

President & Vice President Report & Discussion

April 7, 2019



Platinum Excel Award

SHRM
EXCEL
2017



Foundation

- Virginia was **6th** among all state councils for total annual contributions to the Foundation in 2018 (our total was \$12,714).
- In 2018 the Foundation awarded **\$8,500** in scholarships to **nine HR professionals in Virginia**.
- Congratulations also to **NOVA SHRM** which was **21st among all chapters** with \$5,275 in contributions to the Foundation!

BETTER WORKPLACES, BETTER WORLD

Getting Talent Back to Work

CREATING OPPORTUNITIES FOR WORKERS
WITH A CRIMINAL RECORD.



STUDENTS AT CONFERENCE

- James Madison University
- Liberty University
- Old Dominion University – sponsoring Emerging Professionals reception
- Frostburg State University, MD



One University. A World of Experiences.



Engaging At-Large Members

- HR Virginia booth in the Exhibit Hall



Tours Available – check email

- Wilson Workforce & Rehabilitation Center is mentioned in the article "Scaling Up Skills" in the Spring 2019 edition of the SHRM HR Magazine."
- <https://www.shrm.org/hr-today/news/hr-magazine/spring2019/pages/default.aspx>
-
- Nate Mahanes contact info is: cell (434) 515-0061 email nate.mahanes@dars.virginia.gov



Staunton, Virginia
January 10-12, 2019

POST CONFERENCE SURVEY FEEDBACK

- 96 registrants; 88 attendees; 33 survey respondents (37.5% response rate)
- Conference overall: **87%** rated “excellent” or “very good”
- Net promoter (would you recommend to/for other volunteer leaders?): **96%**
- PRO: Location/venue
- CON: Lack of space during dinner/lunch



POST CONFERENCE SURVEY FEEDBACK

- “Great information.” “Snow impacted attendance” [several comments]
- Everything needs to be more engaging. Too many sessions were just sitting and listening to someone talk to us. It would be nice to have more handouts for note-taking and interactions with other professionals outside of meal time.
- Some of the sessions felt a little freeform which is good and bad. They felt social and open for discussions and feedback, but sometimes you just want a rule book or some structure too.
- Encourage repeat members to meet first timers as there just seemed to be a lot of cliques. For example, if you have three people from the same company, sit at different tables which improves networking and makes first timers feel included.

HRVirginia Demographics



Demographics of HRVirginia

Silent Generation (74+)	<1%
Baby Boomers (+55)	26%
Gen X (40+)	40%
Gen Y / Millennials (25+)	18%
Gen Z (<25)	<1%
(Unknown – 15%)	

Demographics of HRVirginia

White 58%

African American 13%

Hispanic 3%

Asian/Pacific 3%

Other <2%

(Unknown – 21%)

Female 75%

Male 15%

(Unknown – 10%)



Demographics of HRVirginia

Type of Company Employed

For-Profit	46%
Non-Profit / Gov't	27%
(Unknown – 27%)	

Company Size

1 – 24	11%
25 – 499	44%
500 – 2499	18%
2500 – 9999	12%
10000 +	14%
(Unknown – 5%)	



2019 HRVirginia Survey Feedback

Demographics from Survey

of Participants

197

Represents 5.6% Chapters & 1.4% Statewide

Professional Status:

