

2018 State of the Chapter



www.gvcshrm.org



2018 GVC SHRM Board Initiatives

Increase membership by at least 10% through targeted programming and membership drives.



www.gvcshrm.org

Join Chambers of Commerce to partner with them and create HR networking groups, increase membership and to hold GVC SHRM programs at their facilities.



www.gvcshrm.org

Create 'On The Road' committee and begin planning venues and programs into Genesee, Livingston, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates counties.



www.gvcshrm.org

Create another consortium based on the memberships' needs-Global and/or Not-For-Profit.



www.gvcshrm.org

**Increase social media reach through LinkedIn,
Facebook and Twitter.**



www.gvcshrm.org

Use MailChimp to blast out job postings at least once a month.



www.gvcshrm.org

Create a Community Outreach Chair position to handle the Win/Win Initiatives plus other community outreach.



www.gvcshrm.org

**Redefine the Diversity Advisory Council's mission
and program delivery.**



www.gvcshrm.org

Build stronger relationships with the student chapters including mentoring and internships.



www.gvcshrm.org

Programs-increase number and diversity of attendees at monthly programs.



www.gvcshrm.org

Certification

GVCSHRM has taught 121 students since the Fall of 2013 and we have an 81% pass rate.

Student satisfaction

Just wanted to share good news that I took and passed my PHR exam today! Thanks for everything that you and the other instructors did to provide such a beneficial course - particularly for me. I just wanted to write and let you know I passed my SPHR exam! I could not have done it without your support, teaching, guiding and insight. Thank you so much!!

Tha
:)

College Relations

Hosted the 2018 SHRM Student Case Competition.



I learned from this experience how to work with a diverse set of people, how to apply my HR knowledge and ability to a real world problem and in a real-life context, as well as how to work with a group of people towards a common goal

I learned that collaborating and integration is the key to having a successful outcome and a successful team.

Community Outreach

New "Win-Win" Initiative:

- **To assist members in filling job openings by providing qualified candidates who have a form of disability**
- **To identify local not-for-profit organizations that sell products that members/member's companies may wish to purchase.**

Consortiums



**Local Food &
Beverage
companies come
together & share
best practices**

Diversity

Hosted annual D&I program

Offering NEW Diversity podcast series



Government Affairs

Encourages our members to respond to legislative alerts through letter writing campaigns



PAUL F. KENEALLY, PARTNER
(585) 258-2882
pkeneally@underbergkessler.com

December 6, 2017

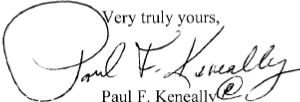
VIA EMAIL (frank.kerbein@bcnys.org) & FIRST-CLASS MAIL

Frank Kerbein, Director of the Center for Human Resources
The Business Council of New York State, Inc.
111 Washington Avenue
Albany, New York 12210

Re: NYS Proposed Scheduling Regulations

Dear Frank:

I hope you are well. I write today on behalf of several clients and in my role as Legislative Representative of Genesee Valley Chapter of SHRM ("GVC-SHRM"). Several clients have expressed serious concerns to me about the proposed employee scheduling regulations, particularly as to two (2) hours of call-in pay required if no two (2) weeks' notice of the schedule is given. My clients tell me it will be impossible for them to avoid this provision, and it would be crippling to their business, as the employees themselves, particularly the part-time ones, do not communicate their availability until just before the work week at issue. Please incorporate this point into the Business Council's comments on the proposed regulations.

