



Ohio SHRM State Council

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A Message from the Director

Steve Browne, SPHR

It was great seeing all of you in September at the Ohio HR Conference. The Conference was incredibly successful and set records for attendance and I heard many positive comments about the overall vibe, engagement and participation throughout the week. Thanks for being a part of our success!

I hope you enjoyed the workshop we did on the Value of Strategic Planning. Kate Murawa and I really liked offering something different for you as volunteer leaders. I'd love to hear from you on a couple of things from this format:

- Did you like having a focused time of development that you could use at the Chapter level?
- Did you like having the State Council meeting on the Wednesday of the State Conference versus the day before?
- Would you like to have something like this in 2014?

We hope the tools and feedback we shared put you in a position to develop a Strategic Plan for your Chapter in 2014. Having a direction for your board and for your chapter members provides a great road map for everyone to rally around.

Please note that our meeting in November will be more business oriented as we will review the Council Bylaws, review and vote on the Council/Conference budget for 2014 and also we will have the great chance to recognize people who are ending their term with the State Council.



About The Magazine...

The Magazine is a new publication from the Ohio SHRM State Council and will be published two times per year - May and November. The publication will be 16 pages in length, printed in full-color, and presented in a magazine format.

There are opportunities for human resource professionals to write articles for this new publication. Please consider this an opportunity to present pertinent, educational and informative information to our over 15,00 readers in the state of Ohio.

Have you seen the new edition of The Magazine? Make sure to let us know and give us your thoughts. Click **HERE** to access the online survey.

Chapter Chatter

Here are some upcoming events in our Chapters across the State. Not a member of a local chapter? Not sure you have one near your home or business? Check out the Ohio SHRM website to link to a [Chapter near you](#).

TAHRA

Toledo Area Human Resource Association (TAHRA) still has several activities for the remainder of the year! Be sure to join us....

Thursday, November 7, 2013

12th annual Toledo Human Resource Associations' Conference (THRAC).

Come hear Coach Herman Boone (the inspiration from the movie "Remember the Titans"). To register: <http://employersassociation.com/THRACNov2013.asp> - early bird rate ends 10/18/2013! Up to 7 HRCI credits available (5 of which are strategic)!!!

Saturday, November 16, 2013

Road Trippin'.... join us for a fun-filled bus trip to Birch Run & Frankenmuth.

Proceeds go to SHRM Foundation. To register: www.toledoshrm.org

Monday, December 9, 2013 - 11:30 a.m.

Speakers Jim Yates and Sarah Pawlicki, From Eastman & Smith, will provide an employment law update identifying what has happened in 2013 and what to expect in 2014. Registration will be open soon!

HRACO

Tuesday, October 29

Principles of Ethical Enterprising (Special Interest Group) with Christopher "Kip" Morse

Central Ohio Better Business Bureau, Columbus OH 8:00AM - 9:30AM

This event will include the 6 Principles of Ethical Enterprising and will discuss the journey of Assessment, Training, and Recognition in the arena of an ethical culture. When you leave, you will be better equipped to answer, 'What do we mean by high Character vs. High Competence?' You will also learn about developing a culture of character – for when you need to do it, you will know.

Tuesday, November 12

Communicating With Impact (Monthly Chapter Meeting) with Patrick Donadio

Fawcett Center, Columbus OH 11:15AM - 1:30PM

In today's high-tech world, good old-fashioned, verbal communication is not as good as it used to be. In this fun, yet practical presentation, you will learn a practical six-step system to improve communication and get better results. Patrick takes a look at how we communicate and why very often, the message we send it not necessarily the same message they receive! You will learn to capitalize on your strengths and minimize your weaknesses. This dynamic program will help you to develop your communication skills -- listening as well as speaking, verbal as well as non-verbal. Improved communications leads to improving your bottom line, enhancing relationships, empowering others, building teams, gaining and retaining customers and managing change, reducing stress and better service

Tuesday, November 12

Communicating With Impact (Workshop) with Patrick Donadio

Fawcett Center, Columbus OH 2:00PM - 4:00PM

The days of the talking head are over! Today's audiences are more sophisticated, more educated and more impatient- they want to be entertained as well as be informed. This interactive program is for anyone who talks to groups, or delivers information to others through oral communications. Come learn from a professional who has been speaking/training for the past 25 years. Patrick will start you on your way to becoming more organized, confident, dynamic, and engaging presenter. The secret to a powerful presentation is not just content but how you engaging the audience. By incorporating a variety of tools and techniques to keep the audience engaged, you not only keep their attention but also enhance the learning process. Come learn how to think like an entertainer and add pizzazz to your next presentation.

