

Quarterly Report for AZ SHRM State Council 2014 State Conference

Today's Date: 3/30/2014

Person Submitting Report: Holly Schor
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CLA Director Name: Holly Schor

CLA Deputy Director Name: Linda Michaels

CLA Committee Member Names: Mark Christensen, Theresa Maher, Barb Sexton

Acknowledgement

Please review:

http://www.shrm.org/Communities/VolunteerResources/ResourcesforStateCouncils/Documents/2014_SHAPE_State_Councils/Planning_Workbook_20131121.pdf

I have read and understand the State Council Planning Workbook and SHAPE Guidelines for the 2014 State Council SHAPE Award and have a plan to meet my CLA initiative(s) by year end.

(Please select one)

Yes No

Core Leadership Area Initiatives/Goals

Your CLA must have a minimum of at least one initiative to advance AZSHRM in 2014

Describe initiative(s)/goals:

- Increase attendance to the 2014 State Conference
- Connect HR and Business
- Overall recognition of event will provide maximum exposure for AZSHRM as a whole – impacting SHRM/Chapter memberships

Describe how these initiatives/ goals will be achieved:

- Strategic marketing plan
- Redesigned exhibitor/sponsor offerings
- Close out early bird rates 5/31/2014 and provide promotions for conference registrations that are still providing a discount, but increase overall revenue.

Describe the expected outcome of these initiatives/ goals and how they will advance AZSHRM in 2014:

- Revenue to support AZSHRM 125K yearend revenue goals
- Increase in chapter & SHRM national membership.
- Additional branding for AZSHRM.

Describe specific action taken this quarter to meet your CLA initiatives/goals:

Q1 Update – We launched the conference registration site and began promoting the event to both attendees and sponsors. We have been working very hard on the initial phase of the event logistics – Keynote selection, breakout session layout & sponsor/exhibitor relationship management.

Q2 Update –

Q3 Update –

Q4 Update –

Questions for AZSHRM State Council Members or Leadership

Appreciate assistance from AZSHRM in the following way:

- We would love an active presence of AZSHRM State Council Members at this year's State Conference. Please consider participation as an attendee or as a volunteer. Thank you!