# **NHRMA STRATEGIC MEETING**

**January 16-17, 2015**

## **Day 1: Back to the Basics**

**Why Board Members are Involved with NHRMA**

* Networking
* Next level of progression
* Conference
* Required
* Connection

**Issues**

* Confusion as to what is role
* No membership
* Lack of understanding as to what it is, what it does
* Lack of knowledge of what NHRMA does other than the conference
* Lumping it with SHRM

**Observations from the Incoming/Outgoing Board Survey**

* Maximize group experience
* Desire to learn and refine roles
* Camaraderie
* Common goals
* Not enough to do all they wanted to do on the board
* What do you want of me
* Communication
* Lack of board engagement in social media
* Newsletter awareness
* Website – lack of use
* What is the most visible to people: conference, website and social media
* What is the expectation
* Relationships
* Development opportunities
* Why should I care about NHRMA?
* How do I as a \_\_\_ add value?
* Why is it important that people learn about what is NHRMA? If they are attending and we have no membership, why?

**Discussion Items for Day 2**

**Priority A**

* Conference highlight of NHRMA –what it should look like in the future
* Goal setting for the year
* Education of NHRMA Benefits to those we serve
* College Relations – clarity between Pac West and NHRMA Student Conference

**Priority B**

* Improve perception about awards why important, how to get more application
* Succession planning for NHRMA and State Council
* Expectations for SC Directors when they join the board
* Communications and Technology – website, social media, newsletter
* HR Academies – improve content

## **Day 2: Specific Item Discussion and Collaboration**

**Impact of NHRMA as the Only Entity of its Kind in SHRM’s Structure**

* Networking, collaboration within the 3 states
* Local connection to HR professionals
* Feel more connected to SHRM because of NHRMA
* We are one step closer to SHRM
* Having representation with a larger base within the region
* We are big states but widespread
* CA overwhelms the PacWest
* Additional benefits for members
* More leadership development, having the ability to serve at regional level for 6 more years
* Being an outlier, where do we fit in, have to educate SHRM leadership often

