

**TN SHRM State Council Meeting**  
**Thursday, October, 2008**  
**Peabody Hotel, Memphis, TN**

Attendees: Deneen Al-Sadi, David Allen, Angie Bearden, Kellie Conn, Donna Curry, Susan Deaton, Frances Flowers, Leslie Garrett-Stephens, Valerie Gifford, Rebecca Harmon, Dorothy Hill, Michael Hudson, Stephen King, Bob McKown, Tracye Mayolo, Mario Musarra, Phyllis Pruett, Don Ray, Rhonda Reeves, Treva Richardson, Lori Ridings, Annette Sisk, Art Smith, Gary Steele, Privott Stroman, Michelle Thompson, Mike Willard, Lana Wood.

Meeting called to order at 4:30 p.m. by Mike Willard. Introductions were made of all in attendance and the new HR Excellence Award winners were recognized.

Dorothy Hill with SHRM reported that the new CEO, Laurence O'Neil is on board and has a passion for international and will be focusing on positioning the organization in the global marketplace. She shared Tennessee statistics, reporting that out of 26,000 HR professionals in Tennessee, 5,000 are SHRM members representing about 19% of the market. Dorothy reported SHRM is currently hosting a survey for HR professionals and will share the results with the council. She thanked the Memphis chapter for hosting the conference and congratulated them on an excellent event. She encouraged all chapter leaders to attend the upcoming SHRM Leadership Conference November 20 – 22<sup>nd</sup>.

**Secretary's Report:**

Valerie Gifford presented the minutes from the May 16, 2008 meeting. There were no changes or corrections and Don Ray made a motion to approve the minutes. Mario Musarra seconded the motion, which carried.

**Treasurer's Report:**

Mike Willard presented the treasurer's report reflecting a current projected ending balance of \$20,594.68, with remaining expenses to be incurred for HR Excellence and State Council recognition awards, SHRM Leadership Conference attendance and the State Council's 2008 Foundation pledge. Following these remaining expenses, it is anticipated that the 2008 year-end financial report will have a positive balance in excess of \$15,000, which is a positive trend for the account.

**Tennessee State SHRM Council**  
**2008 Budget Projections**

	Beginning balance	\$12,306.19		<b>\$12,306.19</b>	
	<u>Income</u>		<u>Projected</u>		<u>Actual</u>
	Chapter Membership Dues			\$3,886	4,677.00
	Sponsorships/Grants/Web ads			10,450	12,311.00
	Interest Income			10	4.81
	<b>Total</b>			<b>\$14,346</b>	<b>16,992.81</b>
	<u>Expenses</u>		<u>Projected</u>		<u>Actual</u>
	Jan. Leadership Meeting--Marriott food/mtg/hotel exp & Dinner			\$4,500	3,830.05
	Mileage/Lodging for Chapter Visits			1000	499.52
	Spring State Council Meeting			1,500	955.61
	Sponsorship HR Student Games			1,500	500.00
	SE Region Leaders Meeting			350	382.83
	SHRM Foundation			900	163.86
	SHRM Legislative Conference			1000	0.00
	SHRM National Conference			1000	1,211.40
	SHRM Leadership Conference			1800	430.49
	Membership Programs			500	0.00
	Recognition/Branding--S.C. Shirts, Web Hosting			700	730.56
	<b>Total</b>			<b>\$14,750</b>	<b>8,704.32</b>
	<b>Projected ending balance</b>			<b>\$11,902</b>	<b>20,594.68</b>

### **Director's Report:**

Mike Willard thanked the volunteer leaders for their efforts and contributions during the year, reporting the State Council is on track for recognition as a Superior Chapter for 2008 and designation as a SHRM Foundation Champion.

### **Chair Reports:**

#### **2008 Conference Report:**

Deneen and Mario stated they are pleased with the conference and reported attendance is over 400 with 102 vendors. Deneen commented the 3 track approach appears to be working well.

