference and credits received.
- Comprehensive information from engaging presenters
- Great speakers, good location and topics were in a great sequence.
- Would recommend to as many as I can
- It was exactly the right length of time, with exactly the right topics, and exactly the right presenters.
- Great information for HR
- The conference was excellent. Relevant, current topics, with excellent speakers. It was pretty expensive, which may be prohibitive for some, but I would recommend it to all HR professionals.

How can NHRMA improve your overall attendee experience at the HR Academies?

- This may sound trivial, but breakfast would have made it nicer.
- The talks could be better if speakers did a real quick overview of subject matter and spend the last 2 hours with very specific in depth discussion with typical HR problems
- Not sure if you can but the buffet took so long to get through. I always sat in front and by the time I was able to get my lunch I only had 35 minutes to eat, use the restroom and check in with my work!
- Hold all attendees accountable. Disappointed at attrition of attendees at end of day. Should be sign sheets to earn certification credits
- Offer a continental breakfast
- Have a light breakfast would have been nice.
- I really enjoyed the food, location, speakers.
- Presenters to make sure they can complete their material. I would really like to have heard the rest of Sean's information and Debra's.
- Maybe next time pick a hotel that won't be having simultaneous conferences so it's easier to listen and without distraction. It would also be nice to have a morning snack available. I had to leave my morning location VERY early in the morning and sometimes had no time to eat to arrive each morning on time... Thanks!
- Reduce the cost a little more for non-profit agencies.
- Make regular sound checks in all areas of the room, take into account distractions from other rooms or overhead noise (planes). Provide electric connections to over 1/2 of the room for the participants who have devices and did not print their materials.
- Ensure speakers are on time and have a presentation that will fit within the timeline given.
- Offer standing tables in the back so we don't have to sit so long. Increase the number of presenters- maybe 12 instead of 6. Each topic was horribly drawn out.
- Continue to offer great conferences with informative topics/subjects
- More breaks.
- It would be great to know which attendees would be interested in going to dinner together each evening. If you asked at the end of the day for anyone interested in developing plans as a group to gather for a moment it could create tremendous networking opportunities.
- Keep having presenters like Kyle Abraham. He was outstanding. When I googled the event it didn't come up in my search; this is a must. Have a referral discount. Allow people to sign up by day for specific topics
- I would have liked spending more time on the Laws section, as that drives so much of what we do. I feel like there was so much information, that meaningful information was skipped in all of the topics.
- It would be nice if there was a new to HR level and a seasoned level. Possibly have the new group have one day to themselves to get some basics in?

- Look at other locations besides Portland to host the events
- Several different presenters, particularly on the first and last days, seemed very pressed for time. They either rushed through important slides in their presentation, or entirely skipped sections near the end. This was very disappointing. Additionally, the room temperature felt like it fluctuated drastically throughout the day. Finally, the vegetarian meal on day 2 was a modest garden salad while everyone else had sandwiches. Would have preferred a grilled vegetable sandwich, mushroom or bean burger, or something more satisfying.
- Keep up the great work. It ran so smoothly!!
- It would be helpful to receive certificate at the event.
- If possible add more information for non/profit business (churches).
- "The only suggestion that I have would be for there to be maybe three classes during one of the days. For example, during the benefits class it felt that she had a lot of ""filler"" to make it 3 hours, 1.5 hours and add another class would be more fruitful. Also, with benefits there are vast differences in public employers and private, having two separate classes (at the same time) would be more beneficial to all of us. And I wanted to point out the Deborah makes some good shadow puppets when she talks with her hands in front of the projector!! :) :) Made me giggle!"
- Better sound set up. A snack goes a long way to keeping people happy and not focusing on their empty stomach. The seminar is expensive and a snack would only add a few dollars.
- Honestly can't think of anything, except a hotel with better parking options.
- Have one day events instead of 3 days.
- Great topics & speakers plus close to home
- The construction at the hotel caused a few problems for me. The hotel was very quick to remedy, but I heard other comments the same. There is no way to get all six sessions to be relevant to everyone, so having a variety of topics is great. Deborah was one of the very best speakers I have ever heard in my life! If she's in it, I will try to come!