Manager/Director/VP/C Level

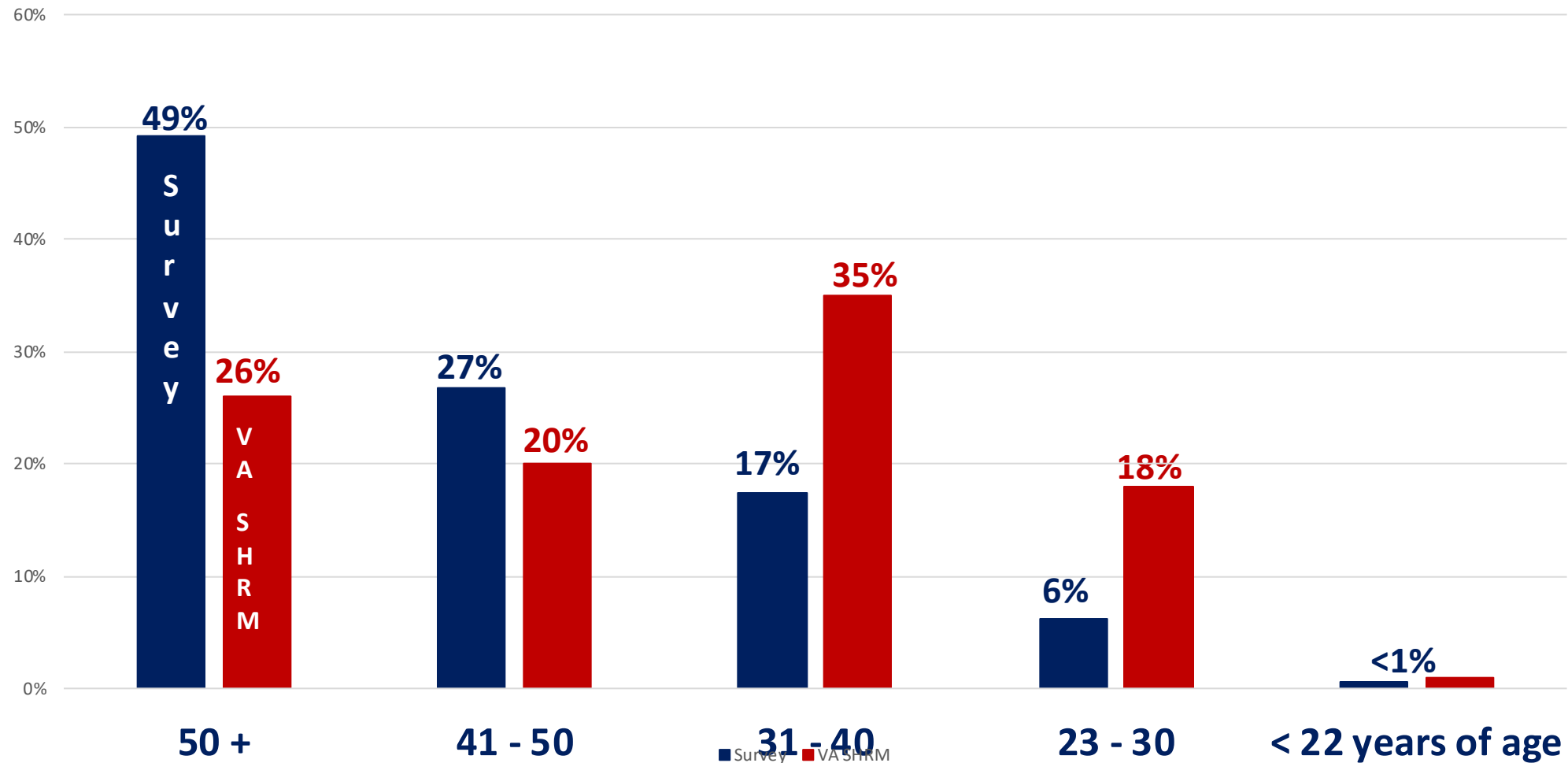
55%

HR Generalist/Specialist/etc.

45%



Current Age Status: Survey vs HRVa



Demographics from Survey

SHRM Membership

SHRM	87%
VA SHRM	92%

Volunteer Roles

SHRM	34%
Other than SHRM	55%

Other Organizations you attend / member:

- Chamber of Commerce (12)
- CUPA (7)
- Association of Talent Development (7)
- IPMA (4)
- Rotary (4)
- VA IPMA (3)
- Rotary (3)
- Workforce Development (2)
- HR Alliance (2)

If a previous member, what made you leave?

Areas We Can Have An Impact

- Additional **cost** to be a chapter when already SHRM member (2)
- **Value for the money** (2)
- I'm still a member, however, I seldom attend – speakers/topics seldom change.
- We didn't have a vote on chapter policies

Areas Out of Our Control

- Work demands
- I moved to another state and still deciding which chapter to join

If not a member, what would make you join?

