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| SHRMA_LOGO_2008sm | SHRMA  Salem Human Resources  Management Association  [**shrmsalem.org**](http://shrmsalem.org) |

Chapter Newsletter

April 2012 Edition

**Message from Chapter President, *Barbara Cecil***

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|  | SSta  **H:\SHRMA\SHAPE\2011_EXCEL_Awards_CHAP_logo_PLATINUM[1].jpg H:\SHRMA\2011_Membership_Superstar_Color_jpg.jpg**  **Your SHRMA Chapter Receives Honorable Recognition!!!!** |

***2011 Platinum Excel Award***

Our Chapter just received some very exciting news!! We have been awarded the SHRM Platinum Excel Award for outstanding achievement for 2011! Following is the letter we received from Pamela Green, SHRM’s Vice President of Membership, notifying us of our accomplishment:

Dear Chapter President:

On behalf of the Society for Human Resource Management, I am pleased to confirm that your chapter has been awarded the 2011 Platinum Excel Award.  This award recognizes outstanding achievements in chapter operations and a commitment to providing meaningful programs and services to your members.

By achieving this award, your chapter distinguishes itself as an outstanding organization dedicated to serving the needs of your members and to the advancement of the human resource management profession.  Throughout the year, we will continue to recognize your chapter's achievement as a Platinum Excel award winner.

Congratulations on your achievement, and we look forward to working with you in 2012.

Sincerely,

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Pamela J. Green, SPHR

Vice President, US Membership

***Star Chapter Status!***

What better way to start out the year than to receive notice from SHRM that we achieved STAR status for membership growth in 2011! This growth was the result of you bringing more HR professionals into our fold, as well as the efforts of our Membership Director’s hard work recruiting members from SHRM’s “At Large” list. At Large members are members who have not designated to a Chapter and are therefore not receiving all the benefits of Chapter membership. Our Chapter Membership Director works hard to recruit members, and I wanted to take this opportunity to thank our 2011 Membership Director, Ellen Strickland, who was key to helping us achieve Star status!

Scott Cantu is our 2012 Membership Director, and he’s off to a great start recruiting members. Scott has enticed several monthly meeting attendees to join us by offering them a free Starbuck’s gift card. See Scott’s article on page 4 of this newsletter for more information.

***SHRM Affiliate Program for Excellence (SHAPE)***

As I mentioned in the February edition of our newsletter, the SHRM Affiliate Program for Excellence (SHAPE) outlines the minimum requirements for chapters and state councils to remain in good standing with SHRM on an annual basis and recommends additional goals and measurements be met in order for chapters and state councils to receive special recognition from SHRM. Our Chapter strives to receive the highest possible level of recognition through the programs we offer our membership and special projects we work on as a board.

Once again, I am pleased to announce that our Chapter received the highest recognition (Platinum) for our efforts in 2011.

Following are a few examples of how we are focusing our SHAPE efforts for 2012:

* **50/50 Raffles at Chapter Meetings and the SHRM Foundation** – proceeds are split between our drawing winner and the SHRM Foundation, thereby providing for a more consistent stream of funds to help support the Foundation. The SHRM Foundation is a 501(c)(3) nonprofit affiliate of the Society for Human Resource Management (SHRM). The Foundation is a legally separate organization, and it is not funded by SHRM membership dues. The Foundation is instrumental in providing educational support, sponsorship and evidence-based research to HR professionals. Visit the Foundation’s web page to learn more: <http://www.shrm.org/about/foundation/Pages/default.aspx>
* **Workforce Readiness** - Our Chapter has formed a relationship with Easter Seals, which is a nice complement to our Workforce Readiness initiative. Our Chapter is a strong supporter of the effort to return our Veterans to the workforce, and this is also an area of concentration for Terri Allen of Easter Seals. We reserve time at each of our Chapter meetings to provide Terri and her veteran candidates with the opportunity to introduce themselves and review their qualifications for positions they are seeking. In the fall, we are planning to host a program focused toward the Easter Seals’ Homeless Veteran’s Reintegration Program.
* **Membership Initiatives** – our Programs Director Deborah Jeffries provides a healthy programs agenda and our Membership Director’s efforts are focused on increasing membership to grow our Chapter and enhance networking opportunities for existing members.
* **Diversity and Inclusion** – *(refer to page 6 of this newsletter)*