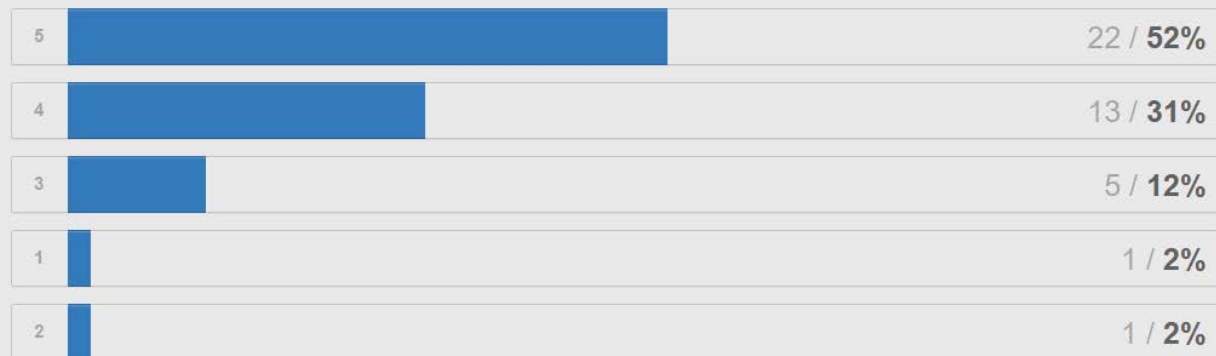
How likely are you to attend another HR Academy?

42 out of 42 people answered this question

Average: 4.29

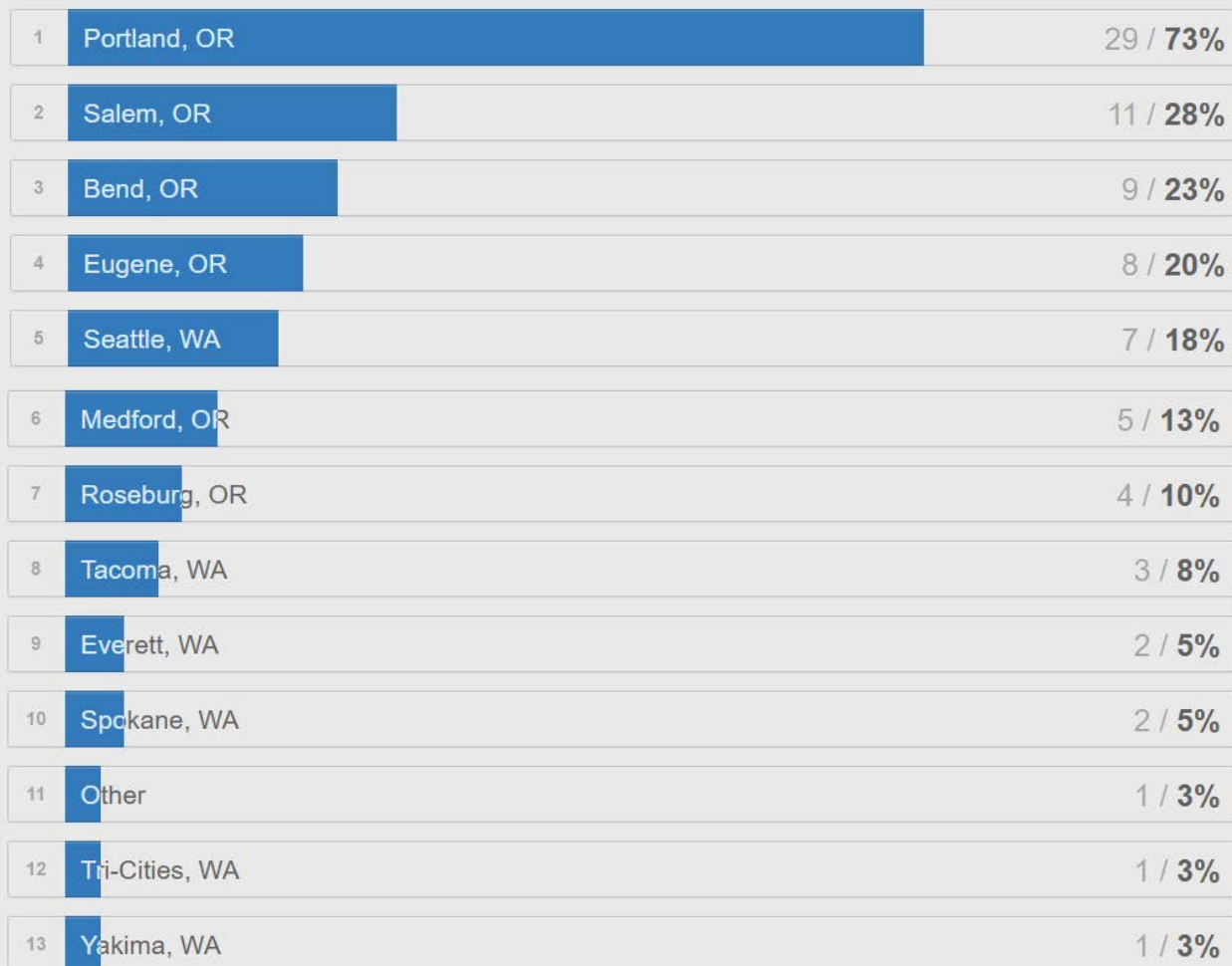


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Where would you suggest hosting future HR Academies?

40 out of 42 people answered this question



Other: Beaverton, OR