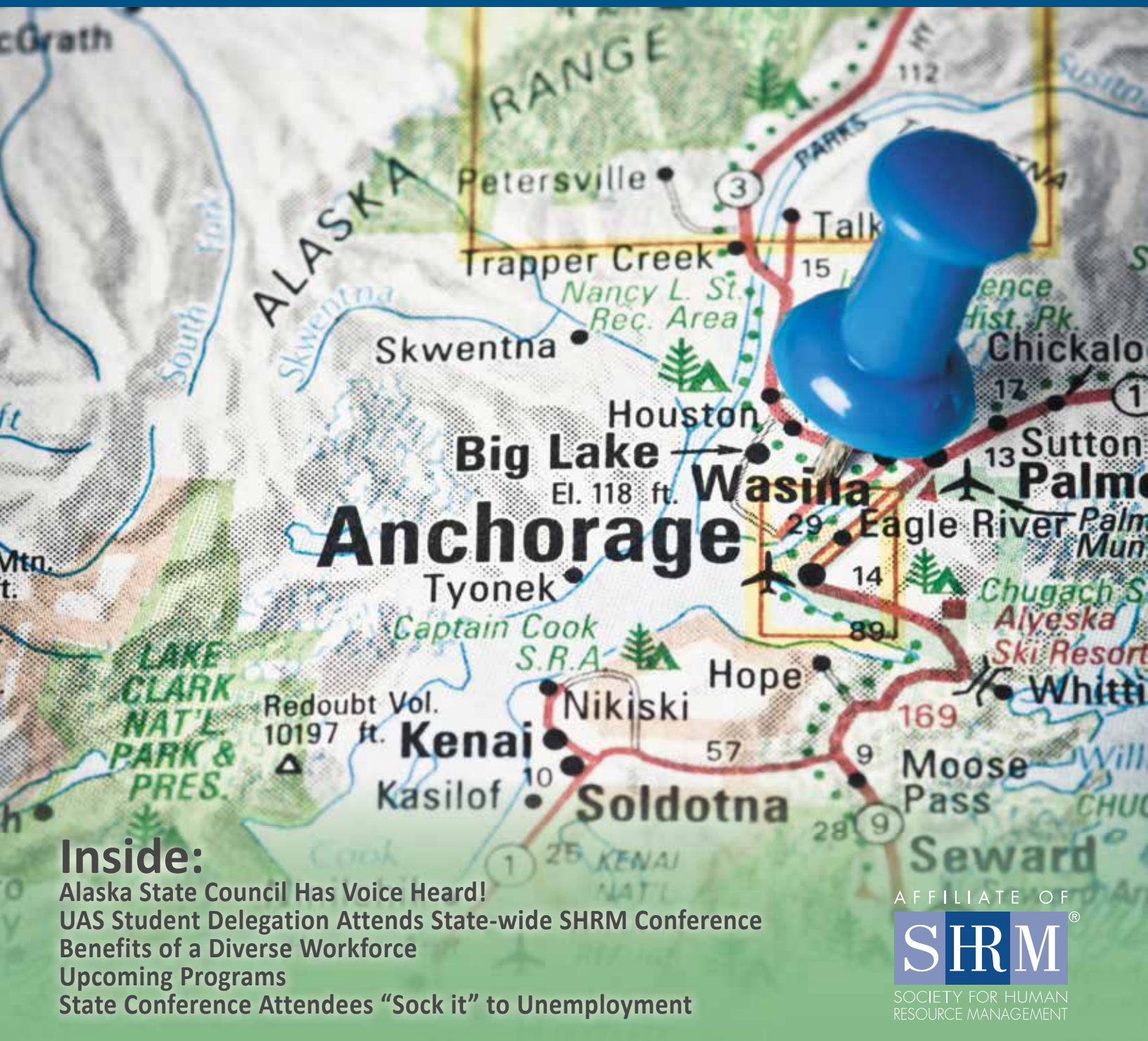


# Council Prospector

ISSUE 4 | 2015

*Nuggets From Alaska SHRM*



## Inside:

- Alaska State Council Has Voice Heard!
- UAS Student Delegation Attends State-wide SHRM Conference
- Benefits of a Diverse Workforce
- Upcoming Programs
- State Conference Attendees "Sock it" to Unemployment

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## It Has Been a Great Two Years!