***2012 PHR Study Group***

I want to take this opportunity to thank Jackie Allen, our former Professional Development Director, for all her hard work ensuring that Chapter members were provided with the opportunity to participate in a study group if they were planning to sit for the PHR/SPHR Certification exam. Jackie volunteered many hours of her time teaching and coordinating instructors for past study groups, and many participants went on to earn their certification due, in part, to Jackie’s dedication.

With Jackie’s recent resignation from our board, we were met the challenge of finding an alternative study group solution. Other Chapters offer study groups from time to time, but we really wanted to maintain a local option for our members. I am pleased to announce that we have found an interim solution, and I want to thank board members Shauneen Scott and Carolyn Ross for their assistance in forming a partnership with the Oregon State Personnel Management Association (OSPMA) in Salem. Through this partnership we’re able to continue providing a local study group option to help our Chapter members prepare for their PHR/SPHR certification exam. OSPMA is in the process of scheduling the study group sessions, most likely to be conducted in the fall. If you or someone you know is interested in joining a study group, please continue to check our web site for details about dates and times for the OSPMA study group sessions. We’ll post updated information as it becomes available. Additionally, if you or someone you know is interested in teaching a session or two or helping out in another capacity, please contact Shauneen Scott ([Shauneen.K.Scott@doc.state.or.us](mailto:Shauneen.K.Scott@doc.state.or.us)) or Barbara Cecil ([bcecil@mapscu.com](mailto:bcecil@mapscu.com)).

***Volunteers Step Up***

Chapter members answered a call for volunteers and joined me and other members of our board on March 28 at La Margarita in downtown Salem to learn more about SHRMA, our affiliation with SHRM National and NHRMA, and how their talents and interests could best serve our Chapter. We will be appointing new members to our board on an interim basis as we move throughout the year. It’s never too late to take advantage of the opportunity of becoming more involved with our Chapter. There is always room for folks who want to volunteer, from greeters at our monthly meetings, to official positions on the board. Please let me know if you’re interested in serving in any capacity. I would love to hear from you about your interests and desire to support our work in HR. Please feel free to email me at [bcecil@mapscu.com](mailto:bcecil@mapscu.com), or visit with me at an upcoming Chapter event. I look forward to meeting you and discussing how we might be able to work together!

**Membership Update**

***Are You A SHRMA Member?***

*By Scott Cantu, SHRMA Membership Director and Oregon State Council Treasurer*

You may or may not know that part of our financing for the Salem Chapter is provided by SHRM in the form of reimbursement for SHRM members that become affiliated with our chapter.  This is an important and vital financial support that allows us in part to cover our expenses for monthly meetings.  There is no additional charge for affiliating with that Salem Chapter and is easily done by providing your SHRM ID and a statement requesting to affiliate with the Salem Chapter.  Should you have questions or would like to affiliate with the Salem Chapter, you can email me at [scott.l.cantu@state.or.us](mailto:scott.l.cantu@state.or.us)

As Barbara mentioned above, if you join the Chapter at an upcoming Chapter meeting, I’ll even give you a free Starbucks gift card!

**Legal Update**

*By David Briggs, SHRMA and Oregon State Council Legislative Director*

***2012 Oregon Legislative Session Over***

After a whirlwind 2012 session, the Oregon Legislature reviewed several employment bills, but only one bill of significance passed.  The new law prohibits employers from making job announcements that state the employer will not consider applicants that are currently unemployed.  The bill allows BOLI to fine offending employers $1,000 per violation, but specifically states that prospective employees can’t sue prospective employers for violation of the law.  Moreover, the law does not prevent discrimination based on someone’s current employment status, merely that employers can’t advertise that they discriminate on that basis.

The Legislature plans to convene for the 2013 regular session beginning on January 14, 2013.  If you would like to be included on a legislative update email list, please contact me at [dbriggs@sglaw.com](mailto:dbriggs@sglaw.com).