Wednesday, November 20

Conducting Legal and Effective Workplace Investigations (Special Interest Group) with Todd Sarver

Elford Construction, Columbus OH 8:00AM - 9:00AM

All organizations, large or small, eventually are confronted with the need to conduct legal and effective investigations. Whether the confronting issue is seemingly a relatively minor workplace dispute or an issue with large potential liability, the ability to effectively investigate and resolve these issues has a significant effect on the organization's bottom line, employment brand, employee engagement, productivity, customer satisfaction, and overall effectiveness. The purpose of this program is to review the purpose of legal investigations in the workplace, including who is the best person to conduct the investigation; what persons should be included in the investigation; who should the employer talk to as it investigates; techniques that may be used in an investigation and other considerations; and finally, what is the end result of investigation.

Thursday, November 21

Recruiting With Social Media (In Transition Group) with Lori Hall

ERA, Columbus OH 10:00AM - 11:30AM

Review the latest in Recruiting With Social Media and get great tips for communicating these skills in the job search

Tuesday, December 10

December Monthly Chapter Meeting & Silent Auction with Robert "Bob" Hendrix

Fawcett Center, Columbus OH 11:30AM - 1:30PM

Please join us for HRACO's 20th annual Silent Auction, benefiting the SHRM Foundation. 100% of all proceeds raised will be donated to the SHRM Foundation to help fund scholarships, academic research, HR practitioner resources and educational programs.

CSHRM Save the Date's

November 7

The HR Awards (in conjunction with ERC)

11:00 am - 1:30 pm at Landerhaven

November 14

2013 Silent Auction that benefits Hospice of the Western Reserve

5:30pm - 8:00pm at the Tri C Hospitality Center

Diversity Events

2013 Diversity & Inclusion Conference & Exposition

The annual Diversity & Inclusion Conference & Exposition is being held for the first time in San Francisco, a city well-known for its cultural dynamism, global impact and celebration of diversity. We invite you to join other D&I practitioners October 28-30, in one of the most remarkable cities in the world, for professional and personal development, networking and learning that will inspire you to drive diversity where you live, work and play. Additional information available at <http://conferences.shrm.org/2013-diversity-conference>,

2013 Ohio Diversity & Leadership Conference

The annual Ohio Diversity & Leadership Conference will be held at The Westin Columbus October 24 – 25 including keynote speakers actor Tony Plana and CNN correspondent Soledad O'Brien. The full agenda can be viewed at <http://www.ohiodiversityconference.com/agenda.php>.

Generation Z: Why HR Must Be Prepared for Its Arrival

HR professionals no doubt have spent plenty of time managing differences among their companies' various generations of employees. Now, one consultant says, there's a new group of workers who deserve immediate attention: Generation Z.

The youngest cohort of what most observers recognize as Generation Y, or the Millennials, is a growing segment of the workforce, according to Bruce Tulgan, founder of New Haven, Conn.-based consultancy RainmakerThinking. Members of Generation Y typically are defined as those born between 1978 and 2000. But Tulgan and his colleagues, who have researched generational shifts in the workplace since the mid-1990s, argue that those born on the front and back ends of this broad-spanning group have plenty of different characteristics, and, thus, those born between 1990 and 2000 should be placed in a separate group, which he calls Generation Z.

"Generation Y came of age in the '90s, and it was a time of peace and prosperity," Tulgan said in a phone interview with SHRM Online. "It was a new era of American global hegemony and the dawn of the Internet. [Many members of] Generation Z grew up post-9/11 and came of age in a time of fear and awareness of vulnerability. There was terrorism, war and economic uncertainty from the early-2000s recession and the Great Recession."

In a white paper titled *Meet Generation Z: The Second Generation Within the Giant Millennial Cohort*, which his firm will publish Oct. 7, 2013, Tulgan writes that the children of the 2000s "simultaneously grew up way too fast and never grew up at all. Their access to information, ideas, images and sounds is completely without precedent. At the same time, they are isolated and scheduled to a degree that children have never been."

Those born since 1990 already represent nearly 7 percent of the workforce, or more than 11 million people. That segment will grow to 20 million by 2015, to 25 million by 2017 and to 30 million by 2019, according to Tulgan's research.

This rise in Generation Z employees will require HR professionals to gain a greater understanding of these individuals' background and approach to work. For example, Tulgan's research shows that while many members of this generation are incredibly tech-savvy—a sought-after trait by many employers—they are coming up short in other important areas.