**State Councils**

* Include Director-Elects in our meetings and look at having them attend to get them educated on what NHRMA is before they get to their roles
* Update the NHRMA Advantage presentation – Patty, Patty, Lisa Dean. Include the What’s in it for me – how much $ we have invested in each chapter, award winners, etc. to make NHRMA’s impact more visible and real
* Attend SC meetings to provide the NHRMA presentation
* Orientation for new board members
* Be clear on the goals for the SC Directors after each meeting – what to communicate to the SC Board, what to share with chapters, what to communicate and provide them with the information needed
* Information to include on presentations to State Councils
  + Initiatives and goals
  + What’s in it for me
  + Am I a voting member?
  + Can I speak up or just listen/report?
  + Action items to SC presidents on what to do
  + What do you want me to bring back to the NHRMA meeting
* NHRMA Meetings
  + State Council Directors to give meeting dates to Lisa Dean –except AK who already has presentation scheduled
  + Ask at the end –what are the action items
  + As SC Directors, this is what you need to do – make that as part of the minutes
  + Have SC Directors also take notes of their own action items
* College Relations
  + Motion approved to reinstate the 2015 Student Conference
    - Determine date
    - Engage host college, form committee and start planning
  + Future State: 2016 and Beyond – some perceptions and beliefs
    - Perception on the PacWest that NHRMA doesn’t want to play well with the rest of the region, NHMRA is not supportive and doesn’t participate nor offers opportunity to participate
    - Important to remember that student chapters are affiliates of SHRM, not NHRMA
    - Purpose of having the students is to provide info, networking opportunities, development so they can get their first job in HR, being exposed to more states, people, etc. That is what the PacWest regional conference is about. Every state has the same financial issues to attend the conferences depending on where they are, not specific to NHRMA Region
    - Do chapters and SC have funds available to support the student chapters?
    - Important to partner with the advisors and build the relationships for long-term success and collaboration for the benefit of the students
    - Who is running the show? Advisors have been running this over the past few years – clarify roles
    - SHRM Student Conference – what has been the participation? CA, NV, ID, (MT/WY don’t participate in case competition), occasionally Hawaii may participate
    - 2014 conference was the best we had – we outranked all the other conferences
    - When SHRM has the conference in the NHRMA Region we partner with them, when not we can then support the students to go to the NHRMA PacWest
    - Questioning why the NHRMA Student conference is under such scrutiny. It could be said the same of the impact that the NHRMA conference has on regional members attending the SHRM Annual Conference
    - Perception that CA always wins, so why bother?
  + General style of the conference – increasing # of teams from 16-28, doing the virtual case competition in advance vs the day of, one-on-one mentorship, presentation by a Young Professional, keynote speaker Jon Petz and leadership/transitioning
  + NHRMA pays full cost of attending SHRM conference, SHRM pays $2,500 to the winners
  + Are we doing what is in the best interest of the students?
  + Maybe next year we can support students to get to the SHRM Student Conference so they can get their merit award points
  + SHRM’s requirements is that they need to send the student president or representative, not to compete. We could sponsor a student from each student chapter similar to the SC or chapters sending one rep to the Leadership Conference
  + Risk of non-renewal of affiliate agreement with SHRM because of the role of the student conference
  + SHRM has dropped the ball sometimes in our region, same in 2014, we have had that 3 times. SHRM needs to make some commitments with us, we have history and past experiences that have not been totally positive, need to find a date that works for the schools in our region.
  + Advisors –if we cannot support a student conference, how can we support the students. NHRMA conference is a good way in which to achieve that
  + Timeline – end of February
  + Dates: SHRM needs to plan for date that works for most –this year the date of the conference is during finals week for our schools
  + Improved service to students – need to determine
    - Do something at each school?
    - Option to send the students to any of the student conferences
  + Actions include forming a committee led by Ophelia with CR Directors for the 3 states, get input from advisors and buy-in, help them understand the intent, commitment to participate and what can NHRMA do for them

**EDUCATION ON NHRMA BENEFITS**

* State Councils/Chapters – The NHRMA Advantage presentation for SC/Chapters
* Communication:
  + Branding
    - State Council
    - Chapters
    - Members and at-large
  + Credibility
  + Methodology
    - Newsletter
    - Social Media
    - Elevator speech
* Reach out to students in communications to develop a marketing strategy as part of a school project
* Pro
  + Recruitment of board members and volunteers
  + Interest level high
  + Create a WIIFM document for NHRMA
  + State Councils, SHRM and chapters to know who we are
  + Free to be a part of NHRMA benefits
  + Attract at-large members
  + Recertification – people gravitate to SHRM programs
* Ideas
  + Add SHRM logo
  + Add structure based on Diane’s presentation in the morning
  + Add SHRM-SCP completion rates when available and that our programs are both HRCI and SHRM certified
  + Add financial investment, number of people benefitted and getting awards
  + Only regional organization of its kind
  + Provides additional leadership opportunities
  + No membership, collaborative entity that does all of these things
  + Customers are SHRM members in 3 states
  + Non-profit 501(c) 6 – get no funding from SHRM, self-sustaining volunteer board
  + Volunteer board
* Action items
  + Patty and Jeanne to get together, delineate materials and create communication plan

**2016 CONFERENCE**

* Sept 7-9, 2016 in Bellevue, WA
* Benefits
  + Cost-sharing structure
  + Networking opportunities
  + Grow membership
* Action
  + Develop benefit statement to encourage chapter/state council to host
  + Potential of partnering of several small chapters
  + Instead of WA doing their own conference, they host it for us but make it $ attractive
  + Actions
    - 1/25 Document WIIFM including financials
      * Educate chapters: CS vs their duties, breakdown of profits, small chapters can join together, student chapters,
        + CS gets 10% of the profits
        + 166,000 total gain
        + Total admin planning $50K, expenses 282K
      * Creative and innovative
      * Menu
      * Programs
      * Theme
      * Approve graphics
      * Sponsors
      * Volunteers
      * Monthly meetings
      * Networking
      * SHRM Certification – get points? Verify with HRCI
      * Leadership development
      * $ not motivating for the larger chapters with money,
      * Membership additions after conference – how many new members after the conference
      * Bringing business to your community
  + 2017 – two Oregon chapters have expressed interest
    - Share with WA before their Strategic Meeting
  + Future:

