

# Quarterly Report for AZ SHRM State Council SHRM of Greater Tucson

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Today's Date: 7/17/2014

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## **Acknowledgement**

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Please review:

[http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Documents/2014\\_SHAPE\\_Chapter/Planning\\_Workbook\\_20131121.pdf](http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Documents/2014_SHAPE_Chapter/Planning_Workbook_20131121.pdf)

*Our chapter has read and understands the Chapter Planning Workbook for the 2014 SHAPE Award and has a plan to meet all the requirements by year end.  
(Please select one)*

Yes       No

## **Community Based Chapter Initiatives**

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*Your chapter must have a minimum of at least one membership initiative, plus one other.*

**Describe Membership Initiative:** Reduce turnover rate on 2014 non-renewals by 10% and increase membership by 2% by 12/31/2014 over 12/31/2013.

**Membership at beginning of the quarter: 324**

**Membership at the end of the quarter: 390**

**Other Initiative:**

1. **OPERATIONAL IMPROVEMENTS**: Tighten up and board operations and improve efficiencies in operating practices and communication.

***Does your chapter have any additional initiatives?***

2. **COLLEGE RELATIONS**: Establish formal college relations with one or more academic institutions.
3. **DIVERSITY & INCLUSION**: Establish formal, direct relationships among all chapters within the state. (We recognize that this may be seen as an abnormal type of goal, but we see this as a major area for improvement as most of our boards and the Presidents did not

feel a connection with the other chapters in the state. We have been closed off to each other and this falls under the category of inclusion generally, and diversity in terms of geography, chapter size/needs/resources, and chapter cultures. The hope is to map out all of our respective board positions and committee chairs to their counterparts around the state so that they can directly interact with and bounce ideas off of each other, and learn from each other.)

4. **OTHER: INCREASE SHRM-GT COMMUNITY OUTREACH & INVOLVEMENT, VISIBILITY AND PRESTIGE:** Increase visibility of SHRM-GT within the community, especially outside of those in the HR field; break down historic chapter resistance to affiliate with, endorse, promote or collaborate with 3<sup>rd</sup> parties in the community; develop ties across multiple sectors and aspects of our community.
  
5. **MEMBERSHIP INITIATIVE #2: Awards Ceremony:**

**Describe specific action taken this quarter to meet your chapter initiatives:**

**Q1 Update –**

**Q2 Update –**

**Q3 Update –**

**MEMBERSHIP:** Efforts include putting out renewal notifications earlier in the calendar year, making announcements at every meeting, surveying members for satisfaction (throughout the year), looking into venue location for potentially more convenient location, and trying to improve programming quality by developing a thorough vetting process and by increasing the manpower of the programs committee.

**COLLEGE RELATIONS:** Activities include learning about the nature of one vs. multi-institutional student chapters, identifying a point of contact within the University of Arizona, as well as the University of Phoenix. Discussions with the University of Arizona and University of Phoenix contacts came to a halt. Recently we were fortunate in that Jason Vixen came across a new contact from the University of Phoenix that is extremely motivated and the process is underway. The University of Phoenix will consider the addition of a student chapter around September.

**DIVERSITY & INCLUSION:** We initiated a list that will contain contact information for all chapter board positions and committee chairs to be circulated among the chapters. That list was circulated and efforts by some on our board have been made to reach out, but not progress has been made. We are not optimistic about the engagement of everyone throughout the state to get this going and to maintain momentum.

**OTHER: OPERATIONAL & STRUCTURAL IMPROVEMENTS (Continuous Improvement):** Activities include beginning the development of a library of speakers for past and all future events, beginning work on developing a succession planning document

for incoming presidents, reviewing potential VLRC job descriptions for committee chairs, discussing with the board the possibility of un-combining board positions to expand the size of the board for greater depth of manpower to carry out initiatives. We have renamed some of our committees to be consistent with the SHRM national naming conventions. A longer, more detailed spreadsheet listing tasks is available upon request.

**OTHER: INCREASE VISIBILITY, PRESTIGE, COMMUNITY OUTREACH &**

**INVOLVEMENT:** Activities the formation of a new committee and board position, the **Communications & Outreach Committee**, for which a chair has already been appointed. This committee will organize and categorize the many organizations and ways that we might interact with other organizations in the community and establish a structured way of dealing with all of the variety of such opportunities. Activities will eventually include establishing relationships with other organizations and the media, developing an eBlast list beyond just HR professionals.

**MEMBERSHIP INITIATIVE #2: Awards Ceremony:** - We have formed a complete committee with three co-chairs to re-launch an old, financially failed awards ceremony in Tucson. The committee has made tremendous progress between the 1<sup>st</sup> quarter and today. They established a formal media partnership, professionally designed graphics/flyers, a functional process, and nominations just closed with over 370 nominations for 4 different awards (duplicate nominations and multiple award nominations are included in this number). We have vastly more critical mass here than we did the last time we tried this. We have also rebranded and restructured the entire event – it is effectively a new event.

**Q4 Update –**

***Chapter Best Practices***

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**List 5-10 things happening in your chapter for which you are particularly proud of:**

**Q1 Update –**

1. We were featured in both major business publications the week of 3/21/2014 – Inside Tucson Business newspaper and BizTucson Magazine.
2. We launched a new committee focusing on communications and community outreach.
3. Our Celebrating Innovations in the Workplace Committee started from scratch reinventing a major event and they have made great progress so far this year.
4. We got to have Gail Perry attend and speak to the attendees at one of our monthly workshops. We heard from a number of people how nice it was to have the State Council Director show up down in Tucson!
5. We managed to reduce our annual turnover in non-renewals dramatically between 1/1/2014 and 3/25/2014.

**Q2 Update –**

### **Q3 Update –**

1. Our Celebrating Innovation in the Workplace committee just closed nominations and had an extremely impressive 370+ nominations! This event was a financial failure just a couple of years ago and we were considering not doing it again. However, we are on the right track to make this a success!
2. We had to move our meetings to multiple locations this year due to an issue with the hotel that we used last year. We communicated to our members and had their support, plus increased overall attendance, and at the same time we used it as an opportunity to determine if we could increase attendance and membership by moving to another location. A survey revealed that our members appreciated all of our hard work.
3. We had one of our largest membership increases in one quarter in the last 5+ years.

### **Q4 Update –**

## ***SHAPE Awards Goal***

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**Our Chapter's target for success is to achieve SHAPE Awards at the following level:**

- Bronze Award
- Silver Award
- Gold Award
- Platinum Award

## ***Questions for AZSHRM State Council Members or Leadership***

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**Appreciate assistance from AZSHRM in the following way:**

- Generate a library of speakers/topics to circulate around all chapters in the state, and possibly to share with neighboring states. This could either be AZSHRM's own library for its events, or it could be/include a request out to all of the chapters to compile a library and share it so that it includes all chapter speakers/topics.
- Explain how we can engage with our politicians without affecting our non-profit status.
- Help us get our committee chairs throughout the state to all start interacting and collaborating with each other. I know that the membership committee has successfully done this in the past.

**Please share your calendar of events for 2014:**

*(List event dates and information below)*

July 8	Taming Abrasives in the Workplace
August 12	Employment Law Update
September 9	National Speaker (Flagship Event)
October 14	National Diversity Month
November 13	Celebrating Innovations in the Workplace Awards Ceremony
December 9	Panel Discussion