#### **2009 Conference Report:**

Art Smith reported on the 2009 conference in Nashville and distributed flyers announcing the dates and 3 keynote speakers. He commented they have 13 committees with 26 co-chairs and are planning a 6 track program, including a strategic track, with 5 concurrent sessions and 3 mega-sessions. Art commented they have also added 3 pre-conference workshops and a golf scramble. Legal sessions will run concurrent with other sessions. Their goal is 750 attendees and there is room for 150 vendors. Art announced they are offering a special rate for 2008 conference attendees of \$375 and hotel rooms have been confirmed at \$197 at the Opryland Hotel.

#### **THRC Update:**

Mike Hudson presented the THRC financial report, reflecting total funds of \$114,586.69 as of June 30, 2008. Mike commented the two scholarships, the James House Williamson and the Joseph P. Goddard, are able to be paid from the interest on the funds thanks to the generous contributions from the state conference revenues. He commented that the goal is to increase the amount of the scholarships, and this can only be done through the continued generosity from the chapters hosting the state conference each year. Mike stated the James House Williamson scholarship is awarded each year to an undergraduate student in the city hosting the state conference and is selected by the conference committee. He will provide Art with the selection criteria.

Mike Willard commented steps are being taken to incorporate the State Council and the Board is working with the THRC Executive Committee to merge and have the funds come to the State Council for oversight. He commented there are legal issues due to the language regarding the funds in the original charter such as how they are to be invested and provisions for use.

#### **HR Excellence Awards:**

Mike Willard congratulated the HR Excellence Award winners and encouraged each chapter to provide nominations for the 2009 conference.

#### **Communication/Website:**

Mike Willard reported the State Council website is ready to accept sponsorships. He commented that those that have sponsored state council meetings will have the first opportunity. Cost is \$500/year, and the website receives about 11,000 "hits" per year. Sponsors can display their logo, provide a brief description of their products/services and a link to their website.

- Maintained a Web site. Web address: <http://www.shrmtn.org/>
- Created/maintained a state council Web site.
- Provided a link to the SHRM Web site.
- Provided a link to the HRCI Web site.
- Provided a link to the SHRM Foundation Web site.
- Created/maintained a state council Web site linked to chapters in the state.
- Listed council leaders and contact information on Web site.
- Listed council meeting dates and locations on Web site.
- Provided state conference information on state or chapter Web site (if applicable).

NOTE: Annual hosting of our site has been renewed

## WEB STATS

### 1<sup>st</sup> 6 months of 2008 January to June 2008

Total Sessions 6,617  
Total Pageviews 11,609  
Avg Sessions Per Day 43.25  
Avg Page Views Per Day 75.88  
Top 10 Visited Pages  
1. Home page  
2. State Conference  
3. Chapters  
4. News  
5. Contact  
6. Council Meetings  
7. Roster  
8. Minutes  
9. Photos  
10. Bylaws

#### Top 10 – Where Site Visitors are coming from

1. Direct [type in shrmtn.org]  
2. Google Search  
3. SHRM.ORG [National]  
4. Yahoo Search  
5. SHRM Chattanooga  
6. MSN Search  
7. SHRM / Chapters / Southeast  
8. Live.com Search  
9. SHRM – Middle TN  
10. SHRM Memphis

### Annual 2007 Stats January to December 2007

11,453  
19,295  
31.38  
52.86  
Home page  
State Conference  
Contact  
Chapters  
News  
Council Meetings  
Bylaws  
State Council Roster  
Minutes  
Why Join a Local Chapter

Direct [type in shrmtn.org]  
Google Search  
SHRM Chattanooga  
MTSHRM  
Yahoo Search  
MSN Search  
SHRM / Chapters / Southeast  
TVHRA  
Whois Search  
SHRM Memphis

## District Director Reports:

### West Tennessee – Don Ray

Don commended the Memphis Chapter on the great conference and recognized Mario for his work as both conference co-chair and chapter president.

Don commented West Tennessee/Jackson chapter had some struggles during the year as a new chapter.