Very truly yours,

Paul F. Keneally

PFK/ddd

cc.: Clients
GVC-SHRM Board of Directors

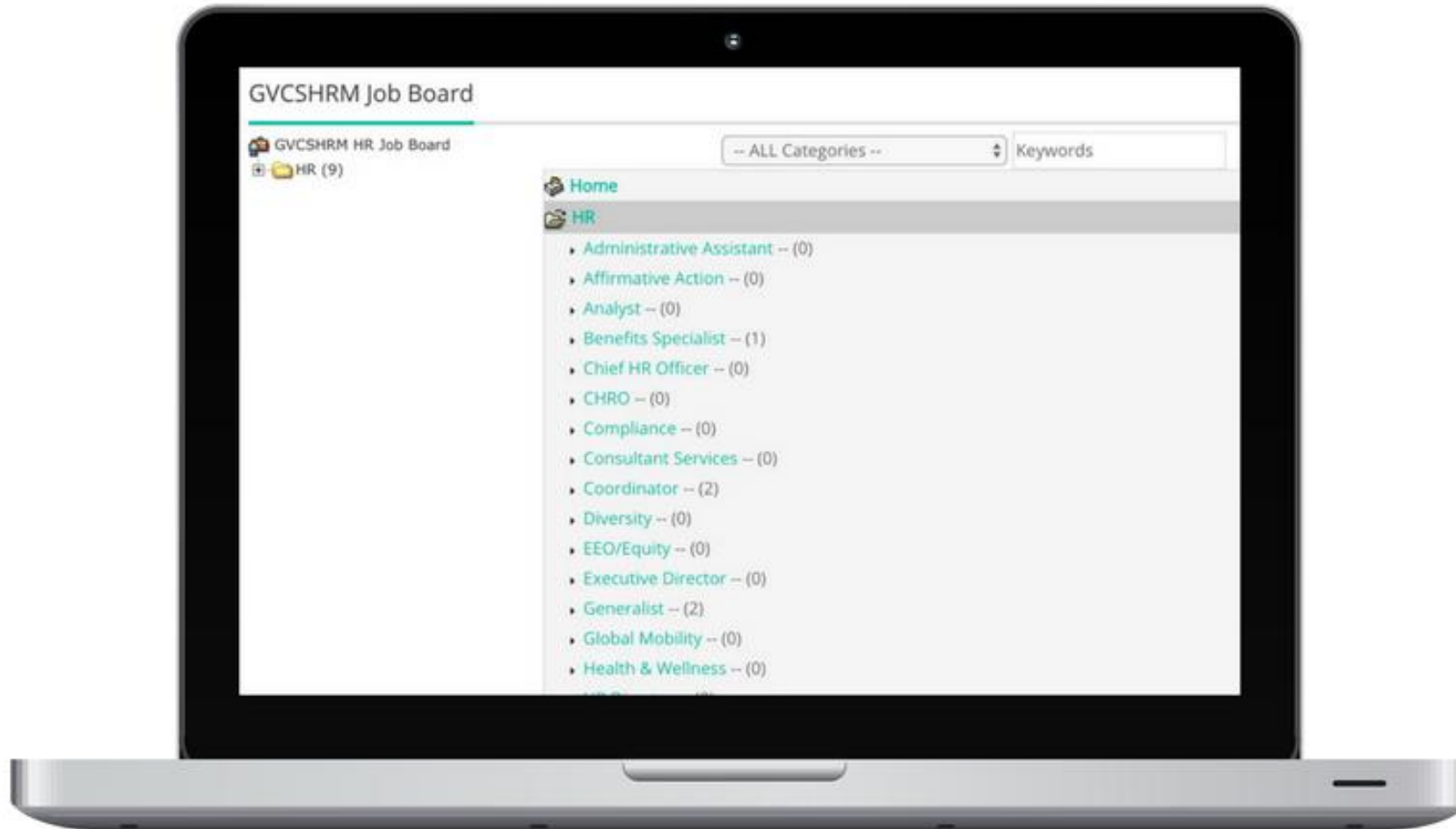
Initiatives

Completed 8 of 10 annual initiatives!
You are an amazing Board!

Job Postings

**Successfully posted 64 HR jobs to
GVC SHRM website and are e-
blasting openings weekly**

JOB POSTINGS



Legal Update

Largest attendance in to date!

2018 - 314

2017 - 264

2016 - 234

2015 - 211

2014 - 198

2013 – 220

Membership



**Increased membership
by 10% this year!**

**GVC SHRM is now considered a
Mega Chapter.**

Newsletter

**Quarterly newsletter that highlights
featured guest writers on
timely HR topics.**



Pipeline for the Future. Apprenticeships: A Talent Acquisition Strategy That May Help You Replenish Your Tanks
by MaryLouise Steinwachs



HR professionals are slicing and dicing the talent pool to entice potential candidates to fill the tanks and develop pipelines for the future of their businesses. The Department of Labor in September 2018 cites the national unemployment rate at 3.9% which applies to people age 16 and older. The unemployment rate for college grads is 2.1 percent and 3.9 percent for high school grads. Is your panic gauge heading north?! Competition for talent continues to sizzle requiring you to react by re-inventing your benefit strategies to "seal-the-deal" in a new era where potential candidates hold the bargaining leverage further elevating your meter. Press the red button on the meter! There may be a possible solution for consideration. One viable option to consider is to develop apprenticeship opportunities.