Adding types of education that will help us with SHRM-SCP and SHRM-CP

Use this as a template for promotion 2017 and beyond

Oregon for 2017 and 2019

**COMMUNICATIONS**

* Market NHRMA better
* Target broadest audience possible, do what is currently being done, implement AK Best practices
* Social Media, increase following, gather metrics – include others to post
* Get in touch with SC Communication Directors, is there anything else we can promote, etc.?
* Tell people who we are, promote conferences and events
* Who we are and promote what we do
* E-Blasts
* Newsletter
  + Advertise conference
  + Advertise academies
  + Educational
  + Photos
  + Award winners
  + Recruit volunteers
  + Highlight winners of SHRM Foundation grants
  + Strengthen the link between NHRMA and SHRM
  + Try hard copy newsletter
  + SC: how can they contribute to the newsletter since this goes to their members
* Comments on newsletter
  + Update on what everyone is doing
  + Board is probably the only one that reads it
  + Paper format was probably read more
  + Add photos
  + Promote articles for students, chapters, states, events,
  + Purpose: engage our membership
  + Social Media campaign
  + Add Instagram?
  + YP and SocMedia

**AWARDS**

* Not enough people applying or being submitted
* Perception of honor in receiving the award, therefore no interest
* Picture taking at conferences
* Application process may be daunting – form committee and review
  + Who, why? Interview people?
  + Lisa, Ophelia, Patty B and Patty H
* Nice to have a slate of people or programs to consider from
* Cultivate an element of exclusivity and pride
* Brand the awards – suggestions for an overall tagline for awards
  + Spirit of NHRMA Awards
  + NHRMA Excellence Awards
  + NHRMA Achievement Awards
    - At the conference, make it a bigger splash
    - Put their picture
    - Conference awards: looking at it now, need to look at it soon
* Send letter to their boss
* Prepare a press release to send to their local newspapers

**HR ACADEMIES**

* Intent is for entry to mid-level type audience
* Noticing that about 50% of attendees are managers and above
* Review surveys after each academy, analyze if the level of people’s experience is an issue
* Some attendees may just go for the credits
* HR Academy description on AK site mentions higher level professionals as part of the audience –need to remove that part
* Download CVENT’s attendee feedback questions and send surveys to Mary and Melissa
* Correct order of topics in the agenda – notify CS
* Curriculum:
  + Order of presentation
  + Patty B, Lindsey,
  + Can we use SHRM Body of Knowledge to help us determine curriculum?
  + Develop core learning objectives for each area, plus specific Alaska laws

**CLOSING COMMENTS**

* Benefitted from SC Director clarification – knowing you have to turn around and provide info to your chapter presidents, report more on what NHRMA is doing
* Better understanding of the role of the SC seat on the board
* Obtained more clarification of everyone’s roles and expectations, putting faces and names
* Good brainstorming and dialogue –getting on the same page and actions to be taken
* Lot of passion of what we are doing – feel good about what we are doing, improve or do current stuff a little bit differently
* Favor of continuing a positive relationship with SHRM
* Feeling more a part of the group than before
* New members are very valuable, new ideas and questions, share history, good that people have a better understanding
* We can be very diplomatic and transparent
* Absorbing information, very impressed with people on the board
* Have five and a half pages of ideas to share with the SC or info that they didn’t know before, sharing info with SC Director

# NHRMA ACTION ITEMS