- Will work with current Chapter Presidents to make sure successor candidate(s) have been identified as well as other board members that have been committed for next year's board.
- Assist and make sure each Chapter President completes the CAP (Chapter Activity Plan) and is completed and submitted prior to deadline.

### State Director-Elect Report – Don Ray

- Identifying leaders for the 2009 & 2010 State Council
- Encourage all Chapter President & President-Elects to attend SHRM Leadership Conference, November 20 – 22 in Arlington, VA this year. Thursday night TN State Council dinner – please let himw know if you plan to attend.
- Currently working on arrangements for future State Council meetings and materials. Don encouraged chapter president's to bring all core leaders on their board to the State Council Leadership training in January so they can network and share best practices. He stated he has tentatively set the agenda for the leadership training with the board/business meeting on Thursday and a workforce development program on Friday. (if you have any ideas or suggestions for future topics for our State Council meetings, please let me know)

- The next TN State Council meeting will be on January 22 – 23, 2009 at Nashville Airport Marriott, Nashville, TN. This will be our annual TN State SHRM Leadership meeting

### **Middle Tennessee – Stephen King**

Stephen reported the Middle TN chapters are all doing well, commenting he did not have as much interaction with the chapters as he would like due to job requirements. He reported \$16,000 was raised with the golf scramble and he served on the membership task force with SHRM National. Stephen then announced his resignation the State Council due to job demands.

### **East Tennessee – Mike Willard presented for Sheryl Ransom**

Accomplishments:

1. Spoke about the Benefits of SHRM at the Northeast Chapter on April 24, 2008.
2. Spoke about the Benefits of SHRM at the TVHRA Chapter on June 10, 2008.
3. Plan on visiting the Chattanooga Chapter Board Meeting in October.
4. Will speak to the Upper Cumberland Chapter at their November meeting.

Remaining Goals:

1. Continue to make contact with the Crossville HR group.
2. Attend the Leadership Conference in November.

## **Core Leadership Area Reports:**

### **Workforce Readiness – Mike Willard for Tracy Anthony**

Mike reported that an Enterprising Leadership Initiative was submitted (included below).

Initiative Title: Partnerships for Workforce Readiness in Tennessee

Purpose: The Tennessee State Council initiated partnerships in 2008 with two State Government Departments to identify, introduce and promote existing workforce readiness programs throughout the state. The identified programs are responsible for assessing applicant skills and interests and providing necessary training and job search assistance to enhance workforce readiness within the state. We began by inviting State Dept. representatives to present the programs to the SHRM chapter presidents and other state council members. Individual chapters then began to work directly with their local area program representatives to increase awareness and promote these programs to their area employers.

Implementation: This initiative began in the spring of 2008 when a representative of the TN Dept. of Human Services introduced the Families First program to the chapter presidents and other state council members. This program provides temporary cash benefits to families with children and financial difficulties and emphasizes work, training, and personal responsibility. To be eligible for the program, participants must agree to develop and follow an Individualized Career Plan (ICP) which is based on the participant's skills and needs. The ultimate goal of the ICP is to provide a work and training guide that will result in financial independence for the family. SHRM Chapters and employers are working directly with the Dept. of Human Services to introduce and promote this program across the state.

Our workforce readiness initiative is continuing through a partnership with the TN Dept. of Labor and Workforce Development to promote two additional programs through the state council and chapters. The Career Readiness Certificate Program can be beneficial to the state in attracting employers who are looking for specific skills when hiring. This program is available in all 95 counties throughout the state and the certificates are recognized by neighboring and many other states in the U.S. The CRC program provides applicants with portable credentials for basic workplace skills and benefits employers by providing better qualified applicants and reducing hiring expenses and attrition.

The TN Dept. of Labor and Workforce Development, along with local Workforce Investment Areas and Career Centers, also administers the Incumbent Worker Training Program. This program provides grant funding for customized training for existing for-profit businesses in the state. Through this customer-driven program, Tennessee is able to effectively retain and keep businesses competitive by providing enhanced skills training for their current workforce.

