

**Compendium of the
2008 SHRM Pinnacle Awards**
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State Council Entries

Title of the Program: *Arkansas Governmental and Legislative Affairs Program*

State Council Name: Arkansas

State Council Region: Southwest Central

State Council Website: <http://www.arshrm.com>

Executive Summary:

The Arkansas SHRM State Council ("ARSHRM") has successfully implemented a comprehensive program to advance the profession through legislative efforts and activities. The program has continuously evolved and includes an emphasis on the development of Human Resource professionals regarding federal and state legislative issues. Through ARSHRM, Arkansas HR professionals are provided with training and tools to interact in the legislative process. They are encouraged to cultivate relationships with both state and federal legislators and are recognized for exceptional efforts to facilitate open dialogue and continuous communication with our lawmakers. Partnerships and collaborations with organizations interested in similar types of issues are established and developed, and the subsequent network that is created from these efforts is utilized to further our legislative goals. The results are HR professionals who are highly-equipped to participate in the entire legislative process, including conceptualizing and drafting legislation, providing legislative committee input, coordinating grass roots lobbying, deploying professional lobbyists, and promoting education on the professional, legal, and practical outcomes of legislation. The effect of ARSHRM's promotion of legislative awareness, education, and participation is the assurance that the Human Resource profession, its members, and its goals are recognized and respected within the every level of the lawmaking arena.

Title of the Program: *Enhancing the Volunteer Experience*

State Council Name: HR Florida State Council

State Council Region: Southeast

State Council Website: <http://www.hrflorida.org>

Executive Summary:

The HR Florida State Council has re-invented itself by building a volunteer infrastructure that improves the quality of Council processes and activities while, at the same time, gives back to its volunteers by offering developmental opportunities that will benefit them in their volunteer roles and their professional positions. These activities, focused on supporting the development of HR Florida's volunteer leadership have allowed us to create a strategic plan for the organization, a succession plan for our board, attract and recognize more volunteers, and increase the overall effectiveness of our Council.

Selected activities include:

- Strategic planning sessions held prior to each Council meeting.
- Attendees assisted in establishing a strategic plan and a state-wide membership

strategy. ▪ Redesign of our annual Leadership Conference to focus on chapter volunteer training. Attendance for this event has increased by 25% over the past two years. Professional development opportunities at Council meetings and our annual state conference. Volunteers can receive recertification credits for their leadership roles as a participant in the business activities of the Council. Continual reinforcement and communication of Council activities. Council members receive a copy of HR Florida Review Magazine, electronic Manager's Intelligence Report and our eSource newsletter.

Title of the Program: *Business Education Industry Certification Program*

State Council Name: SHRM Georgia State Council

State Council Region: Southeast

State Council Website: <http://www.shrmga.org>

Executive Summary:

The Georgia Department of Education (DOE) sought ways to improve the employability of students who were not interested in attending college or technical school but wanted to enter the work force immediately out of high school. The SHRM Georgia State Council partnered with DOE, employers, and educators to certify area high school business programs in what became known as the Business Education Industry Certification Program. The goal of the certification program is to promote the highest quality of business education in secondary schools which, in turn, provide businesses and industries with employees who represent a sound investment. Every SHRM chapter in Georgia is involved in the program. They provide members for the certification team for schools in their area. In the school year 2007-2008, the Business Education Industry Certification team certified 32 high schools throughout Georgia as meeting the standards. The program represents such a high standard of achievement that graduates of many of the high schools provide students with a special honor cord to place over their cap to acknowledge the industry certification program. Students also include the certification program on their job applications and resumes. As knowledge about the program spread throughout the state, we are receiving reports that businesses actually look for the information on the resume and job application and give preference to those applicants who have successfully completed the business program.

Title of the Program: *Diversity Hiring Coalition of Maine*

State Council Name: SHRM Maine State Council

State Council Region: Northeast

State Council Website: <http://meshrm.shrm.org>

Executive Summary:

The Diversity Hiring Coalition of Maine (DHC), an affiliate of the SHRM Maine State Council, is a partnership of private and public sector employers throughout the state providing leadership and developing resources to help Maine employers increase, support, and retain racial and ethnic diversity in the workplace. DHC has become the leading network for employers seeking to hire diverse candidates and for people from

diverse racial and ethnic backgrounds looking for employment in Maine. DHC provides win/win opportunities for employers who recognize the important role that diverse employee skills and backgrounds play in increasing organizational effectiveness and competitiveness, and for people from diverse communities who want to live, work, and raise families in Maine. DHC is a one-stop clearinghouse of information about diversity in Maine's workforce - which is particularly valuable because Maine has the second to lowest proportion of racial and ethnic residents in the United States. Our website and programs provide resources for Maine employers, link job seekers with employers seeking the benefits of a diverse workforce, and promote the professional development of human resources practitioners in Maine who are responsible for recruitment and/or retention in their organizations.

Title of the Program: *Cancer Awareness Specialty Plate*

State Council Name: Montana SHRM State Council

State Council Region: Pacific West

State Council Website: <http://montana.shrm.org>

Executive Summary:

MT State SHRM Council Specialized License Plate To help advance the HR profession as well as cancer awareness, the MT State SHRM Council is sponsoring the creation of a specialized plate for cancer awareness. This plate will not be designated toward any specific cancer, but to recognize cancer IS real and touches each of our lives in one way or another. In order for us to continue in this great cause, we need to compile at least 400 prepaid applications, along with a \$10 check from each sponsor of the plate, to get the plate into production. All proceeds will be used in the following way: the first \$4,000 will go to the DMV for plate production, ALL remaining donations thereafter will go to the MT American Cancer Society Chapters for distribution among the MT chapters to assist patients with medical and travel expenses, cancer research projects and whatever else the MT ACS chairperson deems worthy for these funds.

Title of the Program: *State of the Profession*

State Council Name: Garden State Council ▪ SHRM

State Council Region: Northeast

State Council Website: <http://www.gscshrm.org>

Executive Summary:

While the HR profession has transformed over the past 20 years, the last few have seen a heavy promotion of its strategic element. Unfortunately, the concept of strategic HR evolved faster than the ability of many HR professionals to deliver this more complex scope of responsibilities. So, even as the profession clamored for a "seat at the table", and business leaders were led to expect the new strategic service, many HR practitioners did not know how to provide it and instead continued to deliver what they knew - transactional HR. This caused a backlash as businesses were being told their HR departments were "strategic business partners", yet they were experiencing essentially the

same service as before. Confusion and skepticism threatened to erode the progress made and it became clear that the HR profession needed to lead the effort to clarify the circumstances under which business could or should expect a strategic service, as well as to ensure that its practitioners had the necessary skills and tools to provide it.

Title of the Program: *Partnering with the OK Governor's Council on Workforce Development*

State Council Name: Oklahoma State Council for HR Management

State Council Region: Southwest Central

State Council Website: <http://okshrm.shrm.org>

Executive Summary:

In 2005, the Oklahoma State Council for HR Management (OSCHRM) looked for ways in which we could Advance the Profession and Serve the Professional. We determined that one way would be to increase our visibility as a professional organization by participating at the state level in workforce readiness initiatives being developed in Oklahoma. To do this, OSCHRM requested and received a seat on the Oklahoma Governor's Council for Workforce and Economic Development. This has led to very high visibility with state agencies such as the Oklahoma Department of Commerce, Department of Labor, Employment Security Commission and the Department of Career and Technical Education. This position has allowed us to have direct impact upon Oklahoma workforce initiatives and to partner with Oklahoma State Agencies in different endeavors.

Title of the Program: *The Texas Compensation Alliance*

State Council Name: Texas State Council

State Council Region: Southwest Central

State Council Website: <http://www.tsc-shrm.org>

Executive Summary:

The Collaborative Industry Alliances (CIA) Committee of the SHRM Texas State Council (TSC) began an initiative in 2006 to develop and formulate partnerships with 30+ HR Associations across the State of Texas and with all World-At-Work affiliated Compensation Associations in Texas to develop and execute a uniform state-wide compensation and benefits survey for Texas. In January 2007, The Texas Compensation Alliance Group was formed by the (TSC-CIA) Committee and was comprised of a cross section of members from SHRM affiliated Texas Chapters, and members from all World-At-Work affiliated Compensation Associations in Texas. The mission and purpose of the Alliance Group was to collectively design, develop, brand, and execute a comprehensive compensation salary survey for Texas that would provide statewide HR Management and Compensation Associations an affordable high quality survey product that they could offer their respective local memberships, and at the same time, provide a vehicle to generate revenue for each organization. In November, 2007, the mission, and strategic goals of the SHRM TSC's / Collaborative Industry Alliance's - Texas Compensation

Alliance Group - were realized with the implementation of TexasCompensation.com. 30+ SHRM Texas affiliated HR Management Association Chapters and all World-AT-Work Affiliated Compensation and Benefit Associations signed agreements to execute the strategy. 1300 members have participated in the survey as of July 2008.

