



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

57. Additional Chapter Education: "People Strategies" Leadership Competency

- Chapter provides an **additional one hour program** that focuses on the ASHHRA Leadership Model's fourth competency: "People Strategies."

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

CHAHRM MARCH CONFERENCE

March 13 – March 14, 2008

The Cliff House at Pikes Peak

Manitou Springs, Colorado

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.

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

- ④ Hear the latest about unionization activity in Colorado.
- ④ Learn about online policy systems and how they compare to paper options.
- ④ Discover the ins and outs of workforce planning in today's health care environment.
- ④ Hear how collaborative leadership can help improve your organization's performance.
- ④ Get an overview of the latest, most successful online recruiting trends.
- ④ Find out the six secrets to effective employee communications.
- ④ Hear about CHAHRM's 2008 plans and activities.
- ④ Network with your peers to find new solutions to current concerns.
- ④ 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.



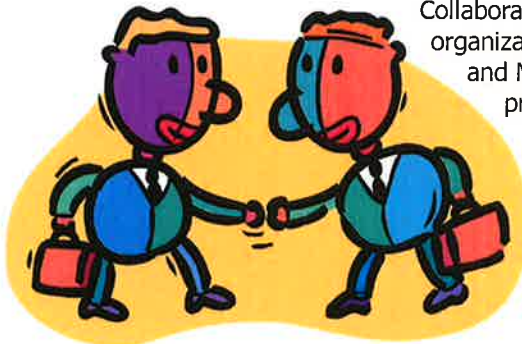
9:45 – 10:00 a.m.

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.*

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

Speaker: Evonne Dunn, Senior Consultant, Watson Wyatt Worldwide



Watson Wyatt's 2007/2008 Communication ROI Study™ is about trends and actions. It examines the relationship between an organization's employee communication practices and its business performance. Our goal is to

identify which communication practices have the highest return.

This is our third Communication ROI Study. The current study includes 264 participants in relatively large companies around the world. Since 2003, we have surveyed more than 750 companies representing more than 12 million employees worldwide. Their participation provides insight into communication practices and trends over the last six years.

Key Findings

- Effective employee communication is a *leading indicator* of financial performance.
- Companies with the most effective employee communication programs provided a 91 percent *total return to shareholders* (TRS) from 2002 to 2006, compared with 62 percent for firms that communicated least effectively.
- Moreover, a significant improvement in communication effectiveness is associated with a 15.7 percent increase in *market value*.
- Firms that communicate effectively are four times as likely to report high levels of employee *engagement* as firms that communicate less effectively.
- All nine practices that constitute Watson Wyatt's Hierarchy of Effective Communication continue to have a positive correlation to financial performance.

- Employee communication programs that drive behavioral change have the strongest correlation to financial performance.
- The percentage of companies that are measuring employee behavioral change has increased almost 25 percentage points since the 2003/2004 study.

The Six Secrets of Top Performers

Companies with the highest scores in effective employee communication — and the strongest financial results — leverage the nine communication best practices in innovative ways to achieve excellence in internal communication. They do many things differently from companies with lower communication effectiveness scores. In particular, they:

- Keep the customer front and center in all employee communication programs
- Design communication programs that engage employees in running the business
- Enhance the communication effectiveness of managers
- Leverage the talents of internal communicators to manage change effectively
- Measure the impact of employee communication on key business metrics
- Maximize the employee experience brand

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This newsletter is produced courtesy of Watson Wyatt Worldwide — a global HR consulting firm. We help our clients succeed by maximizing the return on their investments in people. If we can help you with any of your HR needs, please contact Evonne Dunn at 303-575-9711 or evonne.dunn@watsonwyatt.com.

Many thanks to these gold sponsors for our spring event:



...and thanks to TriStar Risk Management for their support!

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.	XXXXXXXX	XXX	X		
Get an overview of the latest, most successful online recruiting trends.	XXXXXXXX	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	XXXXXXXX	XXX	X		
Location	XXXXXXXXXXXX				
Speakers	XXXXXXXX	XXX	X		
Topics	XXXXXXXXXX	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)?

XXXXXXXX 1 = Excellent XX 2 = Very Good X 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