Pacific West Region

AK, CA, HI, ID, MT, NV, OR, Pacific Council (Guam, CNMI), WA, WY



**April 2014**

**Update**

**Mark Your Calendars**

**Core Leadership Area (CLA) Schedule**

*E-mail notifications are sent to the CLA volunteers in advance.*

The **2014 Core Leadership Area schedule** is available at

[CLA Schedule](http://www.shrm.org/Communities/VolunteerResources/Pages/CLAConCallWebinarSchedule.aspx)

**April**4/17 – **Membership** Webinar at 3:00 pm ET

To join the meeting: <http://shrm.adobeconnect.com/r77ipo8fouq/>

             Call-in: (800) 745-6370; Passcode: 882494

4/23 – **SHRM Foundation** Webinar at 3:00 pm ET

To join the meeting: <http://shrm.adobeconnect.com/r6468z5thnf/>

             Call-in: (800) 745-6370; Passcode: 882492

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**Chapters-by-Size Conference Call/Webinar Schedule**

Topic specific discussions & successful practice sharing
*E-mail notifications are sent to the Chapter Presidents in advance.*

The **2014 Chapters-by-Size schedule** is available at

[Chapters by Size schedule](http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Pages/ChapterBySizeConfCall.aspx)

5/20 –  **Small** [up to 100] Webinar @ 4:00 ET

4/16 –   **Medium** [101-300] @ 4:00 ET

To join the meeting: <http://shrm.adobeconnect.com/r36w91vczz9/>

             Call-in: (800) 745-6370; Passcode: 882492

4/16 –   **Large** [301-500] @ 4:00 ET

To join the meeting: <http://shrm.adobeconnect.com/r36w91vczz9/>

             Call-in: (800) 745-6370; Passcode: 882492

 5/6 –  **Mega** [501-1,000] Webinar @ 4:00 ET

5/6 –  **Super-Mega** [1,000 +] Webinar @ 4:00 ET

**New! Volunteer Leaders Webcast Series**

We know your time is valuable. To provide information on how to succeed in your volunteer leader role, we’re providing a series of short webinars. One of the Volunteer Leaders webinars will be briefly reviewed during each Chapter by Size webinar, with the rest of the time focused on how chapters utilize the topic discussed.

**New! Medium/Large Chapter Presidents Webinar 4/16**

Strategic Planning will be the topic covered during the Medium/Large Chapter Presidents Chapter by Size webinar. To prepare for this topic, please watch the 15 minute Strategic Planning Volunteer Leaders webinar at this link: [Strategic Planning](http://shrm.adobeconnect.com/p7qb37h3htc/). Watching this webinar prior to April 16 will enable us to have a robust discussion on this topic.

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**Volunteers**

**April is National Volunteer Month!**

Thank you volunteers for all you do for your Chapters and State Councils! We appreciate all of your time, hard work, and dedication! You are making a positive impact on the HR Profession!

**Volunteering by Kristina Minyard**

“One of my favorite things about working in Human Resources is my network! My network is full of funny and knowledgeable professionals that I call on regularly for their point of view, expertise, snarky comment or a good laugh. I would argue with anyone that I have one of the best networks ever!!! How did I end up connected to these amaze-balls peeps? One word folks, volunteering. I fell into HR by chance and the second I learned about our local SHRM affiliate chapter I was signing up and when a volunteer opportunity came my way I didn’t think twice about saying yes. I had no expectations of my volunteer role and what it would do for me, I was genuinely interested in finding a way to show my appreciation for our chapter (NASHRM) and the wealth of information they provided to newbies like myself.”

 For the full post please see below:

<http://hrpockets.com/2014/02/23/giving-back-to-your-profession/>

**Why I Volunteer by Tiffany Kuehl**

Must read blog for volunteers: <http://www.performanceicreate.com/volunteer/>.  Thanks Tiffany for being an awesome volunteer and sharing your insights!

