



Sample - compliments of the Colorado Healthcare Association for Human Resource Management

Section 3 - Reach Beyond the Expected – HR Delivery

Although effective administration has always been the expected norm, HR Leaders are now required to raise their skills – in recruitment and selection, compensation and benefits, human resources development, employee and labor relations, regulations, compliance, and more.

The “new” expectations for HR delivery demand effective and high-quality programs and services through the utilization of measurement and analysis. HR delivers through:

- Systems and Services
- Transactional Work
- Compliance
- Technology Systems and Solutions
- Metrics and Benchmarking

Chapter Management Activity

36. Chapter Education: “HR Delivery” Leadership Competency

- Chapter is to have conducted a one hour program that focuses on the ASHHRA Leadership Model’s first competency: “HR Delivery.”

Documentation Required Chapter must provide a completed program evaluation for the one-hour meeting. (See Addendum 5 for sample, or use your chapter model). Provide a brochure, flyer or email notice of one educational program to include all of the following: program title, speaker, and education objective(s). Provide a random sample (1) completed Program Evaluation for above program. For program presented, submit a summary of the individual evaluations collected, including total number of evaluations collected.



www.chahrm.org

An Affiliate of the American Society for Healthcare Human Resources Administration

Get credit for learning!!

We have applied for seven HRCI credit hours for the March CHAHRM conference, in case you need continuing education credit for PHR or SPHR recertification.

CHAHRM MARCH CONFERENCE

March 13 – March 14, 2008

The Cliff House at Pikes Peak

Manitou Springs, Colorado

Spring Forward to Meet Your Goals

Join us at CHAHRM's March conference to:

- Hear presentations that will provide you invaluable leadership tools
- Share innovations and solutions while you network with your peers
- Maybe even have a little fun!

REGISTER TODAY!

CONFERENCE OBJECTIVES

- Hear the latest about unionization activity in Colorado.
- Learn about online policy systems and how they compare to paper options.
- Discover the ins and outs of workforce planning in today's health care environment.
- Hear how collaborative leadership can help improve your organization's performance.
- Get an overview of the latest, most successful online recruiting trends.
- Find out the six secrets to effective employee communications.
- Hear about CHAHRM's 2008 plans and activities.
- Network with your peers to find new solutions to current concerns.
- Refresh, renew and replenish yourself in the beauty of the historic Cliff House at Pikes Peak and its stunning atmosphere!



EVENT SPONSORS:



is a network of professional healthcare associations, channel and distribution partners. The network consists of more than 70 healthcare associations, providing access to a credentialed, qualified pool of candidates.



is a company dedicated to providing meaningful awards and state-of-the-art recognition programs. This allows organizations to exceed their expectations by inspiring top level employee performance, satisfaction and loyalty, which cultivates long lasting customer relationships and communicates a positive organizational image.

THURSDAY, MARCH 13

1:30– 2:30 p.m.

CHAHRM Executive Committee Meeting — Cliff House at Pikes Peak, Manitou Springs

Everyone is welcome to attend and participate in planning and organizing to meet our 2008 chapter goals.

2:30 – 3:00 p.m.

Registration in Meeting Room — Cliff House at Pikes Peak, Manitou Springs

3:00 – 4:00 p.m.

Unionization Efforts Update

Speakers: Patrick Scully – Employment Law Attorney, Sherman & Howard LLC and Gabrielle Yarbrough, VP, Yarbrough Inc.

Many hospitals have a goal to remain union-free. This session has been designed to offer our group an update on current organizing activities in Colorado and the West. Patrick has shared his invaluable insights with CHAHRM in the past. Gabrielle will join Patrick as an expert in this field, having spent the last 10 years primarily assisting health care organizations to achieve their labor relations goals.



4:10 – 5:00 p.m.

Paper vs. Online Policy Systems

Speaker: Nita Bowers, PhD – The Training Place, Founder



You will hear about the pros and cons of electronic vs. paper-based alternatives for maintaining your policies. Nita will discuss several online alternatives, including in-house options like your intranet, Microsoft Sharepoint and dedicated software packages. Using a case study, Nita will help you understand how to implement an analysis of your current policies and procedures. Nita Bowers has been involved in training, technology, sales, and human resources for 25 years and has provided customized learning and organization performance consulting services for over 15 years.

The historic Cliff House at Pikes Peak in Manitou Springs long has been an integral part of the life of this small town located near Colorado Springs and the base of historic Pikes Peak. Built in the winter of 1873, The Cliff House has been open to guests longer than Colorado has been a state, compiling a fascinating history of its own over its 125 years.