Areas We Can Have An Impact

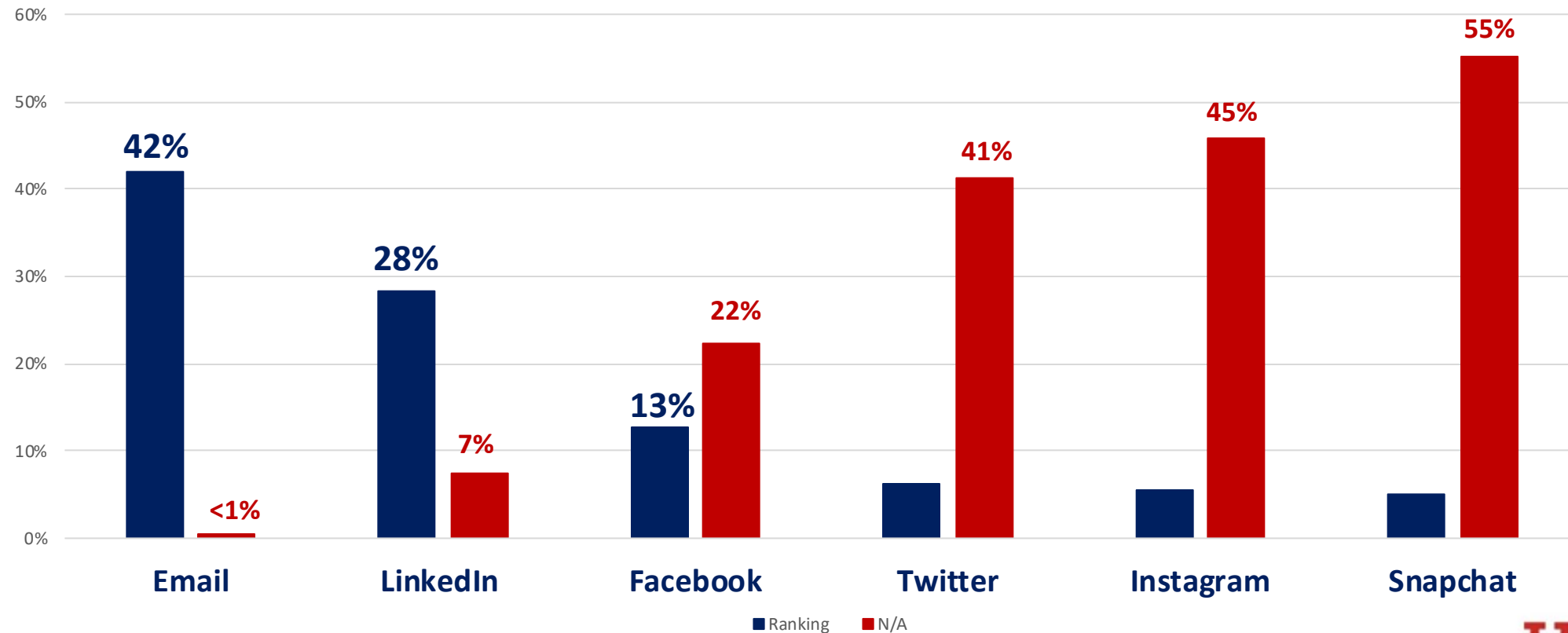
EDUCATE & COMMUNICATE:

- I don't really know much about this; what a member would do
- Opportunities for professional growth/development; discussion groups
- Depends on time commitment
- Location & Ease of meeting times
- Networking
- Knowing how it would benefit my current or a potential future position in HR
- Relevancy to today's topics
- Low or no cost