**Calling all Volunteers: 2014 Regional Student Conferences – Online Volunteer Registration Now Open**

Support the next generation of HR professionals!  Seeking volunteers to serve in April as Case Competition judges, team supervisors, conference ambassadors and career development mentors.  HRCI recertification credits available for some volunteer roles.  Conference dates, locations, registration, etc. can be found at [Student Conferences](http://conferences.shrm.org/student-conferences). Volunteers receive complimentary registration to the event.

**Volunteer Leader Resource Center link:** [VLRC](http://www.shrm.org/Communities/VolunteerResources/Pages/default.aspx) **Coming Soon! New SHRM Update**

Watch for a new SHRM Update beginning in May. The same information will be shared, but will be in a new format. Information is being streamlined to make it easier to use. The SHRM Update will also be sent out in a different way. Next month the SHRM Update will be emailed to all SHRM volunteer leaders.

**SHRM Volunteer Satisfaction & Recognition Study Results**

Conducted last Fall, the results of SHRM’s Volunteer Satisfaction & Recognition Study are now available as a 18 minute recorded webinar.  Go to [Volunteer Study](http://shrm.adobeconnect.com/p3yjnifada6/) to view the key insights garnered by this survey to help SHRM better understand the satisfaction levels of our affiliated chapter and state council volunteers, and how they prefer to be recognized for these volunteer efforts.

**Volunteers**

**Help Us Whip Conference Marketing into SHAPE**Marketing button and banner images in jpeg have been added to the VLRC under Marketing Resources.  They are now [available for download](http://msg.shrm.org/site/R?i=uBqEjh4CWKTf0nuZimIbww).  Feel free to use these resources as part of your marketing plan.   Fulfilling SHAPE requirement 3.1 just got easier!

**MAC (Membership Advisory Council) Report**

**Greetings from your PacWest MAC Rep:** Thank you all for participating and supporting in the 2014 MAC team’s mini survey on attracting At-Large members into local chapters. We obtained some really great data and are looking forward to sharing it with the SHRM Board in June.

The second survey in our three part mini-series is hot off the press and, once again, we are looking for your support to participate in the survey, as well as to encourage your State Council Board, Chapter Presidents and Chapter Volunteer leaders to participate. The focus for this survey is to gain an understanding of how SHRM can leverage technology to better serve its Volunteer Leaders and SHRM Members. The survey is only seven questions long and should take about 5 minutes to complete. The link to the survey is; <https://www.surveymonkey.com/s/L52FRBN>

The cutoff date is April 15th so please be sure to send the link out in a timely manner.

**Coming Soon!** The first ever, Annual MAC Report, is in its final draft form and we look forward to sharing with you all that we accomplished in 2013.

Thank you all,

Deb Horne, SPHR

Member Advisory Council Representative, PacWest

**Membership**

**Membership Marketing Tip: Mix Up Your Communication Methods**

Do you prefer getting e-mails or talking on the phone? Do you actually open your postal mail that comes to the office? As individuals, we all have our various preferences, so for upcoming events or membership renewal times, make sure to vary how you are communicating with your members and other constituents by reaching out to them in more than one method and with multiple touches. A renewal notice with a phone call later can dramatically increase your conversion, as can an e-mail followed by a letter.

**New! Membership Promo Reminder:**

May 1 begins SHRM's online membership promotion where chapter members can save their usual $15 off a NEW membership and get a canvas SHRM tote bag. We will send more information towards the end of April with a link to a flier, online ads, sample social media posts and more. If you have any questions on the promotion, please contact your Regional Administrator.

**Certification**

**New! Certification Director Orientation PowerPoint**

Are you new this year to your role as Certification Director for your Chapter or State? Be sure you have reviewed the Certification Director Orientation PowerPoint, located at [Certification Director Orientation PPT](http://fs16.formsite.com/robgatesshrmorg/files/f-33-10-8023400_8RW76DZT_2014_Certification_Director_Orientation.ppt)

**Certification**

***Have you heard about the new SHRM Learning System Champion Program?***  This recognition can be earned by chapters using the SHRM Learning System in their certification preparation study group **and/or** partnering with a local college/university to offer the course.  Many chapters are already offering study groups or partnering with schools ***and qualify for this award now***!  Click on the following link [Champion Program](http://learnhrm.shrm.org/lschampion) to see specific requirements and to complete the chapter tracking form.



