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**WI SHRM Update:
The Value Proposition**

Focus:
Connect to what's happening at the State Council level and how these efforts can help benefit your local chapters and HR professionals across the state.

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Reflection...

However beautiful the strategy, you should occasionally look at the results.

≈ Sir Winston Churchill

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Financial Picture

Council Operating Budget: where the \$\$ goes

- \$160,000- \$180,000 annual
- Conferences/Professional development
- Website Expenses
- Chapter Support Programs
- CLA Activities
- Volunteer Leader Support

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Chapter Perceptions

**Feedforward exercise:
(Chapter Leaders)**

What are your chapter volunteer leader perceptions of council?

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WI SHRM Leadership Conference

Focus: *evolution from council orientation to development for volunteer leaders (SHRM and non-SHRM curricula)*

1. Open to all board members = succession planning tool
2. Certification credit
3. Applicable to your paid position
4. Networking opportunity
5. Best Practice sharing across state
6. Foster shared identity = WI SHRM

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Website

Focus: *from redundant; not current, to a real-time, central source of information for:*

- Chapter Leaders/Board Members/Champions
- Sponsors/Vendors/Partners
- State Council Leaders
- Conference attendees
- HR Professionals interested in becoming volunteer leaders

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Membership e-communications

Focus: *emphasizing constant communication to WI SHRM members (bi-monthly; 2 per quarter e-blast).*

Topics of focus:

- Conferences and registration
- Directing HR at large members to local chapters
- Nominations for council positions
- CLA Activity (diversity award, Foundation, HR Voice, Certification Calendar)
- Special Events (Badger Bash)

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Chapter Financial Support

Focus: *generate and re-distribute as much money as possible beyond what is necessary to operate the council.*

Sources:

- Enterprising Leadership Grant*: \$5,000
- National Leadership Conference Reimbursement: \$300 per chapter
- State Conference Entry: 1 per chapter
- Job Bank Revenue Share: variable
- State Conference Revenue Share*: variable

* - **new in 2008**

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Strategic Partnerships

Focus: *from a decentralized, un-directed responsibility to a focus under a new council position.*

Partnership Beginnings:

- UW WI/Center for Patient Partnerships; Port in the Storm
- New North Initiative
- Financial Literacy of Business Professionals
- HR Leadership WI
- Best Practice Sharing (Blackhawk, MMSHRM)

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Core Leadership Areas (CLAs)

Focus: *evolving from solely a link to national SHRM activity to a state-wide collaborator and support for chapters and WI HR imperatives*

Agenda/Developments:

- Curriculum development/tracks for State Conference
- Engaged chapters and HR professionals across the state (e.g. legislative lobbying/foundation/workforce readiness advocacy and programs, diversity advocate award)
- New student chapter (2008); Lakeshore Technical College

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Association Management

Focus: *council focus from administrative to strategic*

Achievement:
Engagement of Morgan Data Solutions as council management firm/resource (2007).

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District Directors

Focus: *from struggling, identity-less positions, to managers of: new chapter development, chapter best practice support, and council special project management.*

Achievements:

- Two new, successful chapters within 2 years
- Two chapters in development
- New WI SHRM website
- Chapter stars/superstars re: membership goals

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Reflection...

Council Evolution

Achievements/Successes in 2007/2008 –
cause for celebration

Volunteer Leaders –
growing in number, commitment, ingenuity

Financial Strength –
continues

Partners –
MDS and strategic initiative partners

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Reflection...

Every day you may make progress. Every step may be fruitful. Yet there will stretch out before you an ever-lengthening, ever-ascending, ever-improving path. You know you will never get to the end of the journey. But this, so far from discouraging, only adds to the joy and the glory of the climb.

≈ Sir Winston Churchill

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*For doing what you do for your
chapters, the council and each
other as HR leaders.*