Our strategy for this initiative is to introduce representatives from each of these excellent workforce readiness programs to council and chapter leaders and work directly with them to help increase the awareness and promote these programs throughout the state. Our efforts will be measured through follow up with the chapters and State Departments.

Outcome: These workforce readiness initiatives were initiated in 2008 and will continue into 2009. The representatives from the State Departments were appreciative of our interest and efforts to assist them in promoting and increasing the awareness of the programs. Since there was little prior knowledge about the programs by volunteer leaders and their companies, we anticipate increased interest and participation in the programs as a result of our efforts. Our remaining challenge is to "stay the course" and attempt to measure the results of our efforts. These, and other workforce readiness programs, are essential to a future of job growth and stability for Tennessee's employers and workers.

### **Membership – Tracye Mayolo**

Tracye thanked Deneen and Mario for the great location for the SHRM Shack at the conference. She talked about SHRM's new Membership Star/Superstar Recognition Program and reported that the MT SHRM, Memphis and Chattanooga chapters had earned Superstar status with 10% membership growth and Clarksville, Upper Cumberland and Stones River earned Star status with growth between 6 and 9%.

Tracye also announced her resignation as she is returning to school to work on her MBA. She reported there were two free eblasts available for the year and offered her assistance with membership goals.

### **Foundation – Mike Willard for Gail Wesline**

Mike reported that foundation contributions were encouraged at the conference with those contributing being entered into a drawing for an iPod.

### **College Relations – Jill Senff**

#### **2008 SIGNIFICANT ACCOMPLISHMENTS**

- Volunteered for Mock HR Games held at UTK on February 28, 2008
- Worked with SHRM Headquarters, other SHRM volunteers and UTK to help organize 2008 SE Student Conference/HR Games held at UTK April 18-19
- Served as a Judge during the HR Games
- Served as a panelist for the Panel Discussion: "A Juggling Act: The Many Facets of HR Careers" during the Student Conference
- Worked closely with UTK to identify and hire HR interns (currently have 4 interns at DENSO)
- Participated in HR Panels at UTK
- Joined Intern Breakfast at UTK
- Participated in SHRM College Relations Webcast (8/28)
- Will Participate in SHRM College Relations Conference Call (10/29)

#### **2008 REMAINING PLANS**

- Maintain contact (at least 2x per year) with chapter college relations chairs (by phone, email or face-to-face)
- Facilitate conference calls between chapter college relations chairs to discuss college relations programs and share successful practices
- Ensure local chapters all have college relations chairs

### **Certification – Mike Hudson**

- Included an HRCI certification director on the 2008 council.
- Council representative(s) participated in HRCI/certification conference calls.
- Adopted and implemented 2008 HRCI/certification goals (found in VLRC).
- Promoted the benefits and value of HRCI certification (PHR, SPHR, GPHR).
- Educated members on the recertification process, including using the online recertification system.
- At least 50 percent of the state council members are PHR, SPHR, or GPHR certified.
- Number of certified professionals in the state increased during 2008.
- Awarded an academic or certification award for member(s) in the state. Please describe:
- Obtained recertification pre-approval for state conference or other council event(s). Form available at [www.hrci.org/CEPre](http://www.hrci.org/CEPre) approvals /AFC.
- Council representative(s) participated in volunteer leader HRCI certification webcast or viewed archived

webcast ([www.shrm.org/chapters/resources/webcastarchive/asp](http://www.shrm.org/chapters/resources/webcastarchive/asp)). Utilized the Certification Toolkit at [www.hrci.org/Volunteers/OPPS/](http://www.hrci.org/Volunteers/OPPS/).

Re Certification Rates for 2008 to date. There was 1663 in 2007. This is a 9% increase.