Apprenticeships date back to the middle ages. The term "Indenture" was imported from Europe in the late 1800's when craft workers settled in America creating the master-apprentice relationship.

Programs

"On the Road" series

Offered 19 programs in 2018

Labor Law Conference

PROGRAMS



Best Practices: Human & Legal Perspective on Working with Transgender Employees

SEPTEMBER 19 | 8-10 A.M.

GVC SHRM PRESENTS ...

HARASSMENT PREVENTION TRAINING: A UNIQUE APPROACH TO A CHALLENGING TOPIC



JRS HR Scholarship

Second Annual JRS HR Scholarship Award Winner- Elizabeth Larter .

Applied for Pinnacle Award.

Social Media / Marketing

45 % increase in Facebook likes since 2017.

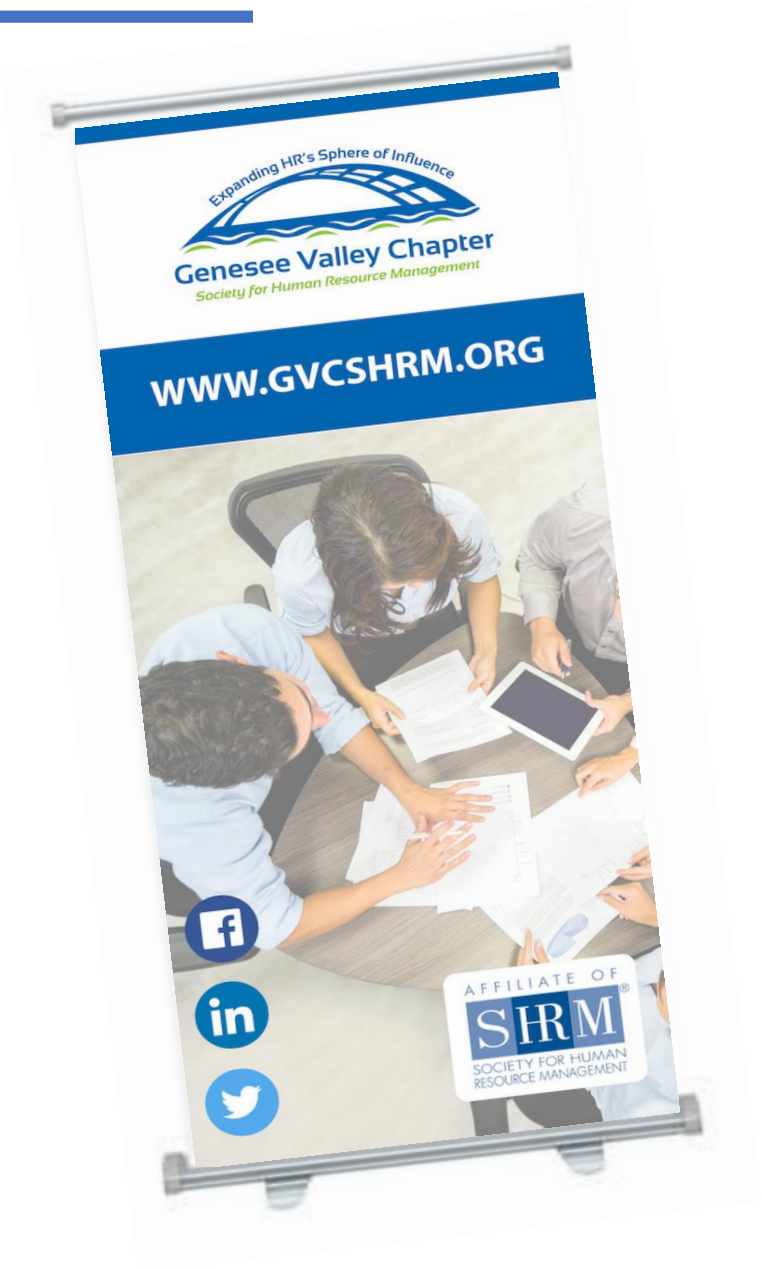
20% increase in Twitter followers since 2017.

NEW GVC SHRM LinkedIn page .