Title of the Program: *Working Bridges Project*
State Council Name: SHRM Vermont State Council
State Council Region: Northeast
State Council Website: <http://vtshrm.shrm.org>

Executive Summary:

In 2005, the Vermont State Council identified economic diversity and poverty as significant issues for HR Professionals and their workplaces. Beginning in 2006, the Council brought the Working Bridges program to Vermont, raising awareness of economic class issues and identifying and testing strategies to retain lower-income workers and more effectively manage an economically diverse workforce. The Vermont State Council is leading a broad coalition of partners in applying new best practices to common workforce challenges. To date the project has delivered training to over 250 human resource professionals and line managers throughout the state; implemented an emergency loan and savings program designed to better address the financial needs of lower-income workers and resulting in high utilization, employee loyalty and retention; initiated a pilot program to bring assistance finding appropriate housing, child care, transportation, economic assistance and other resources on-site at the workplace; and begun discussions on how to design and implement health and wellness strategies so that they are utilized by those who need them most. The project is measuring the impact of all pilot strategies and will continue to share results through various means, including at national conferences and through events and written materials.



Title of the Program: *Virginia Workforce Readiness*
State Council Name: Virginia SHRM State Council
State Council Region: Southeast
State Council Website: <http://www.shrmva.org>

Executive Summary:

April 26, 2007, "Accelerating Virginia's Workforce Readiness Conference" was held featuring futurist Ed Barlow sharing megatrends that demonstrated a clear need to address workforce readiness barriers in Virginia. We brought together leaders representing government, education and business for the express purpose of bridging barriers and beginning the journey of enhancing workforce readiness in Virginia. It was clear that meaningful change would require collaboration of leaders in all fields to elevate the conversation on the workforce readiness issue, mobilize diverse but intersecting

stakeholders, and build bridges across boundaries. This conference was followed up with continuing dialogue with local SHRM chapter leaders and workforce readiness directors to share their challenges and successes. Following the success of the first year, we saw the need to continue with another conference where we could highlight progress made at the grassroots level by participants involved in the 2007 conference. The follow-up conference "Pathways to Workforce Readiness Summit" was held April 1, 2008. Following Governor Kaine's presentation on the State's initiatives, a panel shared details of their successful regional initiatives, allowing others to benefit from the work accomplished by grassroots teams thus far. The work started with this initiative is still continuing today.

Title of the Program: *HR Day on the Hill*

State Council Name: Washington State Council

State Council Region: Pacific West

State Council Website: <http://wastatecouncil.shrm.org>

Executive Summary:

SHRM - Washington State Council "HR Day on the Hill," was initiated by the Washington State Council to engage HR professionals in the legislative process. The event was intended to provide HR professionals a day to show their support and presence, give an opportunity to meet Legislative representatives and become educated on proposed initiatives and bills currently being debated before both houses on HR related issues. The event resulted in exceeding attendance expectations filling the available Capital room to capacity and having participation of Human Resource professionals from around the State. The event organized guest speakers from several State agencies including: Washington State Human Rights, Department of Social and Health, Department of Labor and Industries and four (4) House and Senate Representatives. Attendees received updates from each agency on their legislative initiatives and concerns, plus an overview of the current legislative bills introduced before the House and Senate which had the most potential impact to WA State businesses and HR Professionals as their business representatives. In addition, attendees scheduled meetings with their local representatives to share their input on proposed bills, providing them practical feedback on the impact of changes to State laws and regulations.

Title of the Program: *Port In The Storm*

State Council Name: Wisconsin

State Council Region: North Central

State Council Website: <http://www.wishrm.org>

Executive Summary:

Many employers are implementing strategies to reduce health-related productivity risk while simultaneously shifting financial risk to employees through cost sharing and high-deductible plans. This risk shift should be accompanied by education to "engage" consumers in their own care. Innovative models that increase long-term capacity of

employers and aid consumers in effectively navigating the health care system warrant investigation. These trends suggest several questions: What strategies can help increase employers' ROI on health benefits? How can employers actively support employees and their families without overstepping bounds? How can HR professionals assist employees facing significant illness to strategically navigate the system? What community resources are available? What return-to-work issues must be addressed? In 2007, Wisconsin SHRM Council partnered with the Center for Patient Partnerships at the University of Wisconsin to pilot a training program for 105 human resource professionals in Wisconsin. Drawing on the Center's experience advocating for more than 1,600 patients facing serious illness, this "Port in the Storm" training used case-based discussions and active participation to translate current research on consumer health care issues into practical tools enabling HR professionals to better serve their employees and families.

Chapter Entries

Northeast Region

Title of the Program: *Workforce Readiness Internship Grant, in Conjunction with NYS Department of Labor*

Chapter Name: Capital Region HR Association

Chapter Number: 0105

Chapter State: New York

Chapter Region: Northeast

Chapter Website: <http://www.crhra.org>

Executive Summary:

The Workforce Readiness Committee of the Capital Region Human Resource Association (CRHRA) assumed a leadership role in helping to secure a \$200,000 grant from the New York State Department of Labor (NYSDOL) to establish an internship program in the Capital Region. Over the past three years the CRHRA Workforce Readiness Committee has been actively promoting and advancing the concept of internships as a way of strengthening the connection between education and business. The Workforce Readiness Committee played a major role in leading, facilitating and coordinating the grant application process that included an impressive list of community partners: the regional Workforce Investment Boards, the Center for Economic Growth, the Center for Innovation in Career Development, the Innovator's Program Network Association, the Center for Governmental Research, and Columbia-Greene Community College. These organizations worked collaboratively to develop a grant proposal, which resulted in the awarding of a \$200,000 grant for the Capital Region. The grant is designed to help place approximately 50 local high school and college students into paid internship opportunities in the Capital Region over the next year. The focus will be on connecting students to employers in the emerging technology fields, as well as those businesses that support these industries.

Title of the Program: *Workforce Readiness Project*

Chapter Name: Susquehanna Human Resource Management Association

Chapter Number: 0131

Chapter State: Pennsylvania

Chapter Region: Northeast

Chapter Website: <http://www.shrma.net>

Executive Summary:

Susquehanna Human Resource Management Association has now brought technology into the workforce readiness program. We have continued our partnership with the same local school district, and our members continue to interview the communications arts seniors-providing feedback to students on the quality of their cover letters and resumes, the neatness of their application forms, and their conduct during the interviews. This year, however, one committee member asked if we could possibly have students apply for jobs on-line since it would reflect modern business practices. That was the beginning of an exciting journey! With help from SHRM, our president and the workforce readiness committee, we created a mock company with job descriptions for entry-level positions and placed them on our web site. After assurances of student privacy, the school board permitted students to access this information and apply for these mock openings on-line. The students were taught to research the company and available jobs, write a cover letter and resume, and apply for a specific job on-line. Our members received the students' paperwork by e-mail, conducted the interviews, provided feedback, and completed a grade sheet. This project was worth 8% of students' final grade for the class.

Title of the Program: *State-wide Webinar Program for Connecticut HR Professionals*

Chapter Name: Southern Connecticut Chapter

Chapter Number: 0133

Chapter State: Connecticut

Chapter Region: Northeast

Chapter Website: <http://www.soctshrm.org>

Executive Summary:

The Southern Connecticut Chapter of SHRM has put in place a state-wide Webinar program designed to advance the professional development of HR professionals throughout Connecticut, help the Connecticut State Council increase its visibility, and enhance the competitiveness and value of all SHRM chapters in the state. In particular, the initiative allows HR professionals to learn from and ask questions of HR thought leaders and leading implementers of policies, practices and systems who are involved with critical HR issues facing companies today. Connecticut-based small and midsize companies that have cut back on outside training or lack the depth and breadth in their internal HR departments especially benefit from the program. A reliable and robust infrastructure was put in place so that the registration cost of attending a Webinar is a mere \$20 for SHRM members and \$30 for non-SHRM members. The entire program is run by one volunteer and is readily transferable to other affiliates.



Title of the Program: *MVSHRM Student Scholarship*

Chapter Name: Mohawk Valley SHRM

Chapter Number: 0221

Chapter State: New York

Chapter Region: Northeast

Chapter Website: <http://www.mvshrm.org>

Executive Summary:

Each year Mohawk Valley SHRM provides a Student Scholarship in recognition of students who are pursuing a career in Human Resource Management. Students who are in their junior or senior year of Bachelor Studies, or are in a Masters' program, are eligible to participate. Students must have declared Human Resource Management as a major (or a concentration): or be a student majoring in Business/Management who has demonstrated an interest in Human Resources as a career path through coursework and management related academic and/or life experiences. Students from colleges in the Mohawk Valley are urged to apply. Due to the announcement of this scholarship, many students who had not previously been members of SHRM, join our membership. They begin attending our monthly meetings, if their class schedules allow, and have commented on how much knowledge they have gained, in the field of HR, from our guest speakers. They begin networking with HR professionals and many have obtained internships and co-ops due to these contacts

Title of the Program: *Creation for the Youth Nation*

Chapter Name: Morris County-SHRM

Chapter Number: 0224

Chapter State: New Jersey

Chapter Region: North East

Chapter Website: <http://shrm-morrisnj.org>

Executive Summary:

SBYSP Students at Abraham Clark High School in Roselle, New Jersey face a multitude of challenges derived from their home environment and the school's neighborhood. Through the collaboration of Trinitas Hospital SBYSP and the Morris County-SHRM Work Force Readiness team, an interactive year long program was created to provide these students with opportunities for support in developing positive personal growth as well as career exploration and job simulation. The enthusiastic and dedicated students created their own company "Creation for the Youth Nation" with a mission to improve the use and quality of their school spaces. Taking on the responsibility of various job roles, their vision was to create an environmentally friendly, multi purpose outdoor space to bridge the physical constraints at the school. The result - garden filled planters with seating flanking a shaded space for eating lunch, holding class, rehearsing or waiting safely to be picked up after school. Through performing their job functions, each student explored career possibilities to fit their talents and interests. Making tremendous strides in demonstrating essential business skills, they gained greater self-esteem as well as confidence in their ability to someday turn their special talents into



a profession and make a difference in our world.