Areas Out of Our Control

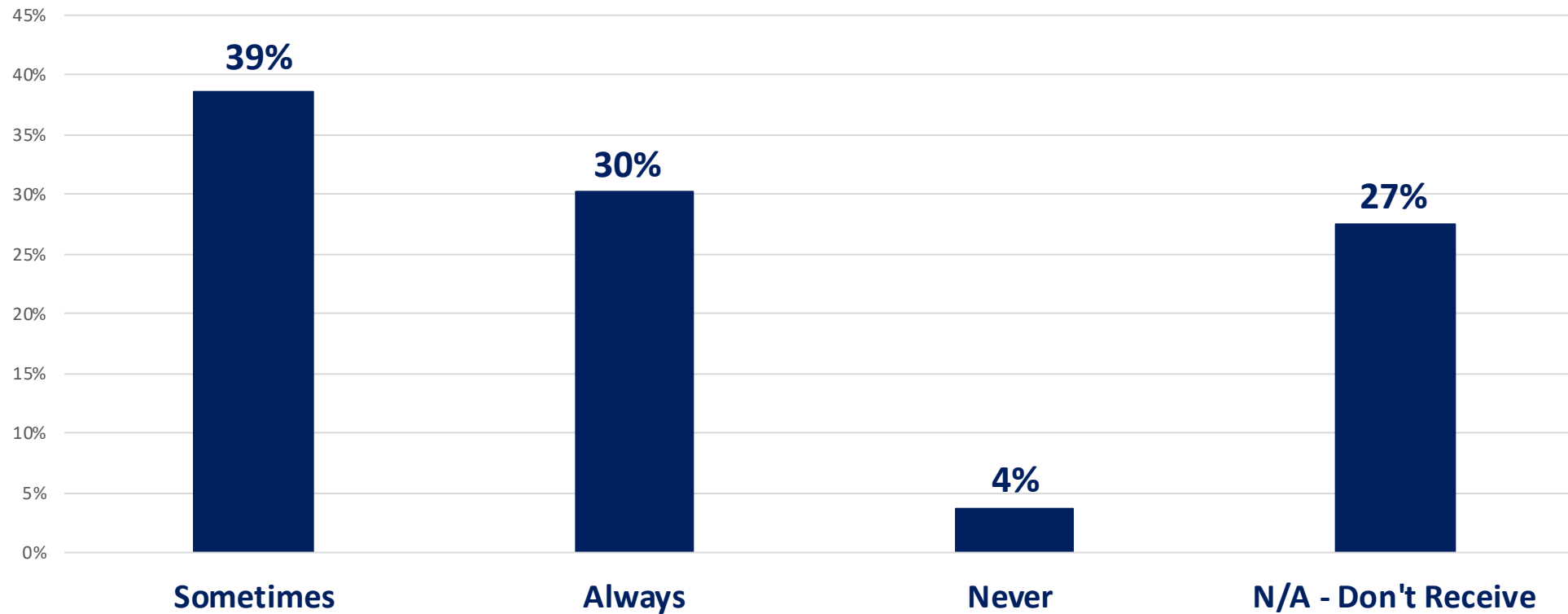
- N/A

Social Media Preference Ranking / Non-usage



'HR Virginia Today' Magazine

71% (135) Receive



What do you like about the magazine?

- Articles (34)
 - Regional/State Information; from my HR peers (9)
 - Interesting & Relevant (7)
 - Events & Photos (6)
 - Current Topics & Trends (4)
 - Best Practices (2)
- Information on Events/Conferences (3)
 - Speakers

What would you change about the magazine?

- Articles (35)
 - Modernize it! Too long - Use less text; more pictures/charts
 - How to move organizations & the HR profession forward
 - More interesting & relevant; not inundated with advertisements
 - More up-to-date Topics & Responses to Trends
 - Broader range of perspectives across generations
 - Really I get all I need from the SHRM magazine - haven't found the VA magazine helpful
- More information on Events/Conferences/Speakers
- I'd like to receive it digitally rather than hard copy
- STOP IT! (3)



Beth Rush, Special Project Director



Recommendation: publish one print edition of *Virginia Human Resources Today* per year.

Purpose/Timing: to promote the Annual Conference.