***NLRB Posting Requirement***

The National Labor Relations Board is requiring employers to post a new notice by **April 30, 2012.  The new requirement applies to** most private sector employers, regardless of whether their workforces are unionized.  The notice should be posted in a conspicuous place, where other notifications of workplace rights and employer rules and policies are posted. It would be best for employers to have a discussion about the posters with employees and educate them. Simply posting the new poster leaves the conversation up to the employees and their own interpretations. Employers also should publish a link to the notice on an internal or external website if other personnel policies or workplace notices are posted there.  To get the poster or for more information go to <http://www.nlrb.gov/poster>.

***NLRB Issues Guidance on Social Media Cases***

In guidance issued earlier this year, the NLRB discussed social media policies that violate the National Labor Relations Act as well as particular employer actions involving discipline for particular employee posts.  The fairly lengthy report demonstrates how many policies contained in personnel manuals violate the NLRA, including blanket policies that prohibit use of the company name or trademark, discussion of a company’s confidential information, and requiring social media posts to be professional and appropriate.  Also discussed was the termination of several employees for what was posted on their Facebook accounts.  The NLRB determined that these employers violated the NLRA by disciplining employees who criticized their supervisor’s attitude, complained about wages or benefits, or whose posts complained about other terms or conditions of employment.  And, it is important to note, many of the employers discussed in the NLRB guidance were not unionized.

The lesson from the NLRB’s guidance is to get legal review of your social media policies and seek counsel before terminating any employee if you have any doubts about what an employee’s rights are under the NLRA.  You can read the NLRB’s most recent guidance on social media here: <http://www.nlrb.gov/news/acting-general-counsel-issues-second-social-media-report>.

**Chapter Programs Update**

*By Deborah Jeffries, SHRMA and Oregon State Council Programs Director*

Please click [HERE](http://shrmsalem.org/Default.aspx?pageId=708505) or on the Chapter Meetings tab on our web site for a schedule of upcoming Chapter Programs. You may register for current programs there as well by following the link provided.

***May Chapter Meeting - May 8***

Mark your Calendar for this Special Dinner Chapter Meeting at Creekside Golf Course!

**Program:** Workplace Flexibility - The Next Imperative for Business Success and HR Leadership – followed by a panel discussion (Local employers who have received the Sloan Award)

**Speaker:** Lisa Horn from SHRM

Workplace flexibility has become a key business strategy to leverage the talents and skills of today’s increasingly diverse, aging, and multi-generational workforce.  In this session, you will learn how flexible work arrangements such as job sharing, flexible scheduling, phased retirement, and telecommuting can drive employee engagement, productivity, retention, and benefit your organization’s bottom line.   You will also examine key HR strategies for implementing flexibility as well as legal issues to consider.  And you will hear about new resources and opportunities as a result of SHRM’s partnership with the Families and Work Institute, including the “When Work Works” initiative.

***June Chapter Meeting – June 12 (TBA)***

***July Chapter Meeting – July 10***

**Program:** Healthcare Reform Update – Post Supreme Court Decision

**Speaker:** Jason Beyrouty – AKT Benefits Advisors

***May 7 – 8 Oregon Employer Council – 2012 Annual State Conference for Business***

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The conference will be held at the Linn County Expo Center in Albany. HRCI credits are pending. To learn more or to register:  [www.oec.org](http://www.oec.org/) or contact Ron Sohnrey at (503) 947-1305 or [Ronald.R.Sohnrey@state.or.us](mailto:Ronald.R.Sohnrey@state.or.us)

***June 1 - HR Basics – at the Willamette University College of Law***

**Topics will include:**

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| • Legal Hiring Practices | • Wage & Hour Laws |
| • Harassment & Discrimination | • Managing Absenteeism |
| • Handling Problem Employees | • Social Media in the Workplace |
| • Workplace Investigations | • Problem Solving Exercises |
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For more information and to register, please visit [**www.shrmsalem.org**](http://www.shrmsalem.org)**.**