To help your chapter gain this recognition, SHRM has a special discount and tools! Follow this link to the 2014 SHRM Learning System® for PHR®/SPHR® Chapter Resources - [Chapter Resources](http://tinyurl.com/chapterresources).  It contains all the information you need to promote your offering!

**College Relations**

**SHRM Regional Student Conferences**

Regional Student Conferences are well underway - Southeast and Southwest Central were held in March with the remaining scheduled for April. [Student Conferences](http://conferences.shrm.org/student-conferences)

**New! Student Chapters**

The SHRM Board of Directors recently voted to amend SHRM’s bylaws to enable state councils to serve as the sponsoring entity when a new student chapter is chartered.  In addition to streamlining the student chapter chartering process, this decision provides a greater opportunity for alignment at the state level with the future of our profession, while leveraging the state council’s involvement in guiding those student chapters that need assistance.  For professional chapters that currently have strong, established relationships with student chapters, your role as sponsoring entity will continue unchanged.

More specific information will be made available to individual state councils as potential/newly chartering student chapters are identified in each state. In the meantime, please contact Laurie McIntosh at Laurie.mcintosh@shrm.org  if you have any questions.

**SHRM Foundation**

**New! SHRM Foundation Scholarships and Awards**

Don't forget! Now is the time to begin your application process for the SHRM Foundation scholarships and awards. [SHRM Foundation Scholarships and Awards](http://www.shrm.org/about/foundation/scholarships/Pages/default.aspx)

**New! SHRM Foundation Webinar at 4:00 ET on April 23**

This program will include some introductory information to help you in your role as a Foundation volunteer, and will also provide the status of the annual campaign. We will be talking about the new rules this year regarding SHAPE and soft credits for your donations.

**Tweet the SHRM Foundation**

Don’t forget that the SHRM Foundation is on Twitter. Follow us [@SHRMFoundation](https://twitter.com/SHRMFoundation) for the latest news and educational resources. You can also mention [@SHRMFoundation](https://twitter.com/SHRMFoundation) in your chapter and state council tweets to have them appear on the SHRM Foundation homepage.

**Workforce Readiness**

**New! Employer’s Guide to the SHRM Assurance of Learning®**

Did you know over 1200 employers have requested their free copy of the Employer’s Guide to the SHRM Assurance of Learning® Assessment, are looking for the Certificate of Learning on recent graduates’ resumes and are talking about it with candidates in interviews? If you don’t have your copy, e-mail us at academics@shrm.org to get your copy. If you already have your free copy, please help us by giving us feedback via a brief survey! Go to [Employers Guide Survey](https://www.surveymonkey.com/s/6LTTCGR)

**FYI**

**New! Read Books for Recertification**

Almost 60 books are now approved for recertification credit! That means you can now receive credit for something you’re already doing – reading! Visit the SHRMStore to see which books are [approved for credit](http://shrmstore.shrm.org/approved-for-credit.html) and to [learn more about the program](http://shrmstore.shrm.org/recert_faqs). Plus, contact the SHRMStore@shrm.org to get more information on forming a recertification book club at your chapter.

**Lean HR: Introducing Process Excellence to Your Practice**

*Approved for 2.5 credit hours of Business Credit*

In this book, practitioners will be guided through an overview of the basics of Lean, how to use the most common tools, and how to then leverage them to bring an element of process excellence to their HR department. # 48.56593 [SHRMStore](http://shrmstore.shrm.org/approved-for-credit/lean-hr-introducing-process-excellence-to-your-practice.html)

Member: $12.95

Nonmember: $14.95



**Apply for the Sloan Award today – deadline April 11**

Show off your organization’s best practices in workplace flexibility AND get a FREE benchmarking report! Apply for When Work Works’ 2014 Effective and Flexible Workplace Awards (a.k.a. the Sloan Award). Visit the When Work Works [website](http://www.whenworkworks.org/) for more information, and to read about the best practices from previous winners.