Title of the Program: *JSAHR HR Transition Group*

Chapter Name: Jersey Shore Association of Human Resources

Chapter Number: 0240

Chapter State: New Jersey

Chapter Region: Northeast

Chapter Website: <http://jsahr.shrm.org>

Executive Summary:

Beginning April 10, 2003, the Jersey Shore Association for Human Resources (JSAHR) rolled out its HR In-Transition program. Our Chapter's program has continually provided live career coaching, networking opportunities and job sharing information using YahooGroups to our out-of-work members and colleagues. We meet for an hour following our regular chapter meetings and we stay in touch virtually. Through job sharing and networking on YahooGroups, 98 HR professionals have landed HR positions in 5 years. We also have two retired VPHRs from IFF and Citigroup perform a Resume Impact Review for new members. We link to other networks such as the Professional Services Group (PSG) at the Department of Labor in Neptune, NJ, the St. Paul's Networking Group (SPNG) in Princeton, the Monmouth Networking Group in Middletown, the Whine and Dine Group in Edison and members use Plaxo and Linked In. Our efforts have increased the transitioners' self confidence and self esteem--professionals who are HR Executives, HR Generalists and HR Administrators. Two NJ SHRM Chapters have adopted our initiative and use it as a model. This has enabled us to share our Best Practices. One of our founding members, Margie Riccobano, launched an HR Transition Network at the Central Jersey SHRM. The Morristown HR Transition group is facilitated by recruiter Laurie Murphy, owner of People Are Key placements.

Title of the Program: *Careers in Business Panel*

Chapter Name: Human Resources Association of the Twin Tiers (HRATT)

Chapter Number: 0412

Chapter State: New York

Chapter Region: Northeast

Chapter Website: <http://www.hratt.org>

Executive Summary:

"Careers in Business" is a workforce readiness activity for high school students from 15 southern New York State and 2 northern Pennsylvania school districts. On April 30, 2008, 102 students convened at the World Headquarters for Corning Incorporated in Corning, New York to hear presentations from local business professionals. Students were selected to attend by their school guidance personnel. This event was sponsored by members from the local SHRM chapter, Human Resources Association of the Twin Tiers (HRATT), and coordinated by Career Development Council, Inc. Half of the panelists and the master of ceremonies were SHRM members. Topics included: international business, finance, marketing, public relations, human resources, accounting, and entrepreneurship. Panelists each spoke about their chosen career and how they arrived at

the decision to pursue that career. Then, students divided into two (2) break-out sessions for a more personal one-on-one time with panelists. The final question and answer session was particularly valuable to participants since they have all expressed an interest in the career fields and are from rural areas where opportunities to interact with business professionals are limited. Student and presenter evaluations rated the event as one of the most valuable this year.

Title of the Program: *HR-101 for Non-Profits*
Chapter Name: Tri-State HR Management Association
Chapter Number: 0413
Chapter State: New Jersey
Chapter Region: Northeast
Chapter Website: <http://www.tristatehr.org>

Executive Summary:

In 2001, a Board member of the Tri-State HRMA brought to the Board's attention that many non-profits in the area were struggling to fulfill HR functions due to shortages in staffing and resources. The Board decided that we could help fill this need by conducting a ½ day workshop covering basic HR functions for these people at no cost to them. HR-101 for Non-Profits was born. We began the journey in 2002, setting the time in July to coincide with the beginning of most non-profits' fiscal years. Invitations went out and 90 people from local and regional organizations attended. Topics presented were performance management, hiring and terminations, and a legal update presented by a local law firm. Since that time, we have conducted six annual workshops, covering topics such as Myers-Briggs, time management, communications, and motivation. 350 people have attended, and the feedback has been overwhelming. The sessions have been presented by senior HR practitioners, lawyers, and educators, and we continue to offer these programs at no cost. Attendees have included Executive Directors, and office management from such organizations as the AIDS Coalition, The Red Cross, The Bridge, The Robin's Nest, and Big Brothers/Big Sisters.



Title of the Program: *NEHRA 2008 Rebranding Project*
Chapter Name: Northeast Human Resources Association (NEHRA)
Chapter Number: 0561
Chapter State: Massachusetts
Chapter Region: Northeast
Chapter Website: <http://www.nehra.com>

Executive Summary:

Beginning in January 2008, the Northeast Human Resources Association (NEHRA) began working to completely rebrand and revitalize the organization, in both its visual identity and through effective communication of our value proposition through the upcoming fall launch of a new NEHRA website. The first part of this rebranding process - the new visual identity of NEHRA - culminated at our 2008 Annual Awards Dinner on May 15, 2008, where we unveiled the new NEHRA logo and gave attendees their first

look the the new NEHRA brand. Working diligently with our partner organization in the rebranding project, Buyer Advertising, NEHRA was able to effectively rebrand the organization - through the look and feel of the new logo and branding elements, as well as through the messaging about the value of NEHRA that is forthcoming with not only the launch of the new website this fall, but with a media campaign (both online and via radio) in the fall as well. We are very excited about the positive changes at NEHRA, and are pleased to now put forth a revitalized brand identity.

Southeast Region

Title of the Program: *Hiring and Retaining Individuals with Disabilities*

Chapter Name: Columbia SHRM

Chapter Number: 0007

Chapter State: South Carolina

Chapter Region: Southeast

Chapter Website: <http://columbiashrm.shrm.org>

Executive Summary:

Having dependable, hardworking employees has always been a key requirement for business success. In today's economy, finding and retaining qualified employees is especially critical. Many employers in our community are unaware of a largely untapped pool of qualified workers: individuals with disabilities. These workers provide many potential benefits and few significant risks. To promote awareness of this workforce, Columbia SHRM sponsored a workshop in May 2008 entitled, "Hiring and Retaining Employees Who Have Disabilities." The program highlighted the advantages of the disability-related work force and connected attendees with public and private pathways to that work force. Attendees left recognizing the opportunities of this work force and with a better understanding of readily available resources.

Title of the Program: *Tomorrow's Workforce Today*

Chapter Name: Greater Miami Society for Human Resource Management

Chapter Number: 0038

Chapter State: Florida

Chapter Region: Southeast

Chapter Website: <http://www.gmshrm.org>

Executive Summary:

During the past two years, GMSHRM has developed an integrated program focused on enabling diverse and often overlooked segments of the South Florida community to achieve a brighter employment future. This program assisted these disadvantaged groups in gaining knowledge and confidence needed to enter the workforce. Equally important, this program educated the business community regarding these capable and highly motivated workers, and honored employers who embraced the diversity of Miami-Dade County. Our three-part program included an Abilities Event, a Celebration of Diversity dinner, and Job Shadowing Day. Our Abilities Events educated employers about the underutilized workforce of individuals with disabilities. GMSHRM, in conjunction with community partners, hosted two seminars for employers, coupled with a job

fair/interviewing opportunities to match qualified disabled individuals with local employers. Our Celebration of Diversity event, held the past two years, brought our members into a diverse environment for our monthly dinner meeting and celebrated the diversity achievements of local businesses and the HR Professionals who spearheaded such success. Our Job Shadowing Day provided at-risk and disadvantaged high school, vocational school and college students with guidance, from HR professionals, on how they can leverage their education to embark on a professional career in various industries.

Title of the Program: *Mayor's Youth Program*

Chapter Name: SHRM-Atlanta

Chapter Number: 0070

Chapter State: Georgia

Chapter Region: Southeast

Chapter Website: <http://www.shrmatlanta.org>

Executive Summary: Atlanta Mayor Shirley Franklin created a Youth Program to place high school students from inner city schools in summer internship positions to help prepare them for work and/or college. SHRM-Atlanta volunteers developed a community service project to support this program. Our goals were to improve community relations and contribute to the workforce readiness of inner city high school graduates. SHRM-Atlanta volunteers developed and taught Saturday workshops on basic work skills to help these students succeed. SHRM-Atlanta volunteers also helped obtain summer intern positions for these students. Since 2006, over 150 SHRM-Atlanta volunteers have designed presentations, provided materials and taught classes for almost 1,000 students. Teens attended classes on Budgeting, Communications, Dressing for the Workplace, Ethics, and Time Management. SHRM-Atlanta donated a collared shirt to every student in the program to wear to his or her internship position. SHRM-Atlanta volunteer Suzanne LaVoy said, "It was a huge undertaking, but showed the core values of SHRM-Atlanta: personal development, development of future leaders and volunteerism at its best!" Evaluations from the students and employers have been extremely positive. SHRM-Atlanta continues to assist in obtaining internship positions and teaching the classes.



Title of the Program: *Diversity Conference: The Inclusion Imperative*

Chapter Name: Tri-County Human Resource Management Association

Chapter Number: 0097

Chapter State: South Carolina

Chapter Region: Southeast

Chapter Website: <http://tchrma.shrm.org>

Executive Summary:

As the state of South Carolina continues to diversify, so does the field of diversity management. Drawing upon the expertise of leading diversity consultants and trainers, the goals for this year's conference is to broaden the scope of knowledge regarding diversity dimensions such as disability, gender, socio-economic class, and sexual

orientation amongst others and to provide conference attendees with insight into key diversity management practices and strategies. This two-day conference will bring together business leaders, legal practitioners, HR professionals, nonprofits and academics to discuss ways in which we can become more effective diversity leaders. The conference is done in partnership with the SC Diversity Council and the SC State SHRM organizations, as well as Trident Technical College and The College of Charleston.