In 1886, Edward E. Nichols, who had come West for a tuberculosis cure, purchased The Inn and created the Cliff House as a sophisticated resort hotel featuring the area's mineral springs and sparkling waters. Flood, fire and the economy eventually left the building empty for 16 years until 1997, when owner and developer James S. Morley, with the support of citizens and government agencies, renovated the building to its current glory. The Cliff House is on the National Registry of Historic Places. See www.thecliffhouse.com for more.



THURSDAY, MARCH 13

5:30 – 6:30 p.m.

Social Hour

A time to network and socialize with your HR peers in The Cliff House Music Room.

6:30 p.m.

Dinner

Dinner in the elegant Cliff House Ballroom (cost of meal included in registration fee).

FRIDAY, MARCH 14

6:30 – 8:00 a.m.

Breakfast (available in the hotel dining room; cost of meal included in room price)



7:30 – 8:00 a.m.

Registration in Meeting Room

8:00 – 8:30 a.m.

Welcome and CHAHRM General Meeting

8:30 – 9:45 a.m.

Workforce Planning

Speaker: Mary Novak-Jandry, HRadvantage, Managing Director

Mary's session will explore how health care organizations can use a strategic process to change the way they plan, source, deploy and utilize their key resources. She will teach what organizations can do to get the *right number* of appropriately trained employees in the *right place*, at the *right time*, for the *right cost*, doing the *right job*. With her clinical and operations background in health care, Mary offers a unique perspective on the workforce planning issues facing hospitals. Mary's expertise includes more than 30 years in general human resources and compensation programs for staff, management and executives.



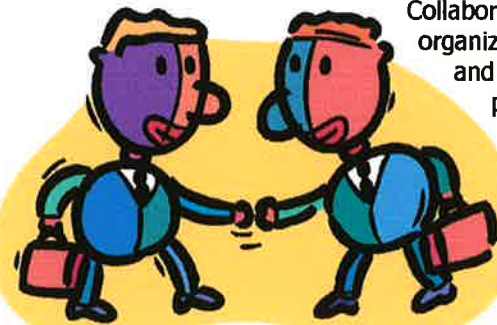
9:45 – 10:00 a.m.

Break

10:00 – 11:45 a.m.

Collaborative Leadership for Human Resources

Speakers: Michael Marks and Russell Sanders, Marks, Sanders and Associates, Principals



Collaboration is essential in the workplace today to improve organizational performance and implement HR programs. Russell and Michael will describe how certain "Foundation Behaviors" promote cooperation, the sharing of ideas, and working together for a common purpose. They'll also describe these Foundation Behaviors: assessing alignment between organizational mission and values and colleague goals, understanding the tasks and functions of managing at different leadership levels in your organization, and learning the difference between management and leadership.

FRIDAY, MARCH 14

Noon – 12:45 p.m.

Lunch (cost of meal included in registration fee)

12:45 – 2:00 p.m.

Successful Online Recruiting Trends

Speaker: Amanda Shewmake, NAS Recruitment Communications, VP, Mountain Region

Amanda will discuss interactive recruitment marketing and how to use it to attracting 'A' level talent. You'll hear about the changing world of recruiting, how to take greater advantage of your institution's website, how to drive more traffic to your website and how to measure your online recruitment results. Amanda has spent the last 18 years as a recruitment strategy consultant for a diverse client roster, including both Fortune 500 firms and small startups.



2:00 – 3:00 p.m.

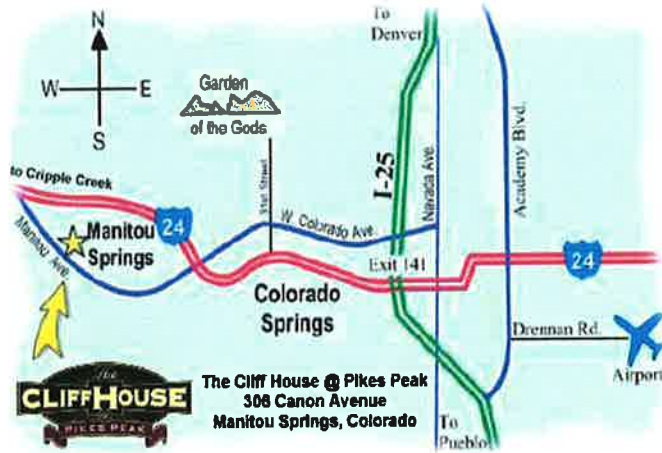
What Top-Performing Companies Have Taught Us About Communication Best Practices

Speaker: Evonne Dunn, Senior Consultant, Watson Wyatt Worldwide



This presentation will share the "Six Secrets of Top Performers." In this interactive presentation, attendees will have an opportunity to complete a brief effectiveness quiz to see how they measure up to the high performers. Evonne will identify the best practices that offer the greatest potential for increasing communication effectiveness. She will also report on the findings of the global 2007/2008 Communication ROI Study, *Secrets of Top Performers: How Companies With Highly Effective Employee Communication Differentiate Themselves*. Evonne Dunn has 17 years of experience developing effective, award-winning employee communications.