Ranking	State	# of Certified Professionals	Percent of Recert
4	MS	294	60.54
8	NC	2975	57.31
10	KY	1139	57.07
11	SC	1062	56.12
13	DC	311	55.95
15	GA	2882	55.52
16	AL	848	55.42
29	VA	3717	53.30
30	TN	1817	53.27
37	FL	5153	51.14
44	PR	162	48.15
50	WV	209	45.45
54	VI	18	44.44

Mike stated that there are 120 archived webcasts on the HRCI website for recertification credit and encouraged chapters to obtain recertification credit for their monthly meetings.

### **Diversity – Deneen Harris Al-Sadi**

Deneen reported that her main focus has been on the conference and stated that she had ensured that conference topics touched all aspects of diversity to meet the needs of the diverse HR group.

### **Chapter President Reports:**

#### **Clarksville – Privott Stroman**

#### **2008 Significant Accomplishments through October, 2008.**

- On course to receive Superior Merit Award for 2008!
- Solicited and voted on a chapter logo. Now working towards getting our name and branding within the community on shirts, stationary, flyers, newsletters, etc.



- Provided HRCI credit for all chapter meetings & professional development seminars since June
- Developed and approved a budget for current and future costs
- Finalized all dues collections resulting in a roster of over 80 members... we're on our way to being a 'Medium-size' chapter!!!
- 10/12 passing rate for our Spring HRCI Certification course; now holding a Fall course with 14 participants and partnering with Hopkinsville, Kentucky chapter
- Succession planning underway for 2009 Board. 2009 President-Elect finalized with only 2 spots left to fill for '09. Both 2009 President & President-Elect will travel to Washington DC for the Leadership Conference.

- Student Chapter at APSU has held informational meetings and signing up members. CAC Board members will participate by speaking and mentoring Student SHRM members. Team is already forming for the 2009 SHRM games!
- 2<sup>nd</sup> Annual *Whine & Cheese* is in preparations to celebrate a strong year and transition to 2009 board.

### **Chattanooga – Gary Steele**

#### **Jan - August 2008 Chapter Results**

- 78% Membership Renewal (196 Renewals)
- 91 New Members
- 287 Total Members
- 62% are SHRM National Members (177)
- Average attendance for monthly meeting, 110
- 1<sup>st</sup> newsletter was published June 2008 for members – *The SHRM Chatt*
- Certification class to begin October 2008

### **Enterprise Leadership**

- Get-A- Job Program – Partnership with Chattanooga State, Chattanooga Chamber of Commerce and TVA for past 4 years.
- Partnership with Junior Achievement – *Success Skills®* - Develops students' interpersonal effectiveness and problem-solving skills necessary for the workplace by placing students into the roles they will play as potential employees.

### **Challenges:**

- Membership Retention – did not meet goal of 80%
- Membership Certification
- Increase National Membership

### **Duck River – Roma Powis**

No Report

### **Highland Rim – Annette Sisk**

Annette reported they are struggling with growth and only have 4 members on their board. She stated they have been working with inmates on interviewing skills to help them re-enter the workforce after release.

### **Memphis – Mario Musarra**

Chapter membership growth continues and we are targeting a goal of 1000 membership by 2009 to be a Super Mega chapter.

Will be hosting our second half-day seminar for 2008 in November and feature Margaret Morford.

Our annual holiday social in December will feature our first Silent Auction to benefit the SHRM Foundation.

Chapter Achievement Plan is on target for Superior Merit for 2008.

Officer transition for 2009 officers begins in December.

Thanks for all of your support during the 2008 TN SHRM state conference!

### **Middle Tennessee – Bob McKown**

Bob reported a 24% membership increase due to promotions and recruiting members-at-large and membership is now at 785. They have held 90 programs and events this year with many approved for HRCI credits. Many of the programs are free to members because of sponsorships.