Title of the Program: *Driving the Success of the SHRM Foundation - A Golf Tournament Fundraiser*

Chapter Name: Raleigh-Wake HRMA

Chapter Number: 0132

Chapter State: North Carolina

Chapter Region: Southeast

Chapter Website: <http://www.rwhrma.org>

Executive Summary:

In 2007, Raleigh-Wake HRMA desired to better promote the services and achievements of the SHRM Foundation to our membership. While donations were made as a Chapter in previous years, we struggled to find a creative vehicle to effectively advocate for the SHRM Foundation and raise donations. The 2007 Chapter President and SHRM Foundation Director collaborated to create an innovative event that would showcase the Foundation's services while raising money. The Raleigh-Wake HRMA SHRM Foundation Golf Tournament was born. At its inception in 2007 we drew 70 golfers from across North Carolina representing many industries, and surpassed our contribution expectations by 41% raising over \$4,655 for the Foundation. The event kicked off with an overview of the SHRM Foundation and concluded with a looping presentation highlighting the activities and accomplishments of the SHRM Foundation at a cocktail reception. In 2008, we are tracking to far surpass our attendance by over 13%, and raise at least 40% more money than in 2007. Based on the success, we have created a "How To" manual to assist other Chapters in creating a successful golf tournament fundraiser. The Raleigh-Wake HRMA SHRM Foundation Golf Tournament is a mainstay event for this chapter for years to come.

Title of the Program: *Advancing the HR Profession: Taking it to the Next Level*

Chapter Name: SHRM of Central Virginia

Chapter Number: 0146

Chapter State: Virginia

Chapter Region: Southeast

Chapter Website: <http://centralva.shrm.org>

Executive Summary:

Advancing the HR Profession: Taking it to the Next Level! The following strategic partnerships were developed between SHRM of Central Virginia (SHRMCV), Central Virginia Community College (CVCC), Liberty University (LU), Lynchburg City Schools (LCS) and the local community with a focus on non-profits and small businesses. These joint ventures were created to increase the awareness, knowledge and opportunities HR

offers to shape and serve the missions of our businesses. In early 2005, SHRMCV conducted an assessment survey to determine member needs and expectations. The survey results showed a pronounced need for affordable, locally available developmental opportunities for entry-level to the most senior-level human resource professionals. The need to develop future HR leaders was also identified. As a result, SHRMCV formed the above partnerships and each is highlighted below: CVCC offers two developmental tracks: HR Management Institute and Occupational Safety and Health Institute and is designated as an HR Certification Institute approved provider. LU established a SHRM student chapter that is extremely active and involved with SHRMCV. LCS provides business spot-light meetings, coordinates videos to promote area businesses for recruitment opportunities and links HS students to CVCC HR programs. HR workshops are offered to the local community facilitated by SHRMCV members.

Title of the Program: *Troup County Career Expo*

Chapter Name: West Georgia SHRM

Chapter Number: 0239

Chapter State: Georgia

Chapter Region: Southeast

Chapter Website: <http://www.westgashrm.org>

Executive Summary:

Troup County, Georgia is experiencing explosive growth, in large part due to the 2009 opening of a KIA manufacturing facility in West Point, GA. It is anticipated that the plant and its supplier groups in the local area will be creating over 10,000 new jobs. One of our chapter's goals for this year is to serve our community in terms of workforce readiness. Due to the growth in our area, we felt it was important for school aged students to have a better understanding of career options available to them upon graduation and how they may prepare. We partnered with the West GA Employer Committee to develop a Career Expo which was held on April 29. Our goal was to bridge the gap between Community, Education and Industry. We exposed high school students to career opportunities available upon graduation and their educational requirements, as well as provided resume writing lab/counseling services and opportunities to meet with industry representatives for those currently in the job market. The project was extremely successful with over 150 high school students, 47 companies and 500 job seekers attending.

Title of the Program: *Spotlight on the Profession*

Chapter Name: Big Bend SHRM

Chapter Number: 0409

Chapter State: Florida

Chapter Region: Southeast

Chapter Website: <http://bbshrm.shrm.org>

Executive Summary:

Collectively, as a group of well-trained, well-educated and experienced human resources professionals, we decided we were tired of whining. "I just get no respect" was not only a mantra of Rodney Dangerfield, but of our members as well. It was time to do something

about the shortage of respect afforded our profession. In January 2008, Big Bend SHRM kicked off an initiative we titled, "Spotlight on the Profession." Our goal was to draw attention to the value added to the business community by human resources professionals. Using a variety of media, we highlighted the numerous and varied business roles managed by a full-service human resources department. We demonstrated to business leaders that HR professionals handle far more than payroll and benefits and should be respected for the experts they are.

Title of the Program: *What HR Should Know*
Chapter Name: St. Lucie County HR Association
Chapter Number: 0442
Chapter State: Florida
Chapter Region: Southeast
Chapter Website: <http://stluciehr.shrm.org>
Executive Summary:

The St. Lucie County Human Resources Association is proud to announce our new "What HR Should Know" series! This year long project entails: 1. Specific measurements including turn over rate, cost per hire, training return on investment, benefit take rates and payroll/salary comparisons. Each measurement is covered separately and in detail during our monthly membership meetings. 2. Information, tools and software to help professionals understand and calculate these measurements (both "hard" and "soft" costs). 3. Advice on how to bring this valuable information to company executives (CEO's, CFO's, Directors, Owners outside of the HR profession), therefore earning our members a seat at their leadership's tables. 4. Training on how to lobby and voice your opinion with your representatives (regarding legislation that affects the profession). 5. A year end event involving company executives in the profession by inviting them to dinner to learn about the program and celebrate our success. 6. And finally, HRCI strategic recertification credit hours are offered at each series meeting (4 hours have been approved to date). To date, we have successfully completed our kick off as well as how to measure a company's turn over rate, cost per hire, how to use your HR voice, developing and managing an effective training investment and how to measure your company's benefits participation. On a side note, during the February 2008 meeting, we asked the members to bring their lap tops as we provided hands-on training and free software to help with their calculations! And in closing, we are continually surveying our members using our event management tool, C-Vent, to gauge the enthusiasm for the program. So far, the results are extremely informative and most of all, positive!

Title of the Program: *Community Connections*
Chapter Name: Dulles SHRM
Chapter Number: 0466
Chapter State: Virginia
Chapter Region: Southeast
Chapter Website: <http://www.dullesshrm.org>
Executive Summary:

Dulles SHRM Chapter's "Community Connections" is a workforce initiative created and designed to identify no or low-cost community resources for Dulles SHRM members and to encourage Human Resource professionals to volunteer within the community.

Volunteer opportunities for HR professionals include workforce development areas such as resume writing and critiques, interviewing skills, disability disclosure/accommodation rules, compliance, problem solving, business etiquette, passion in your career choice and beyond. Our target audience typically includes underutilized groups, such as unemployed, individuals with disabilities, seniors, Veterans, at-risk youth, Ex-offenders, and dislocated employees. It is our goal to improve our workforce for today's jobs and tomorrow's future workforce. We believe that a program like this workforce readiness initiative can be implemented within any SHRM Chapter, and can empower all job seekers to attain gainful employment as well as meeting recruitment needs for many businesses. Our members believe it is time to do something about the lack of a prepared workforce. Reach out! You get back so much more than you give! We have had tremendous success with our initiative.

Title of the Program: *Steps to Success*

Chapter Name: HR Martin County, Inc.

Chapter Number: 0478

Chapter State: Florida

Chapter Region: Southeast

Chapter Website: <http://www.hrmartin.org>

Executive Summary:

For the eighth consecutive year, HR Martin has partnered with the Martin County School District Department of Vocational, Adult and Community Education to host "Steps to Success" 2008. From the first event, the program has evolved into an action-packed day of interactive workshops, inspiring speakers, and real world, career development activities for more than 100 Career Technical students, ages 15 through 18. The high energy, engaging, and professional seminar helps to prepare these high school students to develop long term career strategy and to put their best foot forward when they enter the job market. READY:SET:WORK!! Was this year's theme. The committee began meeting in October, 2007 for the event to be held on March 20, 2008. Leading area HR Professionals, personnel from the Martin County VACE Program and Clark Advanced Learning Center made up this year's committee. The Sunshine State School Public Relations Association (SUNSPRA) recently presented the 2008 Sunshine Medallion Award for an Outstanding Business Partnership Program to the Martin County School District for "Steps to Success 2008".

North Central Region

Title of the Program: *Partnership - Achieve Minneapolis/Step Up Program*

Chapter Name: Twin Cities Human Resource Association

Chapter Number: 0006

Chapter State: Minnesota

Chapter Region: North Central

Chapter Website: <http://www.tchra.org>

Executive Summary:

Between March 24-26, 2008, over 60 TCHRA volunteers conducted mock interviews with the over 1,000 youth in the STEP-UP summer jobs program in Minneapolis, Minnesota. Additionally, we assisted with the marketing of this program through our membership channel. Operated by Achieve!Minneapolis, STEP-UP is entering its fifth year and has secured close to 600 paid summer jobs with approx. 140 local employers for diverse, skilled and motivated youth during the summer of 2008. This program is designed to provide for education, training and summer employment for diverse, skilled and motivated youth between the ages of 16 and 21. STEP-UP participants are screened to ensure strong work ethic and a strong desire to gain valuable skills in a professional setting. The mock interviews served as the final step for the students in a 4-week work readiness training program to help the students prepare for summer jobs and the workforce beyond. TCHRA volunteers modeled professional interviewing skills and provided feedback to students regarding their interview skills, including verbal and non-verbal aspects, as well as resume feedback in preparation to their final interviews with employers. Through this partnership meaningful benefits were had by the youth, participating employers, the community and TCHRA Chapter.

