

Communications Breakout Session

Friday, 1/8/10

Introductions

Many diversity chairs present, plus 2 legislative chairs

Volunteer resources plus proper usage of log

List of websites/chapter-state council shrm.org

Secretary – reminder 8 e-blasts for 100% chapters

SHRM newsletter items can be incorporated into chapter newsletter

Requests from members to add articles to newsletter

Welcome new members on website

Board members submit articles

Can solicit/accept submissions from other (area) professionals

Post events on LinkedIn and on website

Look for examples from other regions

Use of social media

Some state councils may have 2 legislative chairs – one federal and one state/local

Communications that may be helpful?

Alternate breakfast and luncheon meetings

Try to get certification approved for every program

Cost is a factor – Give them option to prepay (\$120) for whole year rather than per meal. Get discounted membership rate (\$160 for 10 meals plus \$35)

Encourage corporate contribution

Regardless of size – member survey

Breakfast was answer, but time of day was deterrent. Attending meeting was not the 'draw'.

Segmenting programming is ok (do you really want ALL the members at once)

Match sponsors to subject matter

Pick subject matter carefully

Overall satisfaction is being benchmarked

Webcasts

Website has advantages other than meetings

Run a job fair

Board is active

Discussion groups outside of regular meetings

Press releases on website – branding for person – branding for company

Officers and board members posted on Facebook

Post events – coordination of chapters

Marketing is a problem for new members

Once/quarter – social event

Partner with restaurant and charity

'HR Connect – in addition to a meeting

Work/coordinate with Chamber of Commerce to who may post meetings or get some interaction where to hold classes for Chamber for companies too small to have HR person (exchange)

Chapter should be member of Chamber or develop association with non-profits and use their communication tools (or universities as well)

Speaker – free 2-hr workshop before meetings (i.e. using university professors and don't charge to members)

If people speak at state conference, the agreement can't speak at a chapter so state conference speakers deliver fresh content

State website should advertise for chapters' special events

Don't use just one medium, determine based on the audience

Council person - Council and SHRM should be assisting with communications with members or even non-members to tell them "we" exist and increase communications options

State Council – developed an ad "do you know where your local chapter is" interactive map, could click from state to individual chapter

How to reach potential "visitors" in newspaper, calendar highlights, business journal, attendance at meetings (free). Purchase "ask the expert" column, to put HR Q & A in there twice a month. Sponsors get to be the expert – click to the chapter website and then to the sponsors website

"In kind" tradeoffs can result

Website survey – "how did you like the meeting" – Could post positive response on website

Take-aways: How to draw people in?

Post event on LinkedIn with link to website

Get state website to post local event

Once a quarter, host a purely social event – partner with a restaurant and have proceeds go to a charity. Senior HR professionals more likely to attend

Use the medium appropriate to the audience – may not always be social media, if you're aiming at 40 plus