## UAS Student Delegation Attends State-Wide SHRM Conference



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The Alaska State Council's Sock it to Unemployment clothing drive was a huge success at this year's state conference!

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HUMAN RESOURCE  
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Mission Statement

*The mission of the Alaska State Council is to be a strategic partner with individuals, businesses, community organizations, SHRM and NHRMA in order to encourage the advancement and knowledge of dedicated human resources professionals by providing communication and professional development resources throughout Alaska.*



Alaska SHRM State Council **message**

Nancy Miller, SPHR, SHRM-SCP, Director, Alaska SHRM State Council

# It Has Been a Great Two Years!



**A**s my two year term as your Alaska State Council Director comes to an end, I am taking the time to sit back and reflect on the opportunities, events and yes, challenges, that have presented themselves to me during 2014 - 2015. It has been my honor and privilege to represent the Alaska SHRM State Council. I have been blessed with the opportunity to meet so many wonderful members and volunteers.

I have the utmost respect and appreciation for the members of our 2014 & 2015 Alaska SHRM State Council Board of Directors! This group of dedicated volunteer leaders spent many hours working on initiatives and programs to benefit not only Alaskan HR professionals, but to reach out to our community as well. Our organization could not be where it is today without their hard work and dedication. Here is a list of some of the programs, initiatives and accomplishments over the last two years:

- Sold out, record breaking 2014 & 2015 Alaska State HR Conferences!
- Continued success with our Pinnacle Award winning webinar program.
- Certification Scholarship awards.
- Prisoner Re-Entry Program including “Sock it to Unemployment” clothing drive and walking tour.
- Member of the Workforce Readiness Task Force – 90% by 2020.
- Weekly Diversity Nuggets (be sure to like us on Facebook).
- Continued involvement with job fairs benefitting our veterans and their spouses.

- Host of the 2015 NHRMA HR Academy.
- Continued involvement with Junior Achievement.
- 2014 Pinnacle Award Finalist for our initiative “From Soldier Boots to Dress Shoes: Assisting Our Veterans Transition Back to a Civilian Workforce.”

I would like to take this opportunity to thank our Past-Director, Patty Hickok, for all of her guidance, hard work, ingenuity and advice throughout the last two years. I could not have done it without her! I am confident your 2016 – 2017 Director, Anne Sakumoto, will take the State Council to a whole new level.

I also would like to say thank you to the many wonderful volunteers who have participated in our projects over the last two years. Our volunteers are the key to making the Alaska SHRM State Council so successful! I am always proud to represent our great State of Alaska. Our member’s enthusiasm and hard work are very evident and make a difference!

In closing, I strongly encourage you to become involved with your local chapter and our State Council. The rewards are immeasurable. If you are interested in becoming involved as a volunteer with the Alaska SHRM State Council, please visit our website at [alaska.shrm.org](http://alaska.shrm.org). We would love to hear from you! ✨

Respectfully,  
Nancy Miller, SPHR, SHRM-SCP  
Director, Alaska SHRM State Council



# Alaska State Conference a Roaring Success

The Alaska State Conference was held on September 24-25, 2015 at the Hilton Hotel in Anchorage. The numbers say it all:

- 332 total attendees
- 175+ employers represented
- 97% of attendees rated the conference excellent/really good
- 43 speakers and panelists
- 31 concurrent and keynote sessions
- 26 sponsors/exhibitors
- 20+ communities represented
- 14 HRCI and SHRM recertification credits
- 1 amazing conference

To all our sponsors, exhibitors, attendees, students, presenters, conference committee and volunteers – THANK YOU!!  
The next Alaska State Conference is until May 2017. ★

## Alaska State Council Has Voice Heard!

**L**egislative Director, Ben Krisher, and State Council Director, Nancy Miller, visited Senator Sullivan's Anchorage office during the August congressional recess. They met with Legislative Assistant Tyler Roberts to discuss the proposed FLSA changes and the ACA Excise "Cadillac" Tax. We appreciate Tyler Roberts' time to listen to our comments and concerns.

If you are interested in learning more about public policy issues impacting the workplace and the HR profession, join the SHRM Advocacy Team! For more information on the A-Team please visit <http://www.advocacy.shrm.org/about>. We would like to see you on our Alaskan A-team! ★



# UAS Student Delegation Attends State-Wide SHRM Conference

In September, students enrolled in the BBA and MPA programs at UAS attended the annual state-wide meeting for the Society for Human Resources Management in Anchorage, Alaska. They were accompanied by Dr. Charla Brown, Assistant Professor of Management and Faculty Advisor for the Human Resource Management emphasis area.