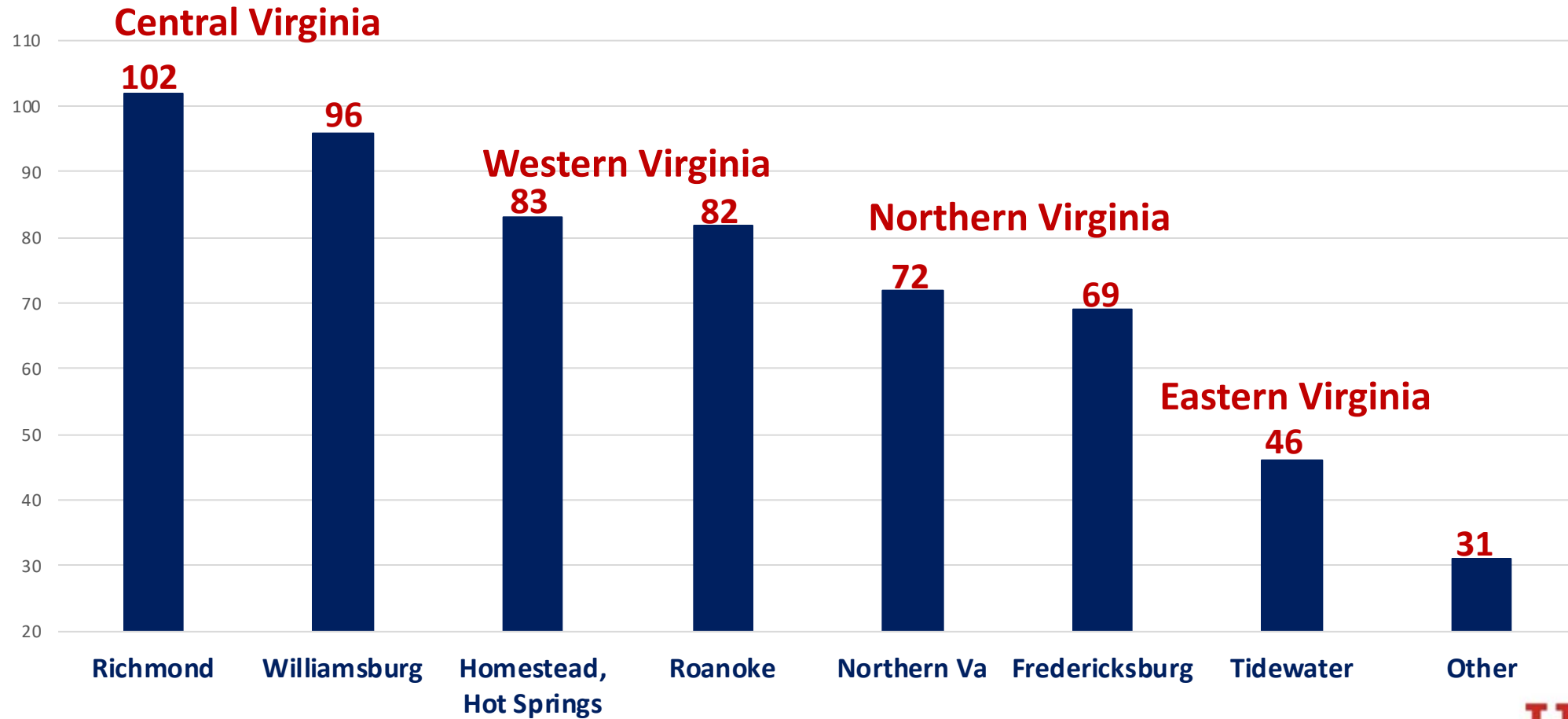
Benefit: Distribute at Annual Conference to support the sponsors, exhibitors and speakers.

When? Beginning in 2020

State Conference



State Conference Location Preferences



State Conference Days of the Week Preferences

Any days of the week: 38%

Wed-Thurs-Fri: 8%

Mon-Tues-Wed: 7%

Thurs-Fri: 7%

Sun-Mon-Tues: 5%

HRVirginia should CONTINUE...

- State Conference (29)
- Communicating pertinent info; legislative changes (18)
- Leadership & Professional development / recertification credits (11)
- Provide strategic support to chapters re: operations, programming and membership strategies (8)
- Magazine (7)
- Networking needs of HR practitioners (5)
- Asking for input (4)

HRVirginia should START...

- More accessible sessions around the state or webinars (12)
- More involved with the chapters; attend meetings; provide more assistance/resource (9)
- Become more Generational centered (9)
- Influence with legislation – “Our voice” – explaining new laws
- Social Media: provide more access & standardized guidance; meetings using social media
- Conferences: more conferences, with fresh perspectives

HRVirginia should STOP...