### **Northeast – Rhonda Reeves**

Awarded the Superior Merit Award for 2007

Chapter Accomplishments YTD:

- Lt Governor Ron Ramsey to speak at May 22<sup>nd</sup> meeting regarding HR legislative issues
- Partner with NETSHHRA for the 2009 HR expo to be held April 22 – 24 in Johnson City
- Held first annual panel of experts for elder care issues and identifying resources to assist employees in this area

#### 2008 Key Goals and Objectives:

- Earn Superior Merit Chapter Award (in progress)
- Increase meeting attendance to average 50 per meeting – communicate meeting schedules and programs in advance (will not achieve)
- Enhance board knowledge and participation in Strategic Plan items – held board orientation in January and will hold another one in November for 2009 board
- Partner with Junior Achievement to establish a presence in local high schools to address workforce development issues – featured JA Director at the July meeting and she will recruit NETSHRM volunteers to assist with classroom instruction and special projects

#### Challenges for 2008:

- Membership involvement
- Identifying future volunteer leaders – succession plan in progress
- Student chapter

#### **Stones River – Lesley Tune**

2008 Superior Merit Award – On target to receive

Current Membership as of 9/22/08 – 124 members enrolled

#### 2008 Significant Accomplishments

- 123 Members (largest yet) 61% National SHRM Members, 27% Certified
- Awarded 2007 Superior Merit Award
- 15% net increase in membership
- Establishment/Communication of 2009 Membership Drive
- Chris West lead EFCA workshop
- Edgar Kane – Workforce Readiness (mock interview in Franklin County)
- Sonya Stephenson – provided training materials on Diversity for Chapter
- Majority of monthly meetings were pre-approved for HRCI credit
- Partnership with EEOC for Spring/Summer conference
- Scholarship program extended to include HRCI certification
- Monthly attendance sky-rocketing!
- Sharon McKnight – publishing bi-monthly newsletter for chapter
- Created chapter brochure for state conference and to send to at-large list
- SHRM Foundation donation sent

#### Challenges for 2008

- Filling current officer positions
- Membership growth – goal is 175 members
- Succession planning
- New Member Orientation

#### **TVHRA – Rebecca Harmon**

##### Membership:

- 376 Members – 14% Associate, 86% Professional
- 70% of Professional members are members of SHRM
- 38% have PHR or SPHR
- Membership Dues: \$45 – Monthly Meal - \$17 (revolving 12 month membership)

##### Meetings:

- 2<sup>nd</sup> Tuesdays Dinner/Program Meetings
- 9 this year have (or will) qualify for recertification credit
- Professional Development Seminar held in July for 5 additional certification hours
- Our board meets at 4:00 p.m. prior to the regular meeting at 5:30 p.m.

##### Accomplishments:

- Wage & Benefit Survey: Conducted online wage and benefit survey via Survey Monkey with 80 participants
- Workforce Readiness program with Boys & Girls Club. Submitted as EL project with SHRM
- Partnered with Chamber as another workforce readiness project to bridge the gap between the classroom and workroom
- Launched new website
- Hosted student HR games

- Hosted tour of Oak Ridge National Lab in August as Industry tour
- Planning networking social in December
- 2009 Board 80% of positions are filled
- 2008 Chapter donation to SHRM has been made

CAP:

- 2008 projected award level – Superior Merit

**Upper Cumberland – Susan Deaton**

Chapter continues to struggle with membership and this is an area of focus.

**Dyersburg – Lana Wood**

No Report

**West Tennessee – Jeff Thomas**

No Report

Mike requested that chapter presidents forward their reports electronically if not previously sent. He reminded everyone that the Chapter Activity Plans (CAPs) are due in January. Mike reported that three or four chapters submitted Enterprising Leadership entries.

Mike thanked everyone for their support and hard work during his term as State Council Director and presented each person with a token of his appreciation.

Don Ray recognized Mike Willard for his contributions as State Council Director, and presented him with a token of appreciation. Don stated the growth of the council and increased meeting attendance is a testament to his leadership.

There being no further business, the meeting adjourned at 6:00 p.m.

Respectfully submitted,

Valerie Gifford, State Council Secretary