Questions? Contact Kayla Franz at [*kfranz@sglaw.com*](mailto:kfranz@sglaw.com)or (503) 399-1070

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| ***SHRM National Conference – June 24 – 27, 2012 in Atlanta Georgia***  Get the latest news and updates from the SHRM 2012 Annual Conference & Exposition and discover over 200 ways to improve your career. Key note speakers include journalist, Tom Brokaw and best-selling author and innovative business leader, Jim Collins. | http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Documents/AC12_WEBBANNER_300X250.gif |

Tuesday night entertainment this year will be provided by legendary comedian, Jerry Seinfeld! Visit the SHRM website at SHRM.ORG, click [HERE](http://annual.shrm.org/extras) for conference information and registration, or [HERE](http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Documents/2012_AnnConf_RegOnlineAd_fp.pdf) to register on line.

***NHRMA Conference and Tradeshow – October 1 – 3, 2012 in Anchorage, Alaska***

In keeping with the strong tradition of the past 73 NHRMA Conferences, this year’s conference promises to be both informative and fun! The theme is **HR Leaders Driving Change**, emphasizing the critical role HR plays in stabilizing and championing organizational change. Click [**HERE**](http://www.nhrmaconference.org/2012/)conference information and to register on line.

**Student Chapter Update**

*By Tania Weets, Student Chapter President*

The Student SHRMA Chapter works to promote the HR profession at Willamette University. In order to do this, the Student Chapter runs events for the school such as various panels, resume workshops, and treks to visit local businesses.  Projects planned for next year include a trek to state departments, a resume workshop for high school students, raising money for the Willamette Humane Society and more!

Would you like to get involved? We are looking for professional members that can help with job shadows, provide paid or unpaid projects, interns, recent graduate job postings, speaking on campus, and any ideas to help out your Willamette MBA community! Feel free to contact the chapter President, Tania Weets at [tweets@willamette.edu](mailto:tweets@willamette.edu)

**Easter Seals Update**

As many of you know, we have teamed up with Easter Seals and their employment program again this year in an effort to assist them in matching talented job candidates with employers seeking talent. We hope you can carve some time out of your busy schedules to come see Senior Community Service Employment Program (SCSEP) participants display their talents, and vote on “Best in Show” at the upcoming SCSEP

Talent Fair. This is a “fun” event and a great way to support the Easter Seals employment program.  Following is information on the fair:

Wednesday, May 23rd from 2 – 3:30 p.m.

Mission Mill 3rd floor Spinning Room.

Please contact Janet Norton, SCSEP program manager for more information. Janet can be reached at ([503)362-1572, Ext. 306](tel:503.362.1572%20ext%20306) or via email at [jnorton@or.easterseals.com](jnorton@or.easterseals.com%20%20%20)

**SHRM Foundation News**

***Scholarships for HR Professionals***

Are you a SHRM member pursuing a college degree (HR, business, psychology, etc.) or professional certification?  The SHRM Foundation will award $100,000 in scholarships to SHRM professional members in 2012.

The scholarships are allocated equally among the five SHRM geographic regions, which means you are competing only with applicants in your own part of the country. Recipients are selected primarily on merit, and a significant portion of the selection criteria includes HR involvement and future career plans, as well as volunteer activities and leadership experience.

Academic scholarships are available to those working toward a graduate or undergraduate college degree in HR or a related field.  Certification scholarships are available to those working toward certification (SPHR, GPHR, PHR, or California) and to affiliated SHRM chapters and state councils that are organizing local certification preparation programs.

The application deadline is July 16, 2012.  For more information, choose "[Scholarships and Awards](http://shrm.org/about/foundation/scholarships/Pages/default.aspx)" on the SHRM Foundation website ([www.shrm.org/foundation](http://shrm.org/foundation)).

***The Executive Briefing Series***

To make it easier for HR professionals to share important evidence-based management practices with their CEOs and line managers, the SHRM Foundation has introduced its new Executive Briefing series.