3:00 p.m. Adjournment



The Cliff House at Pikes Peak

Rooms are \$129/night for a studio and \$145/night for junior suite and will be held at this rate **through March 1, 2008.**

Call 1-888-212-7000 for reservations. **Be sure to let them know you are with CHAHRM.**

Getting There

Take I-25 to Highway 24, exit 141. Take 24 west about five miles to Manitou Avenue. Turn right on Manitou Avenue. Take Manitou Avenue to Cañon Avenue (by the town clock) and turn right.

Complete and return the application below or register online at www.chahrm.org.
(Please note: When registering online, you still must mail your payment to the address below.)

**CHAHRM's March Conference: Spring Forward to Meet Your Goals
 March 13 – March 14, 2008
 The Cliff House at Pikes Peak
 Manitou Springs, Colorado**

Respond to: Kim Adair
 NAS Recruitment Communications
 6160 S. Syracuse Way, Suite 315, Greenwood Village, CO 80111
 Phone: 303-694-3600; Fax: 303-694-0555; Email: kadair@nasrecruitment.com

- Fees:**
- Full conference (includes meals): \$150
 - Thursday session only (includes social hour and dinner): \$90
 - Friday sessions only (includes lunch): \$70
 - Non-members add \$15 to each amount above*
 - Late registrants add \$25 to each amount above*
 - Meals only: \$80 for guests

(make check payable to CHAHRM)

Respond by: Friday, March 7, 2008

Be sure your registration reaches us by the deadline. If that's not possible, please call.

- Do you plan to attend the Thursday social hour and dinner? Yes No
 Do you plan to attend the Friday lunch? Yes No

Name _____
 Title _____
 Organization _____
 Address _____
 Phone _____ Email _____

The Fine Print: Full refund of registration fee is available if cancellation occurs before seven days prior to the meeting; otherwise no refunds will be provided. If you are registered, but not paid, and cancel within seven days of the event, you will be billed for the registration fee. Substitutions will be accepted.

Successful Online Recruiting Trends

**Speaker: Amanda Shewmake, NAS
Recruitment Communications, VP, Mountain
Region**

Amanda gave us a fantastic presentation around keeping up with technology and how the generational demographics of our Gen Ys and millennials should be in the forefront of how we think.



These folks are described as highly technology-connected, multi-tasking, over-achievers, over-managed and under a lot of pressure to perform. They want to be super heroes on the job and have trouble with delayed gratification, as well as needing recognition more often. Their parents told them they could be whatever they wanted when they grew up and they feel like they are ready for the world!

How to appeal to them? Around 20% of the sources of hires are our employment websites. Branding yourself as an employer of choice and having an easily navigated career site is extremely important to keep your audience's attention. Here is Amanda's suggested best practices checklist:

- Company culture information
- Community service, diversity, awards
- Comprehensive ATS features - job agent, pre-screening tools, saved candidate profile, email to a friend, searchable job positions, on-line response
- Only one click to apply
- Privacy policy
- College recruiting section
- Link from home page
- Employee benefits information

Using search engines to recruit, talent networks, ERPs, blogging, social networking sites (Jobster, LinkedIn), destination sites, email blasts and splash pages are huge!

The Food Network internet site was used as an example of a destination web site—a new place to advertise for the passive job seeker. Target your demographics; it's not as expensive as you think.

Purchasing key words on search results pages on search engine sites (Yahoo, Google) are a great tool that can be less than a couple thousand dollars a month (way cheaper than a display ad). Be sure to change your key words constantly. Using these search word optimizations ensure job seekers find you and click on your site/ads. Don't forget the use of videos on your site. You Tube has created a sensation and your target audience expects to have a similar experience on your site.

Be sure to utilize tracking and metrics to measure traffic and usability of these sources. IT has this info, they're just not giving it out to you, so get close to this information and know your stats!

Don't get overwhelmed with all this new technology. Much like learning how to text from your teenagers, you can find someone who enjoys doing it in your office and is willing to show you the latest and greatest. Find the angle of technology that works best for you. It's well worth the investment to be in the know and try out some new tricks!