Title of the Program: *Model of Excellence, 2007-2010: Leading Businesses & Inspiring HR Excellence*

Chapter Name: Greater Cincinnati Human Resources Association

Chapter Number: 0008

Chapter State: Ohio

Chapter Region: North Central

Chapter Website: <http://gchra.shrm.org>

Executive Summary:

Having celebrated our 50th anniversary, The Greater Cincinnati Human Resources Association (GCHRA) started asking "What have we accomplished and how will we sustain our success?" We recognized the need to develop a more focused approach. Like many businesses, GCHRA had gotten caught up in the day-to-day operations of the Chapter and hadn't really taken time to examine where we were going. We realized that we needed to become a truly strategic organization, thereby identifying and executing our most important work. By doing this we would ensure GCHRA's viability in successfully meeting the changing needs of our members. . Develop strategies for the next several years to move GCHRA from its current state to its desired state. . Establish measurable outcomes using a balanced scorecard approach. . Provide GCHRA leaders a guiding tool. . Model the importance of strategic planning to our members. GCHRA believes the key to our future success is serving as a model of excellence within the HR profession, with business partners, and in the community. GCHRA will accomplish this by increasing the value of membership, partnering with businesses, developing business leaders, maintaining financial stability and displaying financial transparency.

Title of the Program: *Business Continuity Planning*

Chapter Name: Michiana Chapter

Chapter Number: 0016

Chapter State: Indiana

Chapter Region: North Central

Chapter Website: <http://michiana.shrm.org>

Executive Summary:

HR Professionals are in a unique position to serve our organizations in many technical capacities as safety directors and trainers. Committed to advancing those skills and developing opportunities to become strategic partners, the Michiana SHRM Chapter formed a committee to assist our members and our community in identifying the potential threats to business interruption, steps businesses can take to prepare for such emergencies and the important role HR plays in creating, communicating, training and implementing crises plans. As a way to encourage educational opportunities for our future HR leaders, we worked in cooperation with a local student chapter to survey our members in order to determine their involvement and readiness for a disaster and establish a needs assessment for future training opportunities. Our belief is that through collaboration with our students, our chapter members, first responders and the business community at large, we will have more prepared employers in the event of any business interruption and our citizens will be more prepared should our region face a natural or environmental disaster.

Title of the Program: *Releasing Brilliance in Omaha, Nebraska*

Chapter Name: Human Resource Association of the Midlands (HRAM)

Chapter Number: 0019

Chapter State: Nebraska

Chapter Region: North Central

Chapter Website: <http://www.hram.org>

Executive Summary:

In the interest of serving the professional and advancing the profession and encompassing the community The Human Resource Association of the Midlands (HRAM) contracted with Simon T. Bailey, a renowned international speaker, to present a motivational program and technical session for the HRAM membership on July 8, 2008. In the spirit of community outreach, HRAM arranged for Mr. Bailey to provide an inspirational presentation to the Omaha Home for Boys the evening before the HRAM presentation. The adolescent men who live at the Home struggle with issues such as poverty, substance abuse, behavioral and emotional issues, academic challenges and parental abuse and neglect. As a youth, Simon Bailey struggled with similar issues and communicated to the boys that they have the power to turn their lives around. To further reinforce Mr. Bailey's message, HRAM donated five copies of Mr. Bailey's book entitled, *Releasing your Brilliance*, to the Omaha Home for Boys library. In addition HRAM expanded upon this unique opportunity of having a celebrated speaker by using videoconferencing for the first time. Mr. Bailey's program and technical session were presented through satellite to three fellow Nebraska SHRM-affiliated chapters so they could "attend" Mr. Bailey's presentation in their own home communities.

Title of the Program: 2008 NOHRC

Chapter Name: Cleveland SHRM

Chapter Number: 0044

Chapter State: Ohio

Chapter Region: North Central

Chapter Website: <http://gchra.shrm.org>

Executive Summary:

The Northern Ohio Human Resource Conference (NOHRC) is an annual conference that is sponsored by Cleveland SHRM. The conference provides the HR community with an entire day of relevant programming with over 12 workshop sessions. This day-long conference provides a diverse selection of topics and assists human resource professionals to develop solutions necessary to help their respective organizations achieve their goals. The conference provides participants the ability to learn from both local and nationally-recognized human resource-related speakers and gain HRCI recertification credits. Opportunities are provided to help HR Professionals gain access to the latest technology, services and products exhibited by nearly 100 returning resource partners. Together, the result is that HR professionals gain a better understanding of current business/HR challenges, providing practical resources and tools to our membership. Cleveland SHRM observed NOHRC's 42nd anniversary this past March. Cleveland SHRM celebrated the fact that NOHRC has and continues to provide Human Resource professionals with the tools and learning opportunities to gain additional skills to lead, strategize, and become business partners within their organizations in this type of venue on an annual basis. As consistent with past conferences, the 42nd event surpassed registration records. Annually, the proceeds from NOHRC and the attendance by registrants afford an opportunity to "Give Back" to our community. This year, Cleveland SHRM contributed to the SHRM Foundation and supported a local charity.

Title of the Program: *Poverty Simulation Workshop*

Chapter Name: Kalamazoo Human Resource

Management Association

Chapter Number: 0116

Chapter State: Michigan

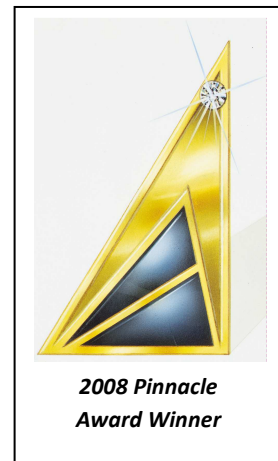
Chapter Region: North Central

Chapter Website: <http://www.khrma.org>

Executive Summary:

The mission of the Kalamazoo County Poverty Reduction Initiative is "to foster collaborative and mutually accountable public-private partnerships that increase both access to and resources for individuals and families living in poverty".

In partnership with the Kalamazoo Human Resource Management Association, a Poverty Simulation was organized (half day, held after lunch on June 12, 2008) and was also certified for 2.5 HRCI credits. This was a first-hand experience designed to help participants better understand and 'walk in the shoes' of a low-income family who is trying to survive month-to-month. The objective was to sensitize participants to the



realities and many challenges faced within low-income households. Participants in the the workshop were assigned to families and to roles that will have an impact on their financial situation such as being newly unemployed, a senior citizen receiving Social Security, grandparents raising their grandchildren, and a variety of other scenarios. The task of the participant was to provide for basic necessities and shelter during the course of the simulation and utilize community resources and services for assistance.

Title of the Program: *A Workforce Readiness Partnership*

Chapter Name: Central Wisconsin SHRM

Chapter Number: 0138

Chapter State: Wisconsin

Chapter Region: North Central

Chapter Website: <http://centralwisconsin.shrm.org>

Executive Summary:

Developing and implementing a Workforce Readiness Program for CWSHRM was identified as an important initiative for our Chapter in 2007. The CWSHRM Board made the decision to focus our program at one local school district, and chose to partner with DC Everest School District as a result of their willingness and interest. This partnership enabled us to initially develop the program and implement a volunteer schedule on a small-scale basis; the intent being to eventually expand the program at other school districts in the area. As HR Professionals, the CWSHRM Board feels it is important to invest in our local community by improving the job readiness skills of our future workforce, as well as to positively promote and advance the human resource profession within the community. The primary catalyst for coordinating the program was the Workforce Readiness Director for CWSHRM, in conjunction with a Career Specialist at DC Everest High School. The school district played an important role in our program; Rose Matthiae, Career Specialist, surveyed the student population regarding what their interests were after high school. This enabled us to focus on finding HR Professionals from a variety of business sectors to volunteer their time in the classroom.

Title of the Program: *Purposeful Partnerships*

Chapter Name: Northwest Indiana Chapter of SHRM (NWI SHRM)

Chapter Number: 0270

Chapter State: Indiana

Chapter Region: North Central

Chapter Website: <http://www.shrmnwi.org>

Executive Summary:

Northwest Indiana SHRM works hard to partner with local organizations. Each year our chapter has done outreach that supports dress for success, literacy, diversity and a wide variety of other areas. This year we were approached by an organization that had provided a program for our membership last year called Indiana Federation of the Blind. They were interested in attending our local conference but did not have the funds to support it and wondered if we could allow them to attend for free. We were cautious but interested. Would we set precedence by doing this? We decided to develop a policy to

partner each year with a not for profit organization that we could find mutual benefits. Our partner gains all the rights of a member including attendance at our local conference at no cost as well as on-going assistance from chapter members regarding HR issues. The chapter in turn has programs provided by the organization, newsletter coverage, as well as a lot of publicity regarding the benefits of working with our organization. Times are tight for non-profit organizations and HR continues to become more complex. We believe this has been a mutually beneficial relationship!