The executive briefings are based on solid research. They cover similar content to the popular Effective Practice Guidelines; however they are just 3-5 pages in length, making them ideal to share with colleagues at the office. The briefings highlight the most important, bottom-line implications on each HR topic. The following briefings are now available for free download:   
  
• [*Wellness Strategies to Improve Employee Health, Performance and the Bottom Line*](http://shrm.org/about/foundation/products/Documents/Wellness%20Exec%20Briefing-FINAL.pdf)

• [*HR's Role in Corporate Social Responsibility and Sustainability*](http://shrm.org/about/foundation/products/Pages/CSRandSustainability.aspx)  
• [*Leveraging HR Technology for Competitive Advantage*](http://shrm.org/about/foundation/products/Documents/HRIS%20Exec%20Briefing%20FINAL.pdf), sponsored by ADP

This series is made possible by the generous support of SHRM members and chapters. Visit [www.shrm.org/foundation](http://shrm.org/foundation) and select "SHRM Foundation Products" to download the executive briefings.

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| **C:\Users\bcecil\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\MUIUL9KZ\K Alano (3).jpg** | **Diversity Corner**  *By Kevin Alano, Diversity Director*  On March 14, 2012, SHRMA members and guests were treated to Eric Peterson’s *“The Business Case for Diversity & Inclusion: Why Diversity is Good for Business.”* Eric brought his experience and expertise as the |

Manager for Diversity and Inclusion Initiatives at SHRM, and shared key insights with us. He covered a brief history that most of us are familiar with here in the United States, dating back to the 1960’s with the creation of the Equal Employment Opportunities Commission and passage of civil rights federal laws. Eric discussed the values and business cases for diversity and outlined the challenges and opportunities that diversity and inclusion bring to the workforce.

Challenges Opportunities

Potential for Conflict Greater capacity for risk

Accommodations Cultural competencies

Communication/language barriers Increased language skills

Increased turnover Global focus

Expectations (salaries, benefits) Fresh new ideas

More training Technological competence

Generational differences

The “business case” for diversity and inclusion’s contribution to the bottom line Eric summarized in the following points:

1. Greater adaptability and flexibility in a rapidly changing marketplace.
2. Attracting and retaining the best talent.
3. Reducing the cost associated with turnover, absenteeism and low productivity.
4. Return on investment from various initiatives, policies and practices.
5. Gaining and keeping greater/new market share (locally & globally) with an expanded diverse customer base.
6. Increased sales and profit.
7. Mitigate and minimize legal risks.

Increasing our individual competence in diversity and inclusion is a value-added component in our work as human resources professionals. I welcome your ideas and success stories, and look forward to sharing them in future articles.

I am the 2012 SHRMA Diversity Director, and I believe that increasing our individual competence in diversity and inclusion is a value-added component in our work as human resources professionals. I would like to hear your ideas on how to use diversity as both a business advantage and social connection that all of us can help our respective businesses, agencies, and organizations leverage. As the term “diversity” implies, ideas and best practices exist in each of us and where we work. I invite everyone to become part of a sharing network where we can relate ideas and success stories about how diversity and inclusion can be a value added component in our work force. Please share your ideas and stories at: [salemshrmdiversity@gmail.com](mailto:salemshrmdiversity@gmail.com)

I may be asking you if your idea of story can be used in a future newsletter!

Are you or is someone you know interested in sponsoring a Chapter meeting? Top of Form

**SHRMA Sponsorship Opportunities**

Are you, or is someone you know, interested in sponsoring a Chapter meeting? Meeting sponsors ensure that we continue to offer the quality of programs we as a Chapter are committed to providing our members. We offer four levels of sponsorship opportunities to meet the advertising needs of businesses. More information regarding sponsorship opportunities is available by clicking on the **Sponsorship** tab on our web site located at [shrmsalem.org](http://shrmsalem.org/).

**Employment Opportunities**

If you know of an employment opportunity in the area of Human Resources and would like us to post it on our web site, please feel free to contact Barbara Cecil ([bcecil@mapscu.com](mailto:bcecil@mapscu.com)) or Shauneen Scott ([Shauneen.K.Scott@doc.state.or.us](mailto:Shauneen.K.Scott@doc.state.or.us)). Positions will be posted for one month unless other arrangements are made.