Laura J. Roybal
Director of Recruitment
Centura Health
303-804-8203
LauraRoybal@centura.org

SPRING CONFERENCE RESULTS

MARCH 13 & 14, 2008



An affiliate of the American Society for Healthcare Human Resources Administration

Listed below are the *objectives* for this program. Place an "X" in the column that best describes how well you think these objectives were met.

OBJECTIVE	1- Excellent	2 - Very Good	3 - Good	4 - Fair	5 - Poor
Hear the latest about unionization activity in Colorado.	XXXXXX	XX			
Learn about online policy systems and how they compare to paper options.	XX	XXX	XXX	XX	
Discover the ins and outs of workforce planning in today's health care environment.	XXXXXXXXXX	X			
Hear how collaborative leadership can help improve your organization's performance.	XXXXXXX	XXX	X		
Get an overview of the latest, most successful online recruiting trends.	XXXXXXX	XX	XX		
Find out the six secrets to effective employee communications.	XXXXXX	XXX	X		
Hear about CHAHRM's 2008 plans and activities.	XXXXXXXXXX	X		XX	
Network with your peers to find new solutions to current concerns.	XXXXXXXXXX	X	X		
Refresh, renew and replenish yourself in the beauty of the historic Cliff House at Pikes Peak and its stunning atmosphere!	XXXXXXXXXX	X	XX		

Comments: great, thanks! All the topics were very good and informative,

How do you rate these program elements?

ELEMENT	1- Excellent	2 - Very Good	3 - Good	4 - Fair	5 - Poor
Networking opportunities	XXXXXXXXXX	XXX	X		
Location	XXXXXXXXXXXXXX				
Speakers	XXXXXXXXXX	XXX	X		
Topics	XXXXXXXXXXXXXX	XX	X		
Schedule	XXXXXX	XXX	XX		

Comments: more time to network, schedule start at 9am?, start later on Friday a.m., first time – it was valuable, online policy systems speaker was okay, all others were excellent. Day 2 could start at 8:30 or 9am – allows for more networking the night before., one of the best conferences I've ever attended. Thank you!

What were the most effective portions of the program and why?

Networking, collaborative leadership very relevant, NAS online info was informative, workforce planning was one of the most outstanding topics I've heard at CHAHRM – very relevant for strategic HR. Also really liked collaborative leadership presentation., selection and quantity of topics, workforce planning, unionization and workforce planning because they will help with hands-on once I leave here, Mary Novak-Jandry – got to the point and provided solutions we can use, collaborative leadership/communication/WF planning,

What were the least effective portions of the program and why?

Could've done two hours on union and skipped online policy systems, online policy systems – not a very dynamic presentation., my own schedule, policies and procedures, online recruiting although I did learn a couple of new things most of the presentation was a refresher, Nita Bowers – too much fluff in her presentation, paper vs. electronic policy

What is your overall evaluation of the conference (please check one)?

1 = Excellent 2 = Very Good 3 = Good 4 = Fair 5 = Poor

Any suggested topics for future conferences?

More union stuff, employee advisory councils, HR leader as coach (I'd be willing to do a presentation on this next year – spring or summer 2009 – Shelli Lind), more on succession planning – always a good topic,

SPRING CONFERENCE

MARCH 13 & 14, 2008

Listed below are the *objectives* for this program. Place an "X" in the column that best describes how well you think these objectives were met.

OBJECTIVE	1- Excellent	2- Very Good	3- Good	4- Fair	5- Poor
Hear the latest about unionization activity in Colorado.	X				
Learn about online policy systems and how they compare to paper options.	X				
Discover the ins and outs of workforce planning in today's health care environment.	X				
Hear how collaborative leadership can help improve your organization's performance.	X				
Get an overview of the latest, most successful online recruiting trends.	X				
Find out the six secrets to effective employee communications.	X				
Hear about CHAHRM's 2008 plans and activities.	X				
Network with your peers to find new solutions to current concerns.	X				
Refresh, renew and replenish yourself in the beauty of the historic Cliff House at Pikes Peak and its stunning atmosphere!	X				

Comments: _____

How do you rate these *program elements*?

ELEMENT	1- Excellent	2- Very Good	3- Good	4- Fair	5- Poor
Networking opportunities		X			
Location	X				
Speakers	X				
Topics	X				
Schedule		X			

Comments: more time to network, schedule start at 9:00?

What were the *most* effective portions of the program and why?

What were the *least* effective portions of the program and why?

What is your *overall* evaluation of the conference (please check one)?

1 = Excellent 2 = Very Good 3 = Good 4 = Fair 5 = Poor

Any suggested topics for future conferences?

more union stuff