Dr. Brown was also a conference speaker and shared insights regarding emotional intelligence in one session and change management in another. Additionally, the UAS delegation was officially recognized

by SHRM's visiting national representative and enjoyed a culminating UAS student reception at the Hard Rock Cafe.

This event provided participants with opportunities for professional development/networking and was sold-out months in advance with 250+ HR professionals attending from around the state and across a variety of industries. While five students were sponsored by their employers, the remaining student registration fees were funded by the UAS School of Management and travel awards were provided by a generous student outreach grant from Northrim Bank. ✨



**PHOTO DETAILS (from left to right):**  
**Back Row:** Dr. Charla Brown (Juneau), Robyn Moe (Wasilla), Greg Bultron (Anchorage), Lisa Yancey (Fairbanks), Aurora Warrior (Anchorage), Joy Bartlett (Anchorage), Patricia Ivanoff (Barrow)  
**Front Row:** Christina Shartzter (Wasilla), Virginia Dugas (North Pole), Cassie Richmond (Palmer)  
**Not Pictured:** Tanya Coty (Fairbanks), Sarah Gaines (Anchorage), Stacey Voorhes (Juneau), Michelle Yerkes (Anchorage), Tina Fifarek (Valdez), Christa Huf (Kenai), Heather Arana (Fairbanks)

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# UPCOMING PROGRAMS

JANUARY 15, 2016

## GETTING IT RIGHT, ERISA: KNOW YOUR FIDUCIARY RESPONSIBILITIES

Jane Weiss, U. S. Department of Labor's Employee Benefits Security Administration

FEBRUARY 26, 2016

## HOW DO I KEEP MY EMPLOYEES MOTIVATED? THE PRACTICE OF EMPATHY-BASED MANAGEMENT

Dr. George Langelett, South Dakota State University

MARCH 18, 2016

## HOW DO YOU STAY BETWEEN THE LINES WHEN USING FORM I-9?

Barry Basham, Department of Homeland Security

APRIL 22, 2016

## HEALTH CARE REFORM: LESSONS LEARNED AND WHAT TO EXPECT NEXT

Michael Ward, The Wilson Agency

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## Wayland Baptist University, Anchorage Campus, Society for Human Resource Management (SHRM) Student Chapter 5583 Named as One of the Best in the U.S. by SHRM for the Third Year in a Row



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On June 18, 2015, Ms. Susan Post, Divisional Director, East, and lead for The Society for Human Resource Management (SHRM) Student Programs, announced the 2014-2015 Student Chapter Merit Award winners. SHRM selected **Wayland Baptist University (WBU)-Anchorage Campus, SHRM Student Chapter 5583 to receive the Outstanding Student Chapter award for academic year 2014-2015.** Ms. Post stated: “The student chapter receiving this award represents an inspiring and dedicated group of students who truly represent the future of the HR profession”. In addition, WBU-Anchorage Campus Student Chapter will receive a plaque. This Outstanding Student Chapter Award plaque was announced and displayed at the National SHRM Annual Conference and Exposition held in Las Vegas, June 28 to July 1.

Upon receiving the SHRM announcement, Rachel Saddler, the Student Chapter President, remarked: “Our chapter competed with over 200 other student chapters across the Nation. We were one of nineteen student chapters selected for this distinguished award.” She went on to state: “This award is the result of engaged chapter members, and recognizes chapter members’ efforts for building a high-quality, professional HR program. It also acknowledges members’ community service to Bean’s Café, a wonderful organization that delivers humanitarian services to the Anchorage homeless.” Rachel concluded her remarks with “This is the third year in a row that SHRM recognized the WBU, Anchorage Campus SHRM Student Chapter with the Outstanding Student Chapter award. We are very honored and proud of this accomplishment.”

For academic year 2014-2015, the WBU, Anchorage Campus SHRM Student Chapter leaders and members focused their efforts in two directions: HR professional development and Anchorage community service. In the first direction, the chapter focused on HR professional development for members and campus students. The chapter theme for 2014-2015 was *HR-Bridging the Gap Between Culture and Strategy*. HR professional development presentations at chapter monthly meetings focused on the role of HR in developing an organization’s culture to implement the business strategy. Additional activities and programs developed by the WBU, Anchorage Campus SHRM Student Chapter included:

- Hosting three meetings where three HR professionals spoke to students about the significant role of HRM within profit and not-for-profit organizations.
- Conducting eight workshop presentations focused on the chapter theme.
- Implementing a chapter sponsored mentoring program where local HR professionals mentored chapter students.
- Planning, organizing, and hosting a half-day Resume Writing and Interviewing Workshop for campus students. The workshop focused on networking, resume writing, and interviewing skills.