Title of the Program: *Employee Wellness*

Chapter Name: Kankakee Area Human Resources Managers Association

Chapter Number: 0399

Chapter State: Illinois

Chapter Region: North Central

Chapter Website: N/A

Executive Summary:

Kankakee Area Human Resource Managers' Association (KAHRMA) along with our partner Kankakee Regional Chamber of Commerce Challenges you to "Step Up" and walk your way to health. Rules are simple: ▪ Sign and date the Step Up Agreement. The effective date of your entry to the Step Up Challenge is the dated Agreement ▪ Keep track of your miles that are recorded on your pedometer ? Report the miles weekly (Friday is the best day) ▪ E-mail your name with the registered miles for the WEEK ending Friday to the chapter contact. Entrants received an acknowledgement e-mail of the recorded miles. Each month the contest ends the Friday before the KAHRMA meeting. ▪ Always keep on walking....begin the new month on the meeting date. Yes, if you continue each month you will have an advantage -- you'll pick up a couple of days of recorded walking. (i.e., from Friday to Tuesday meeting date) Winners and Prizes Each month that KAHRMA meets, one winner will receive a prize. Each month the winner (as determined by the most miles recorded on the pedometer) will also be entered into the GRAND PRIZE drawing. Monthly Prize: \$50.00 Best Buy Gift Certificate Grand Prize: Gift Certificate in an amount equal to a Wii game at Best Buy During the contest, additional prizes may be added to provide incentive to the walkers. Who may enter the contest? Members and guests of KAHRMA, along with our partner in this event, Kankakee Regional Chamber of Commerce. Each participant must sign and date the written agreement to report pedometer readings are accurately and truthfully submitted. When to report the miles on the pedometer? Fridays to: Raelynn1@comcast.net Who will win? Each month is a brand new start! So register and get walking.

Title of the Program: *Diversity Cafe*

Chapter Name: Greater Ann Arbor Society for Human Resource Management (GAASHRM)

Chapter Number: 0408

Chapter State: Michigan

Chapter Region: North Central

Chapter Website: <http://www.gaashrm.org>

Executive Summary:

Imagine café tables set with flowers; a relaxed atmosphere; a Maitre D' to assist with your event; conversing with colleagues about interesting and challenging topics; realizing that the power to solve problems is already within you – this is the Diversity Café. The Greater Ann Arbor SHRM (GAASHRM) Diversity Committee used this conversational method to tackle tough questions on diversity, with over 100 chapter members. The room was set with small, round tables covered with paper tablecloths. Participants recorded ideas, drew, doodled and played with concepts and notions. People moved among tables in rounds, with Ambassadors of Meaning at each table to connect ideas from previous conversations. The event resulted in diversity themes, cross-pollinated ideas and collective discoveries which were posted in an electronic Gallery Walk. The Diversity Café is part of a sustained learning model, prompted by the results of a member survey. Four years ago, most of the membership had little knowledge of, or experience with, diversity in their workplaces. They now have been moved to action on diversity programming through the Diversity Café (the highest rated program in GAASHRM history) and the other diversity work the committee has done. We are proud to have helped our chapter members Lead, Learn, Live. Inclusively.

Title of the Program: *Fond du Lac Area Labor Availability Study*

Chapter Name: Fond du Lac Area Human Resources Association

Chapter Number: 0495

Chapter State: Wisconsin

Chapter Region: North Central

Chapter Website: <http://fdlhr.shrm.org>

Executive Summary:

With recent discussions of an impending labor shortage permeating the U.S. economy, the future of labor in the Fond du Lac, WI areas has become a topic of much speculation. The intention of the labor availability study was to replace speculation with actionable information, painting a true picture of Fond du Lac's future labor issues. The Fond du Lac Association of Commerce and Fond du Lac Area Human Resources Association met with representatives from Moraine Park Technical College to discuss how to identify and address the predicted labor shortage. Thus, the Retirement and Departure Intentions Survey was born. The objectives of the survey were as follows: 1)Anticipate retirements plans and factors influencing retirement decisions, 2)Anticipate departures (other than retirements) and the factors influencing those decisions and 3)Gather demographics such as age, gender, specialty area, job function, tenure, employment status with which to analyze the retirement and departure intentions. The survey was distributed to over 12,000 employees throughout a number of organizations within the county. Survey results were astronomical. From the survey results, the Fond du Lac Area Human Resources Association is able to plan programs, create partnerships and lend support to area companies, educational institutions and organizations.

Title of the Program: *ERN (Employers Resource Network)*

Chapter Name: Aberdeen Area Human Resource Association

Chapter Number: 0496

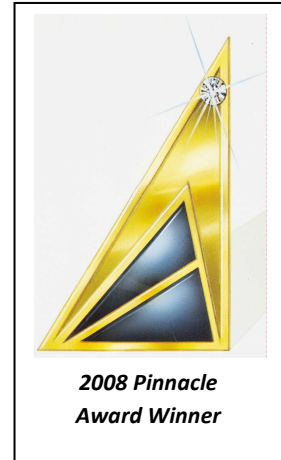
Chapter State: South Dakota

Chapter Region: North Central

Chapter Website: <http://aahra.shrm.org>

Executive Summary:

The Aberdeen Area Human Resource Association (AAHRA) spearheaded the first Employer Resource Network (ERN) – a diversity initiative that encourages a partnership between HR professionals in the business community and vocational rehabilitation providers to address labor force issues and training needs by sharing information, resources, education and networking opportunities. Through this collaboration 18 employees were hired by businesses in the AAHRA. Training for 114 students with disabilities was provided on job seeking and interviewing skills at 4 events throughout the state. Recent seminars were coordinated through ERN with the October 2007 event bringing in national speaker Richard Pimentel and hosted 200 attendees including the audience of both employers and vocational rehabilitation providers. We are seeing both employees and employers reap the rewards of working with a diverse workforce. Students are learning how to become better equipped for a career. Members of ERN created a website at <http://www.sd-ccd.org/ftw/ern> with a toolkit that allows other SHRM chapters to duplicate these successes. This project has challenged conventional thinking and uses a collaborative approach in meeting employers', employees', and future employees' needs. It has improved community relations and is furthering the commitment and understanding of diversity.



Title of the Program: *Looking Beyond the Obvious*

Chapter Name: Northeast South Dakota SHRM

Chapter Number: 0511

Chapter State: South Dakota

Chapter Region: North Central

Chapter Website: <http://nesd.shrm.org>

Executive Summary:

The Northeast South Dakota (NESD) SHRM Chapter faced a major challenge. Several industries were expanding or moving into the area despite eastern South Dakota having the nation's lowest unemployment rate (2.6%). The NESD SHRM chapter, representatives from industry, education, vocational rehab, and the career center created "Looking Beyond the Obvious", a workforce development program aimed at reaching the area's relatively untapped labor markets - such as the future workforce, ex-felons, and people with disabilities. Surveys showed a large percentage of the area's high school students were leaving the area post graduation. Two professional videos, and Career Path booklets, were provided which showcased the area's education and career opportunities. The Career Expo was also expanded to include a Job Fair for people with disabilities, ex-felons, and those without a diploma or GED. Booths provided career counseling, resume

writing, and interviewing tips. A free program was provided to area businesses which demonstrated how to apply for the tax credits available when hiring a disadvantaged or dislocated worker, job restructuring and accommodation tips, and local success stories. The program was an instant success, continues to aid area businesses in meeting their recruitment goals, and has improved the quality of life for many local residents.

Title of the Program: *Student Chapter Connection*

Chapter Name: South Central Indiana Human Resource Association

Chapter Number: 0512

Chapter State: Indiana

Chapter Region: North Central

Chapter Website: <http://scihra.shrm.org>

Executive Summary:

Developing, encouraging, and supporting the future leaders of the HR profession is a primary goal for the South Central Indiana chapter, within the community of Indiana University. In addition to a robust and continually growing student chapter, SCIHRA supports the growth of these leaders through our involvement in meetings with the student members, support of the HR Games, and a growing mentoring and internship program. The IUHRA is in its third year of existence and SCIHRA continues to be involved with the development of the leadership, helping the team to identify opportunities, and encouraging them to raise the bar in creating a focus on how HR impacts businesses today. The student members are involved in the local SHRM chapter and vice versa. The biggest success with this connection has been in the growth in knowledge and professionalism of the students, evidenced by both the growth of the chapter, the success in the HR games, and the increasingly growing connection and support between IUHRA and SCIHRA.

Title of the Program: *Diversity - Reality Conversation*

Chapter Name: Stateline SHRM

Chapter Number: 0532

Chapter State: Illinois

Chapter Region: North Central

Chapter Website: <http://www.statelineshrm.org>

Executive Summary:

Over the past fifteen years, the workforce dynamics have continued to revolutionize because of globalization and diversity at many different levels. Notwithstanding, Stateline SHRM continues to support the diversity initiatives in concert with National SHRM. Members found that diversity initiatives stopped at the HR level; often diminished throughout the organization. Stateline felt it was time to have a "reality check" with representatives from all levels of various organizations with "reality" conversations from representatives that mirrored the real diversity of the workforce today, and coordinated a "reality" panel discussion. Stateline found to remain competitive in the workplace today, it is necessary for diversity to be seamless and transparent at all levels of every organization. Therefore, Stateline SHRM coordinated a "reality"

discussion with individuals representing protected, or perceived protected classes. The reality conversation panelists consisted of members who fell into one or more of Title VII classes, plus sexual orientation and Viet Nam Era Vets. Our members and member companies had the distinct opportunity to have open, frank and "real" conversations of the challenges they have faced, or still face in today's work environment. The program represented a true partnership in education, awareness and the new realities of today's work environment.