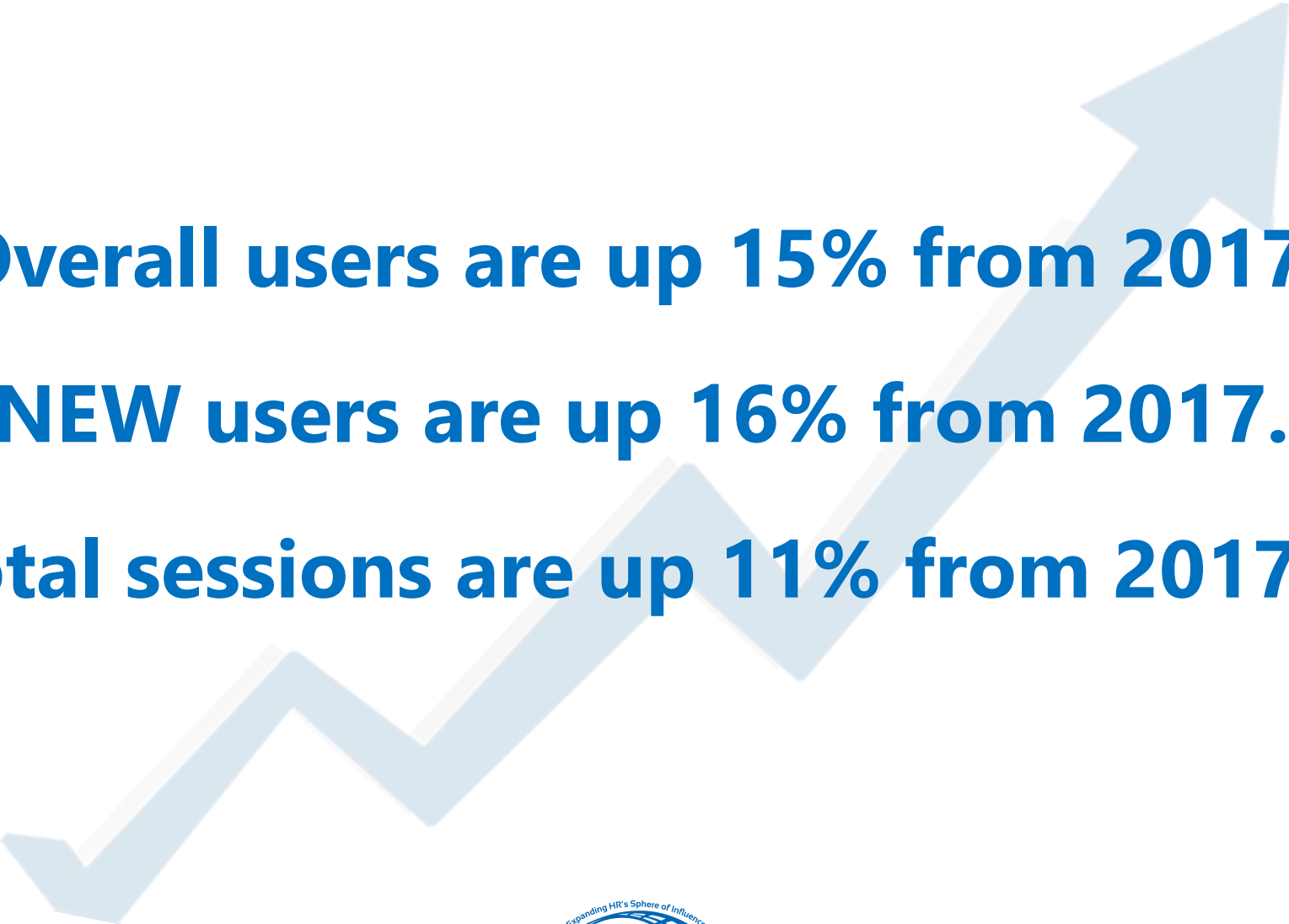
Updated GVC SHRM tri-fold brochure.

NEW GVC SHRM roll-up banner.

MARKETING



Website



Overall users are up 15% from 2017.

NEW users are up 16% from 2017.

Total sessions are up 11% from 2017.

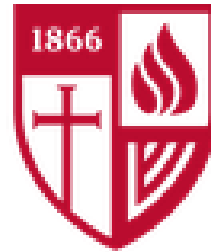
Workforce Readiness

15 GVC SHRM members volunteered with



**Donated over 200 pieces of clothing
to Working Wardrobe & Dress For
Success.**

NEW member tuition discount



ROBERTS
WESLEYAN COLLEGE

The image features a solid blue background. In the upper half, there are numerous yellow streamers and confetti pieces scattered across the top, creating a festive, celebratory atmosphere. The streamers are long and thin, with some forming loops. The confetti consists of small, irregular yellow pieces.

Here's to a successful
2018 and even better
2019!