"We've heard from many clients that [this group of workers] lack[s] interpersonal communication skills and, from a broader standpoint, the ability to think critically," he said. "Many of them lack problem-solving skills, and this is due in part to an increased level of 'helicopter parenting' of this generation. They have not demonstrated an ability to look at a situation, put it in context, analyze it and make a decision."

Other data from the Society for Human Resource Management reinforce this trend. A June 2013 survey found that 50 percent of HR professionals believe that 2013 college graduates lack "professionalism/work ethic," while 29 percent said recent grads lack critical-thinking and problem-solving skills.

Consequently, employers and HR departments will need to adjust their strategy for recruiting and retaining members of this important demographic.

For example, Tulgan said the use of "command-driven social media"—in which the employer controls who is in a group and what is discussed—and engaging workers with smaller bits of information can be effective approaches for training and onboarding these young workers.

Also, providing a "laser-focused" explanation of their roles through more structured job descriptions and strict definitions of their responsibilities will go a long way in engaging members of Generation Z. These young workers will be arriving when the largest numbers of Baby Boomers will be retiring, Tulgan observed, and they will need a different style of attention and direction to help ensure their success.

"The grown-ups are leaving," Tulgan said, "and there will be a new, young workforce to take their place."

Joseph Coombs is a workplace trends and forecasting specialist for SHRM.

OhioMeansJobs Receives Grant

OhioMeansJobs already is the state's premier free resume and job resource bank. The website was created in a partnership between the Ohio Department of Job and Family Services (ODJFS) and Monster.com. Ohioans can post resumes, which employers can then search and filter to find the perfect candidate. Employers also can post job openings for individuals to browse and apply to directly.

But thanks to a \$12 million grant, the site will receive a makeover in September, allowing OhioMeansJobs to virtualize services that previously had to be provided in a "bricks and mortar" setting. These online services will enhance current features and add new ones to the mix to benefit employers, as well as the individuals who are searching for jobs.

New assessments, based on the National Career Readiness Credentials (NCRC) from WorkKeys, will be available for individuals to take online. They include evaluations of math skills, reading comprehension, and the ability of individuals to compare, summarize and analyze information found in charts, graphs, tables and other workplace graphics. After individuals take the assessments, their scores are saved to their OhioMeansJobs profiles. The assessments help individuals better understand their skills, interests and knowledge. They also help employers filter potential hires based on assessment scores.

A new Business Support Center will provide a way for employers to request one-on-one assistance. Employers can use the center to provide details about their talent needs, and then ODJFS staff will filter through the site's 2.5 million resumes and forward the most promising ones. Employers also can use the center to send ODJFS staff questions about workforce programs or any other assistance available for employers in Ohio. Finally, employers can take advantage of an online chat feature to get real-time help from a workforce professional.

Another new feature will allow employers to post internships for high school students, in addition to internships for college students and standard job postings. Students will be able to post resumes and quickly search and apply for internships in the same way that individuals currently use OhioMeansJobs to search for employment. Once student resumes are in the system, employers can filter them using the existing search features.

Other enhancements are being made to the employer registration process, to make it easier for employers to register and begin searching for talent immediately.

These are just a few of the upgrades that are coming soon to OhioMeansJobs. They will make the talent search experience easier, faster and more convenient for employers, and improve the job search experience for individuals, as well. But you don't have to wait until September to benefit from the site; you can visit OhioMeansJobs.com today to search millions of resumes, use case management features or post a job opening, free of charge.

If you would like to learn more or request an OhioMeansJobs representative to speak at an upcoming event, please email omj-help-desk@jfs.ohio.gov. We look forward to hearing from you.

Certification Corner

The numbers are in! As of September 2013, Ohio has 5,351 certified HR professionals, ranking 2nd in the North Central Region! Encourage your members to join over 130,000 certified HR professionals nationwide by registering for the Winter exam period. Late applications will be accepted October 5, 2013 through November 8th. For registration details, visit www.hrci.org.

Did you miss the September Certification Volunteer conference call? If so, be sure to visit the Core Leadership Area on the VLRC to review the webinar or download the PowerPoint for the latest info on how HRCI is using social media to drive certification and recertification, the online collateral management system, and approved provider programs.

Has your role changed since becoming PHR certified? Has the nature of your work become, or will become, more strategic and focused on the "big picture"? If so, you may want to consider the next step in your professional development by becoming designated as an SPHR.

To determine whether it is time for you to take the Senior Professional in Human Resources (SPHR®) certification, visit HRCI to view the PHR to SPHR: Your Role is Changing webinar today!