Secondly, chapter focused on community service activities. The chapter members engaged in four community service projects aimed at supporting the humanitarian services provided by Bean’s Café, an organization that supports the homeless and working poor population of Anchorage. The first project was a campus winter clothing drive that raised over 500 winter clothing items; the second project



was a campus fund raising event that raised \$387.00 towards the purchase of ten Thanksgiving turkeys; the third project was assembling Christmas “beanie boxes” for Bean’s Café. The chapter delivered 96 beanie boxes. The last project was the Chapter’s most successful and rewarding, the Charter’s fourth annual “Idita-Roll” toilet paper drive for Bean’s Café. Bean’s Café uses over 56,000 rolls of toilet paper a year. Chapter members enlisted community members, government agencies, and Anchorage businesses into this project and raised 8,331 toilet paper rolls. More importantly, the student chapter’s efforts, contributions, and focus this year further raised an awareness within the Anchorage community for supporting the humanitarian services provided by Bean’s Café.

Dr. Dave Rambow, faculty advisor to the WBU-Anchorage Campus SHRM Student Chapter commented: “I am extremely proud of the SHRM student chapter leaders and chapter members for their hard work and commitment to their chapter goals. The recognition by SHRM with the 2014-2015 Outstanding Student Chapter award validates their hard work.”

The Wayland Baptist University, Anchorage Campus SHRM Student Chapter 5583 was chartered by SHRM in 2006 and currently has 15 members. For more information on the WBU-Anchorage Campus SHRM Student Chapter visit the Chapter’s web site at: <http://wbushrm.wix.com/wbushrm>. And “like us” on Facebook at <https://www.facebook.com/WBU.SHRM>. ✨

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## Benefits of a Diverse Workforce



Diversity is more than the continuation of a buzz word in today’s society. Diversity issues should be considered important and will become even more important in the future due to increasing differences in the U.S. population and workforce. In today’s workplace, it is critical for an organization to have the ability to be innovative and adapt in a fast-changing environment. In an increasingly competitive economy where talent is crucial, pooling from the largest and most diverse set of candidates is increasingly necessary to succeed in the market.

The benefits of a diverse workforce provide an organization the abilities to:

- adapt to fluctuating markets and a broader range of customer needs,
- provide services to customers in a global market,
- attract new talent in a competitive labor market and retain existing talent,
- drive innovation and creativity with diverse ideas and experiences, and
- motivate employees to perform at their highest ability resulting in increased productivity, profit and return on investment.

Having quantitative measures is only half the equation. It is also important to have qualitative measures. Training and policies are critical to the strategic effort of an organization in creating a work environment where employees are comfortable talking about diversity issues. The key is respecting all people and valuing the differences with a focus on similarities. Employees should be respected and recognized for their contributions. By putting these values into action, the ability to overcome personal inhibitions, biases and apprehensions are the outcome. Managing diversity is a comprehensive process for creating a fair and safe work environment where everyone has the opportunity for opportunities and challenges. ✨

# Baking Our Way to the Case Competition!

## -or- “What Does a Bake Sale Have to do with Human Resource Management?”

By Wendy Tisland, MBA, SPHR, CEBS Advisor - UAF SHRM Student Chapter



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I was lucky enough to attend the pre-conference meeting of SHRM student chapter faculty advisors this past summer at the SHRM Conference and Expo in Las Vegas. It was an amazing sight to see approximately 1000 student members gathered for the conference and an amazing opportunity to network with roughly 50 faculty advisors.

During the meeting of faculty advisors, we discussed fund-raising versus asking students to pay their own way to conferences, whether they be the student case competitions or the big SHRM professional conference. During the discussion, I overheard someone express concern over fund-raising activities. When I heard her say “What do bake sales have to do with human resource management?” I wanted to answer, but was a bit reluctant due to my first time being with this large group. So I waited till after the meeting and then approached the

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HR may come up with great programs, but if we fail to market and communicate these programs effectively what’s the point?