**When Work Works Community Partner** - Interested in championing workplace flexibility as a strategic initiative in your state? Then consider joining these State Councils and Chapters and become a [Community Partner](http://www.whenworkworks.org/2014-community-partners). Here’s a [Toolkit](http://www.whenworkworks.org/downloads/www_toolkit_120312.pdf) to get you started!

[**HR Jobs Pulse Survey Report**](http://www.shrm.org/Research/Articles/Pages/HRJobsPulse.aspx)The new survey examines hiring trends in the HR profession as well as HR professionals' faith in their own job security and ability to find work elsewhere. [Click Here](http://www.shrm.org/Research/SurveyFindings/Pages/default.aspx)

**Conferences**

**Upcoming State Conferences:** A complete listing of all state conferences by month is available at [State Conferences](http://www.shrm.org/Conferences/StateAffilliateConferences/Pages/default.aspx)

**Online State Conference Posting Request Form: *REMINDER!!!*** Post your state conference info on the SHRM website!

[State Conference Posting Request Form](http://fs16.formsite.com/robgatesshrmorg/form18/index.html)

**2014 PW State Conferences**

April 23-25, 2014 – CalSHRM State Council Conference – Sacramento, CA

May 7-9, 2014 – Montana State Council Conference – Bozeman, MT

May 12-13, 2014 – Alaska State Council Conference – Anchorage, AK

September 18-19, 2014 – Idaho State Council Conference – Boise, ID

September 29-Oct. 1, 2014 – NHRMA Regional Conference (AK, OR, WA) – Spokane, WA

Learn more at conferences.shrm.org

***2014 SHRM Conferences***

* Talent Management Conference & Exposition; April 28 - 30, 2014; Nashville, Tenn.
* Annual Conference & Exposition; June 22 - 25, 2014; Orlando, Fla.
* Workplace Diversity & Exposition; October 13-15; New Orleans, LA

Learn more at [SHRM Conferences](http://www.shrm.org/Conferences/Pages/default.aspx)

***2014 SHRM Seminars***

For the full listing of our current seminars, visit [SHRM Seminars](http://www.shrm.org/seminars/shrmupdate).

***SHRM Organizational Training & Development***

***Onsite Education for State Conferences, Chapters and Organizations***Did you know that SHRM’s broad portfolio of professional development courses can be brought onsite to your next event? Contact SHRM’s Organizational Training and Development team today to learn more about bringing any of our Seminar topics onsite to your next state conference, chapter meeting, or organization. SHRM’s Organizational Training & Development: OrgTraining@shrm.org or 703-535-7496.

**New on the Web**

New information is continuously being added to the website. A **summary of each new article** is available on the Volunteer Leaders Resource Center (VLRC) at:

 [New on the Web](http://www.shrm.org/vlrc)

Or, you can access it from the front landing page of the VLRC at [VLRC](http://www.shrm.org/vlrc).

**Your Regional Team**

Jon Decoteau, Division Director – West, CA (jon.decoteau@shrm.org)

1-800-283-7476 Option 1 x6298

Dianna Gould, SPHR, CAE: Pacific West Field Services Director, AK, Guam, CNMI, ID, MT, OR, WA, WY (dianna.gould@shrm.org)

1-800-283-7476 Option 1 x6267

Scott Ferrin: Southwest Central Field Services Director, HI, NV (scott.ferrin@shrm.org)

1-800-283-7476 Option 1 x6453

Kimberly “Kim” Goodwin, Pacific West Regional Administrator for all states and Pacific Council (Kimberly.goodwin@shrm.org)

1-800-283-7476 Option 1 x6316 or 703-535-6316

**Regional Administration: 1-800-283-7476 ext. 3333** **SHRM.MemberRelations@shrm.org**

**Volunteer Leader’ Resource Center (VLRC)** [**http://www.shrm.org/vlrc**](http://www.shrm.org/vlrc)