Title of the Program: *AIRS Webinar Series*

Chapter Name: SMA of Greater Chicago

Chapter Number: 3002

Chapter State: Illinois

Chapter Region: North Central

Chapter Website: <http://smagc.org>

Executive Summary:

Members Only Free Webinar Sponsored by Hosted by: Chris Forman, CEO of AIRS No longer will you have to "settle" for a candidate that isn't a perfect fit. Learn how to use innovative techniques to help find the ideal candidates while building your talent pool. There are various sites, methods, blogs and searches that can be done quickly to help you find new, passive candidates. This presentation is a must for any recruiter. We are providing 3 Free Members Only AIRS Webinars throughout 2008.

Southwest Central Region

Title of the Program: *HR Reviews: Engaging the New Orleans Business Community*

Chapter Name: Human Resources Management

Association of Greater New Orleans (HRMA)

Chapter Number: 0063

Chapter State: Louisiana

Chapter Region: Southwest Central

Chapter Website: <http://www.hrmaneworleans.org>

Executive Summary:

The HR Review Program was started by the Human Resources Management Association of Greater New Orleans (HRMA) in mid-2006. In August 2005, Hurricane Katrina caused major damage to the New Orleans community. Because of the storm, area businesses confronted significant people issues such as recruiting, retaining, and developing employees in a tight labor market. To help area small businesses survive and prosper, HRMA partnered with Idea Village, a New Orleans-area non-profit economic development organization that provides strategy, talent, and resources to entrepreneurial ventures in New Orleans. HRMA partners with these Idea Village-affiliated companies to 1) understand the client's business and primary people concerns; (2) conduct an audit of the client's HR policies and programs; and (3) develop a customized HR Plan targeted at that client's primary people concerns. In the process, the four-person HR Review Team



also educates the entrepreneur on the importance of effective human resources in their organization, leading them to a greater knowledge of and appreciation for HR. HRMA has successfully completed five HR Reviews and is currently working with an additional three companies. The chapter plans to average at least eight HR Reviews each year to meet the demands of its New Orleans-area entrepreneurs.

Title of the Program: *EVHRA/OUHRM Mentoring Program*

Chapter Name: East Valley Human Resource Association

Chapter Number: 0085

Chapter State: Arizona

Chapter Region: Southwest Central

Chapter Website: <http://www.evhra.org>

Executive Summary:

The East Valley Human Resources Association (EVHRA), under the direction of the Student Chapter Liaison, created and implemented a mentoring program for the Student Chapter we sponsor at Ottawa University in Phoenix Arizona (OUHRM). About a year and a half ago, Sue Meisinger visited the Phoenix area for a Town Hall. During her visit, she sat with some of the local leaders at a breakfast and encouraged us to look for ways to involve our members in volunteerism with various levels of commitments. She pointed out that many people can't make a long-term commitment to a Board or a sub-committee, but many might be interested in the opportunity to volunteer for a single activity or project. With this challenge in mind, we set out to create and implement a mentoring program as a way to give back to the next generation of HR practitioners. Members could choose to help create the program, find mentors or be a mentor. The success was overwhelming. People that had never volunteered before stepped forward and participated! Our goal was to start small and focus on the quality of the mentoring relationship. And that we did!

Title of the Program: *Job Fair, a Community Resource*

Chapter Name: Central Arkansas Human Resources Association

Chapter Number: 0090

Chapter State: Arkansas

Chapter Region: Southwest Central

Chapter Website: <http://www.cahra.net>

Executive Summary:

The focus of the Central Arkansas Human Resources Association's application for the SHRM Pinnacle Award Program is the Central Arkansas Job Fair which is co-sponsored by Central Arkansas Human Resources Association (CAHRA) and The Arkansas Democrat-Gazette. The fair has a healthy attendance, with approximately 3,500 job seekers and 75 employers and exhibitors participating. The Job Fair was created as a cooperative partnership to provide both large and small employers the opportunity to advertise their businesses and seek qualified applicants at a reasonable cost while allowing area candidates a regular venue to inquire about job openings and discuss their talents. In addition to the traditional goals of a job fair, CAHRA has recently utilized the

fair as a capstone event for training conducted by CAHRA members for residents of a domestic abuse center in Little Rock called the Dorcas House. CAHRA is proud to co-sponsor the regular fair (both spring and fall) which has evolved into a regular event that allows the Central Arkansas community to interact with a common goal of creating employment matches.

Title of the Program: *Certification Brochure*

Chapter Name: Oklahoma City Human Resource Society (OCHRS)

Chapter Number: 0129

Chapter State: Oklahoma

Chapter Region: Southwest Central

Chapter Website: <http://www.ochrs.org>

Executive Summary:

Members of our committee identified an opportunity for improving the understanding and knowledge of a very important aspect of our profession, the human resource certification designation. Initially, the specific target was to develop a resource tool that functioned as an "at a glance" information guide identifying the different certifications, their requirements and benefits. As we began using the tool we learned that while it was beneficial to individuals to use to educate current or potential employers, it was also beneficial to the HR professionals who were considering taking the next step of certification. Additionally, students found the tool to be of great benefit from an educational and convenience standpoint by having the information in one resource tool.

Title of the Program: *Taking Volunteerism to the Next Level ~ Because It's the Right Thing to Do*

Chapter Name: North Texas SHRM

Chapter Number: 0147

Chapter State: Texas

Chapter Region: Southwest Central

Chapter Website: <http://www.northtexasshrm.org>

Executive Summary:

Whether unemployed and downtrodden, battered and abused, mentally or physically impaired, or otherwise in need of assistance, non-profit public service agencies can be a saving grace to anyone and everyone. Denton County, Texas, located 30 miles north of the Dallas/Ft. Worth Metroplex, is home to more non-profit agencies per capita than any other county in Texas. United Way of Denton County is the umbrella under which 25 of these agencies operate, serving approximately 1/6 of Denton's population of 600,000 people. Because their budgets are small and dependent on donations and grants, most agencies have employees but rarely have a local HR professional. More and more, North Texas SHRM members were asked to participate in the monthly meetings with agency directors to discuss HR issues. Because of this, we developed a program that invited the agency directors into our organization, with the same benefits as regular members but at a greatly reduced rate or, in many instances, completely free. They attend our monthly meetings, our annual conference and our social events, with exposure to our guest

speakers and other HR SMEs, and they have access to our HR mentoring program, which provides one on one support on an individual agency basis. North Texas SHRM board members host an agency director at each monthly luncheon and North Texas SHRM members serve as mentors and sources for agency referrals for future expansion. Because these agencies give so much to the community, North Texas SHRM is honored to give back to them in an effort to provide HR support and strength so that they can continue to do what they do best. And, because it's the right thing to do.

Title of the Program: *Tulsa Area Diversity Networking Group*

Chapter Name: Tulsa Area Human Resources Association

Chapter Number: 0175

Chapter State: Oklahoma

Chapter Region: Southwest Central

Chapter Website: <http://www.tahra.org>

Executive Summary:

TAHRA expressed interest in creating an opportunity for members to broaden their knowledge on the importance of workplace diversity to the success of any company or community. Historically, diversity in the workplace was seen as an employment equity issue. As local companies struggle with constantly decreasing margins and look for ways to stand out not only to top talent, but also to customers, diversity in the workplace is being recognized as a benefit that contributes to an organization's bottom line as well as signals to those around them that they as a company value their employees, customers and communities in which they do business. TAHRA set out to provide an avenue where Human Resources professionals in the Tulsa area would have the ability to participate in no cost interactive workshops, round tables and seminars teaching them the necessary skills to return to their employers and create an organizational culture that supports workforce diversity. Quarterly meetings address items as current as Diversity in a Recession to items as simple as The Color of Diversity is Green- the Impact of Diversity the Bottom Line. With growth from 3 to 70 members, in less than one year- this program was considered a success!

Title of the Program: *Focus on Abilities*

Chapter Name: Greater Baton Rouge SHRM

Chapter Number: 0257

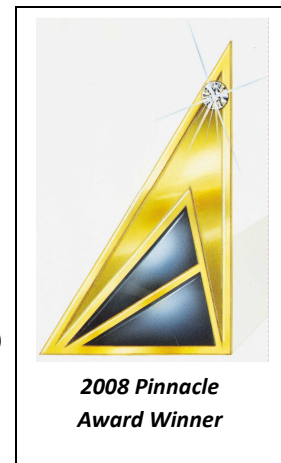
Chapter State: Louisiana

Chapter Region: Southwest Central

Chapter Website: <http://gbrshrm.shrm.org>

Executive Summary:

In May 2007, the Greater Baton Rouge Society for Human Resource Management (GBR SHRM) formed a collaborative alliance with the Louisiana Business Leadership Network (LBLN) in response to the ODEP National Alliance Initiative and their partnership with SHRM. LBLN is a business-led, non-profit



organization dedicated to helping Louisiana employers understand, utilize, and benefit from the valuable resource that people with disabilities represent in both the consumer and labor markets. This alliance program is entitled Focus on Abilities, and is in place to develop linkages in the community for positive employment outcomes. The goal is to ensure that people with disabilities, once hired and properly accommodated in their jobs, are not "workers with disabilities," but simply workers. This program falls under the oversight of the GBR SHRM Workforce Readiness Director and has a three-tier focus (Business, Participant/Job-Seeker and Community). Focus on Abilities is in place to build awareness and collaboration: awareness of the untapped abilities of this part of the workforce and collaboration amongst businesses, job seekers and service providers/CBO's. The chapter assists LBLN with recruiting "business partners" and getting the word out about the variety of training programs and opportunities available throughout Louisiana.