- **State Council**

- Not making new SC members feel welcome – too many cliques (3)
- Having meetings that don't include training and development
- Too many SC meetings; scheduling during the week
- Printing the Magazine; go digital
- Everything is about raising money for the SHRM Foundation
- Same people recycled on the board for 15 years, need new perspectives to appeal to younger career professionals



4th Quarter SC meeting AND SHRM VLS

Usually, 4Q SC meeting is last Friday of October. In 2019, this meeting will be in Northern Virginia. Principal business: election of officers

SHRM VLS
is every
November

Thurs
Nov. 14

- A-Team visit to Capitol Hill
- Reg Bus Council mtgs
- State of Society + reception

Thursday evening -STATE
COUNCIL MEETING

Friday
Nov. 15

All day: VLS

Saturday
Nov. 16

Half-day: VLS

Sat. Afternoon -
STATE COUNCIL
MEETING

Note: Thanksgiving is November 28, 2019

HR VIRGINIA STATE COUNCIL ANNUAL CALENDAR		2019												2020																	
		January		February		March		April		May		June		July		August		September		October		November		December		January		February			
		Jan 1 - Jan 14	Jan 16 - Jan 31	Feb 1 - Feb 14	Feb 15 - Feb 28	Mar 1 - Mar 14	Mar 15 - Mar 30	Apr 1 - Apr 14	Apr 15 - Apr 30	May 1 - May 14	May 15 - May 31	Jun 1 - Jun 14	Jun 15 - Jun 30	Jul 1 - Jul 15	Jul 15 - Jul 31	Aug 1 - Aug 14	Aug 15 - Aug 31	Sep 1 - Sep 14	Sep 15 - Sep 30	Oct 1 - Oct 14	Oct 15 - Oct 30	Nov 1 - Nov 14	Nov 15 - Nov 30	Dec 1 - Dec 14	Dec 15 - Dec 31	Jan 1 - Jan 14	Jan 16 - Jan 31	Feb 1 - Feb 14	Feb 15 - Feb 28		
REQUIRED REPORTS AND SHRM AWARDS DEADLINES																															
SHAPE		★				★												★								★					
Excel Awards						★												★													
Pinnacle Awards																		★						★							
State Council & Chapter Leadership Information Form (S/CLIF)																								★							
REQUIRED MEETINGS																															
Regional Business Council (Director, Director-elect, 1 CLA)				★																		★		★				★			
Volunteer Leaders Summit		★						★						★						★		★		★		★					
Quarterly State Council meetings (3 of 4 needed for payout)		★						★						★						★		★				★					
Election of Officers		★																		★		★									
Budget preparation & adoption (*)		★																								★					
ANNUAL CONFERENCES																															
HR Virginia Leadership Conference		★																								★					
HR Virginia Leadership Conference PREPARATION								★																				★			
HR Virginia Annual State Conference								★																							
HR Virginia Annual State Conference PREPARATION		2019								2020																					
SHRM Annual Conference												★																			
CORE LEADERSHIP AREA ACTIVITIES																															
Quarterly Best Practices Calls								★						★						★								★			
IMPACT Awards solicitation																															
IMPACT Awards celebration		★																													
HR VA SHRM Foundation Fundraising Opportunity		★						★						★						★											
HR VA SHRM Foundation Campaign		★																													
Deadline for chapter to make SHRM Foundation donation and be listed on Honor Roll																				★		★									
Magazine publication (current schedule)		★																				★									
At-Large Membership Event								★																							
Emerging Professional Event								★																							
ADD CHAPTER SPECIFIC EVENTS BELOW																															

GOALS & FOCUS

AREA OF FOCUS

- Annual conference
- Leadership conference
- SHRM
- SHRM Foundation
- Service/support to Chapters

VALUE/BENEFIT TO CHAPTERS

- Numerous, source of funds
- Prepare & educate leaders
- Resources, \$\$, leadership, focus
- Resources, scholarships
- What they need...and when from CLA's, Functional & District Directors



STRATEGY # 1: INTERNAL FOCUS

SUPPORT/DEVELOP A Framework for decision-making, COUNCIL operational support, & corporate PARTNER and sponsorships

- Deliver value, allow for focus and support

Strategy # 2: EXTERNAL FOCUS

KEEPING VASHRM relevant in the face of multiple competing priorities and options

- Continue to attract members, identify successors, develop leaders

HELP WANTED –

- STATE COUNCIL MEMBERS
 - Talk to Michael or Betty
- 2020 CONFERENCE COMMITTEE MEMBERS
 - Talk to Gail, Josie or Deron