---

lady, saying “I know what bake sales have to do with human resource management!” She looked intrigued!

In order to raise money for UAF SHRM’s students to attend the NHRMA student conference last spring, they organized a baked-potato bar in the student union (Wood Center for those of you





familiar with UAF). There were several days during which my office was filled with crockpots full of baked potatoes! While on the surface, we might not see the connections between having a bake sale and human resource management, but if we dig a bit deeper I think we will see human resource management in this activity.

- Writing Procedures: Students bought, wrapped and baked 100's of potatoes this required some "procedures" be written to ensure consistency in how our product was prepared. Hopefully, ensuring consistent quality.
  - o Isn't HR constantly being called on to help write procedures?
  - o Isn't HR constantly asking department managers to review their procedures?
- Workflow & Project Management: Students realized there was a "workflow" process involved here. They had to coordinate shopping, baking, transporting, selling, reconciling, inventory, etc. It was eye-opening to see them connect the pieces of the process from who does what to when something needs to be done.
  - o HR is full of one project after another. Project management skills, from start to finish, are essential to HR practitioners.
  - o Identifying workflow issues, areas of improvement, and the connections between steps in processes is a common challenge of HR practitioners as we look for ways to help improve organizational effectiveness.
- Customer Service: Students interacted with a broad range of individuals: students, staff, faculty and administrators – anyone who passed by our potato bar or stopped to purchase something – students talked to them.
  - o Interpersonal skills are essential in our roles as HR professionals. Developing these skills requires effort and commitment. Effective use of these skills can change a bad situation into a manageable one.
- Communications/Marketing: Students learned lessons on how to communicate with our target population. They also solicited and received input from customers and non-customers in an effort to be more prepared and more effective moving forward.
  - o Communication is key to effective HR practices within an organization. HR may come up with great programs, but if we fail to market and communicate these programs

effectively what's the point? It's like having beautiful written procedures that no one knows about!

- Financial Management – Students had to purchase items, price goods, reconcile accounts, determine profit/loss, handle cash, and keep receipts.
  - o How many times have you had to work with finances in your HR career? Whether we are managing our own budgets, projecting the staffing costs for our whole organization, or just counseling an employee on proper procurement procedures and value of keeping your receipts, I think HR professionals routinely address financial matters of one kind or another.
- Evaluation & Strategic Thinking: Students evaluated the success of their efforts, solicited feedback and ideas for improvement from others, and adapted their strategy with respect to location and timing. Hopefully it will pay off this year as some changes are implemented.
  - o Evaluation, whether it be individual performance or the effectiveness of some HR program, is always on the mind of an HR professional. Individual performance evaluations can spark debate, both pro and con, but in the end employees need to know how they are doing. So we need to be able to measure effectiveness. Also, programs don't exist just for their own sake – they exist for a purpose. Evaluating HR programs related to their effectiveness is a must.
  - o Strategic thinking has become an expectation of HR professionals in today's organizations. We are no longer the paper-work department. We are relied on to identify and proactively address the changing environment of work.

After a short conversation with this other faculty advisor, she seemed energized and excited to go back to her group and suggest they organize a bake sale! So, that's what a bake sale has to do with human resource management.

UAF SHRM will be holding several more baked potato bars this school year as we work toward our goal of sending 4 students to one of the SHRM Student Case Competition and Career Summits this spring. ✨





# State Conference Attendees “Sock it” to Unemployment

The Alaska State Council's *Sock it to Unemployment* clothing drive was a huge success at this year's state conference! Generous HR attendees brought donations to the conference for a drive benefiting clients of the Partners Re-Entry Center. A total of 120 pairs of new socks and 38 pairs of men's new underwear were collected over the two-day conference to help individuals newly released from prison dress for job interviews and employment. Re-entry clients often return to the community with little more than a pair of sweat pants and one change of underwear. The Re-Entry Center, located at 419 Barrow Street in Anchorage, accepts donations year-round of all types of clothing, toiletries and basic household items. The greatest needs at this time of year are for men's items, especially black slacks, black non-skid shoes, jeans, Carharts, flannel shirts, coats, mittens and hats.

The Re-Entry Center provides comprehensive re-entry support, including employment services, transitional housing assistance, counseling and mentoring. Employers are invited to contact the Center for applicant referrals. For more information, visit [partnersforprogressak.org](http://partnersforprogressak.org) or call 907-258-1192. \*



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