Title of the Program: *NEASHRM Internship Program*

Chapter Name: Northeast Arkansas SHRM

Chapter Number: 0262

Chapter State: Arkansas

Chapter Region: Southwest Central

Chapter Website: <http://neashrm.shrm.org>

Executive Summary:

The Northeast Arkansas SHRM, based out of Jonesboro, Arkansas, is a "small" chapter by SHRM definition. We have a student chapter at Arkansas State University that has been inactive for several years. In 2007 the university hired a new professor who is charged with rejuvenating their human resources coursework and generating student interest in the human resource field. Dr. Faye Cocchiara has been a dynamo-starting the student chapter in the fall with fourteen members! The students have participated in NEASHRM meetings and have assisted with our seminar set-ups. In the past our chapter has hired interns to work on our bi-annual wage and benefit survey. This year we decided to take the internship to another level. We developed guidelines for an internship that included some work on the survey each semester, but that would create opportunities for the intern to work in human resources in a variety of organizations in a number of industries. Our first internship was awarded in the Spring of 2008 to an intern who was able to observe or work at three different organizations. Our ongoing goal is to establish a highly prized human resources internship for one student per semester.

Title of the Program: *School To Work*

Chapter Name: Brazos Valley Human Resource Management Association

Chapter Number: 0330

Chapter State: Texas

Chapter Region: Southwest Central

Chapter Website: <http://www.bvhrma.org>

Executive Summary:

"Serving, sustaining and supporting career success for youths across the Brazos Valley, "has continuously been a goal of the BVHRMA School to Work Committee. This committee was formed to meet the workforce readiness needs of our community. We visit high schools, alternative schools, GED classes, and career fairs, attend workshops and mentor college students. We guide individuals in the right direction to finding employment, assessing their skills, writing resumes, filling out applications, interviewing tips and general on the job behavior. This program has proven to be extremely pertinent to youths as a supplement for basic career guidance received in high school. Some students may not choose college; we provide guidance to getting into the workforce and avenues to obtain necessary skills and qualifications. This program has been designed around the SHRM Workforce Readiness Core Leadership essentials. School to Work is imperative to our community. Because we are all Human Resource professionals, it is an obligation, a desire and a need to assist individuals with their career goals. In turn, we build a better community and a better world.

Pacific West Region

Title of the Program: *NNHRA 40th Anniversary Celebration - Past President Recognition and All-Star Awards*

Chapter Name: Northern Nevada Human Resources Association

Chapter Number: 0123

Chapter State: Nevada

Chapter Region: Pacific West

Chapter Website: <http://www.nnhra.org>

Executive Summary:

In celebration of 40 years of excellence in service to the HR profession (1967 - 2007), NNHRA resolved to honor the longstanding service of the organization to the community during a Gala Event honoring our predecessors and their vision as well as our current members. Nearly all 40 past presidents either attended or participated by way of sharing their regards. Exemplary HR professionals in our chapter were recognized via HR All-Star Awards and winners of the Psychologically Healthy Workplace Awards in a newly formed partnership. Profits from the event supported the SHRM Foundation and our Community Outreach partner, Big Brothers and Big Sisters of Northern Nevada. Keeping in mind the collaborative goals of our founders, we involved our members and community partners. Sponsorships were sold, award nominations and selections made, a silent auction was held, and the event was a resounding success! We achieved all of our goals at a level we never could have anticipated. And the momentum and spirit created by the event resonated throughout the profession in northern Nevada. It was truly a Pinnacle Event which continues to motivate and inspire our members.

Title of the Program: *How to Recruit and Select Study Group Facilitators for Your Chapter's PHR/SPHR Study Group Toolkit*

Chapter Name: San Diego SHRM

Chapter Number: 0130

Chapter State: California

Chapter Region: Pacific West

Chapter Website: <http://www.sdshrm.org>

Executive Summary:

The San Diego SHRM Chapter's Study Groups have repeatedly achieved high passing rates for their PHR/SPHR Certification Exam participants, averaging in the 80-90% range. The Facilitator Selection Committee of the San Diego SHRM Chapter documented their process for recruiting and selecting facilitators for the chapter's PHR/SPHR Study Groups. This document contains methods, ideas, suggestions and corresponding results as a record of the committee's efforts. Our past recruiting efforts were un-orchestrated with the daunting possibility of failure, resulting in potential cancellation of a Study Group. Through this planning process we are hoping to ensure a consistent flow of candidates interested in facilitating the Chapter Study Group, a very important aspect of our member benefits. We present two Study Groups, one in Central San Diego and the other in the North Coast area, twice a year, in Spring and again in the Fall. In addition, we are hoping to motivate board membership in the Vice President - Education role as: 1) it will no longer be necessary for the incumbent board member to always be facilitating two Study Groups during their term, and 2) locating a second facilitator for our North Coast Study Group will be less of a concern.

Title of the Program: *Anchorage Student Chapters*

Chapter Name: Anchorage Society for Human Resource Management (ASHRM)

Chapter Number: 0200

Chapter State: Alaska

Chapter Region: Pacific West

Chapter Website: <http://www.shrmalaska.org>

Executive Summary:

The Anchorage Society for Human Resource Management (ASHRM) has a long-standing history of supporting and networking with the local student chapters. We believe that student chapter members are the core of the continued evolution of HR as future practitioners and leaders of our profession. Our relationship with student chapters has resulted in their involvement as ASHRM Board Members - a former student member served as ASHRM's President-Elect in 2007 and is serving as President in 2008. The 2007 board's motivation, buy-in, and inspiration created the synergy needed to assist the University of Alaska Anchorage (UAA) in revitalizing their student chapter, and to help Wayland Baptist University (WBU) start a new one. Through the joint efforts of the ASHRM College Relations Director, her Alaska State Council counterpart, faculty advisors, students, ASHRM Board of Directors and membership, the goals initially set were not only met, but surpassed. Only a year after this project started, the student chapters are flourishing - good membership numbers, participation in professional and community events, and a professional-student chapter relationship is stronger than ever. ASHRM is proud to continue promoting a mutually beneficial interaction between HR students and practitioners - this is just a good example of our commitment.

Title of the Program: *Workplace Excellence*

Chapter Name: SHRM Hawaii

Chapter Number: 0208

Chapter State: Hawaii

Chapter Region: Pacific West

Chapter Website: <http://www.shrmhawaii.org>

Executive Summary:

Strategic management of human resources can have a substantial impact on organization productivity. However, little has been done in Hawaii to assist employers in shifting toward the strategic management of human resources. SHRM Hawaii's Workplace Excellence Program fills this need. Employees of participating employers take the People EquityT survey administered by Metrus Group, a nationally recognized management consulting firm. The survey provides each employer an assessment on three measurement dimensions: employee Alignment with the business strategy and goals, Capability of the organization to meet customer expectations, and Engagement of employees (i.e. motivation and commitment) to the goals of the business. SHRM Hawaii and Metrus Group then conduct training programs for executives and managers of participating employers to provide them with information and skills they need to improve their performance in the three dimensions described above. After participating employers have had an opportunity to implement what they learned, a second survey is administered to determine if any improvements have been achieved and to identify areas for future training. Survey results from all participants are used by SHRM Hawaii to develop more programs to further assist companies in strategically managing their human resources and improving their performance.

Title of the Program: *LWHRA 2008 Mentorship Program*

Chapter Name: Lake Washington Human Resource Association

Chapter Number: 0320

Chapter State: Washington

Chapter Region: Pacific West

Chapter Website: <http://www.lwhra.org>

Executive Summary:

The Lake Washington Human Resources (LWHRA) Chapter Mission is to, "be a premier resource for our members while advancing our profession." Over the years, LWHRA has offered a variety of programs to enhance the personal and professional growth of our members. One of these has been an ad hoc, general mentoring program which provided mentor-mentee matches, but not a formalized process to support the ongoing relationships. For 2008, a more structured program for Human Resources professionals was created to address these issues while measuring success rates throughout. The 2008 LWHRA Mentorship Program goals were: . To provide a mechanism whereby LWHRA members are able to access expertise from more experienced Human Resource professional members. . To support the Chapter's objective of: "furthering the ongoing enhancement of a dynamic, diverse membership and, as a result, the HR profession through learning and networking". . To give senior-level HR professional members an opportunity to "give back" to our members and our profession. . To provide another

opportunity for Mentors to earn up to 5 recertification credit hours a year, up to 10 over three years, toward PHR and SPHR recertification through Human Resource Certification Institute (HRCI). By providing specific applicant criteria, limiting the amount of applicants accepted to the program (in fact, there was a waiting list for both Mentee and Mentor slots) and creating forums for the educational support during the seven (7) month process, the newly restructured program filled quickly. Mentees were from a variety of industries, backgrounds, roles and ethnicities. Post-launch, all pairs have reported enthusiastic participation with the interim Mentee evaluation survey in June 2008 reporting very high progress and satisfaction rates. As of July 2008, several Mentees have applied and passed their PHR certification, as well as have achieved higher level positions in and out of their organizations. Mentors, too, in their ongoing progress reports identify the experience as extremely helpful and positive to their own Human Resource skills. There are already inquiries into next year's program.