



Ohio SHRM Chapter Leaders,

It is with great pleasure that the Ohio SHRM State Council can share with you the final toolkit for the SHRM Enterprising Leadership project "HR Makes A Difference – an HR 101 seminar for small business owners and operators." This ongoing State Council project has been developed by a statewide committee to serve the Ohio small business community and to educate and improve overall awareness of human resources within the state.

We are challenging all Ohio SHRM chapters to have at least one HR Makes A Difference training program during the 2011 programming year. This program has been piloted in Columbus (HRACO) and in Cleveland (CSHRM) and chapter representatives from both welcome questions and are available to help guide you through this toolkit and programming process.

My sincere thank you to the HR Makes A Difference committee who not only prepared this program, but are also making themselves available for questions and support of all state chapters. Please feel free to use their insight and experience when scheduling and preparing your HR Makes A Difference seminars.

Again, I am pleased to share this toolkit with you, and am challenging your chapter to hold at least one HR Makes a Difference program in 2011.

PS—Wouldn't this be a great Workforce Initiative for the SHAPE?

Sincerely,

Andrea M. Gurcsik, SPHR

Andrea M. Gurcsik, SPHR
Director, Ohio SHRM State Council

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Hello Ohio SHRM Chapter leaders,

We are so happy to see the Enterprising Leadership project – HR Makes A Difference – come to a close for us, and provide a beginning for you and your chapter. We have worked for almost 2 years to bring this information to you in a turnkey toolkit that you can use to present introductory level HR 101 education to small business' (<50 employees & without HR staff) in Ohio.

We are also pleased that the State Council Chair – Andrea Gurcsik is challenging each chapter to hold one program in 2011!

Our goal was to bring to small business an awareness of HR issues, policy, procedures and legislation in a free or low cost format. We believe we have accomplished that and now offer it to you to use with your chapter. This program gives your chapter an opportunity to increase your “brand” through community and business outreach, use your chapter’s in transition members in a professional manner and to potentially increase membership through small business owners and operators.

The entire committee is available to support your efforts via both email and direct contact. Call us as often as you need us – we are here for you.

Good luck and get started!

Rebecca Jeffries,
MBA, SPHR

Gail Reese, SPHR

Lauren Rudman,
PHR, MLRHR

Bonnie Thompson

Terri Vetter, SPHR

Ohio SHRM State
Council

Lake/Geauga
SHRM

Human Resources
Association of
Central Ohio

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Purpose

“HR Makes A Difference” was conceived to introduce basic HR concepts and processes to small business owners. Often small businesses do not have a HR professional on-site, and may be in need of a source for reliable information and resources.

The content of “HR Makes A Difference” is composed of basic ‘101’ level information to address common concerns that often develop as a business grows, including:

What information do we need to consider to be in compliance?

What policies need to be evaluated for the company to grow?

What programs needs to be developed for the business to remain in step with current trends?

Chapters that decide to host the “HR Makes A Difference” workshop will also realize collateral benefits. Consistent branding of the materials will increase the awareness level the business community has of their local and state HR chapters. Additionally, small business owners will witness the comprehensive level of professional expertise that exists within the HR community. The general membership has a chance to present content and be seen as experts.

Local chapters could also choose to include “In Transition” members (those currently seeking a new position) in the planning and facilitation of the event. The Chapter benefits from having additional insight during the development of the session as well as additional knowledge base to draw from during the presentation. Members who are “In Transition” are provided an opportunity to keep their skills fresh while looking for a new position during this tough economic environment.

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This is the original outline developed by the Workforce Readiness Committee. It is included here as a resource if a chapter is searching for additional topics to customize their event.

Module 1: What is HR Management

- Talent Acquisition
- Talent Development
- Talent Retention
 - Benefits/Compensation
 - Employee/Labor Relations
 - Risk Management
- Talent Strategy
 - Organizational Development
 - Identify High-Potential Employees
 - Succession Planning
- HR Roles
 - Strategic
 - Operational
 - Administrative
- HR Planning Process
 - Define the mission
 - Scan the environment
 - Forecast supply and demand
 - Complete an HR inventory
 - Execute the HR strategy

Module 2: How Do I Keep From Being Sued

- Key legislation
 - Title VII of the Civil Rights Act of 1964 (Title VII)
 - Civil Rights Act of 1991
 - Pregnancy Discrimination Act (PDA)
 - Age Discrimination in Employment Act (ADEA)
 - Older Worker's Benefit Protection Act (OWBPA)
 - Americans with Disabilities Act (ADA)
 - Immigration Reform and Control Act
 - Family and Medical Leave Act (FMLA)
 - Fair Credit Reporting Act
 - Drug Free Workplace Act
 - Employee Polygraph Protection Act
 - Occupational Safety and Health Act (OSHA)
 - Worker Adjustment and Retraining Notification Act (WARN)

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- Equal Pay Act
- Fair Labor Standards Act (FLSA)
- Equal Employment Opportunity Commission/Affirmative Action

Module 3: How Do I Hire Employees

- Recruiting Process
 - Recruiting Methods (both internal and external)
 - Evaluating recruiting efforts (adverse impact)
- Selection Process
- Evaluating Applications
- Interviewing Process
- Realistic Job Preview

Module 4: How Do I Pay Employees

- Total Compensation System
 - Equity
- Pay strategies (lead, lag)
- FLSA exemptions
- Incentives
- Differentials
- Starting pay rates, increases
- Job Analysis
- Job Evaluation
- Creating a pay structure
 - Pay ranges
 - Compa-ratios
 - Salary compression
- Deciding which benefits to offer
 - Legally mandated benefits
 - Pay for time not worked
 - Health Care Benefits
 - Flexible Benefit Plans
 - Retirement/Pension Benefits
 - Other (tuition, transportation, etc.)

Module 5: How Do I Retain Employees

- What is Orientation?
 - General
 - Departmental

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- What is Training?
 - 5 phases (assessment, design, development, implementation, evaluation)
- Employee Development
 - Career development, succession planning, mentoring, dual career paths
- How Adults learn
- Training Objectives
- On-the-job Training/Development
- Off-the-job Training
- Just in Time Training
- Training Evaluation

Module 6: Performance Management

- Performance Appraisal
 - Objectives
 - Rating methods
 - Comparative
 - Narrative
 - Special
 - Common Errors
- Disciplinary Action
- Disciplinary Problems
- Progressive Discipline
- Employee at-will

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3 - Implementation Considerations

Ideas for host chapters to contemplate as they plan their event.

1. Chapter pre-planning & ideas – this is a (non-comprehensive) list of components to consider while planning your event. This is a self-guided manual
 - a. Goals – what do you want your event to accomplish
 - b. Metrics – how will you measure the success of your event
 - c. Day – when is the best day of the week for small businesses to attend a workshop
 - d. Time – what is the best time of day for small business owners to be away from their office
 - e. Presentation Style – will the workshop be “lecture” style, or more like a facilitated discussion

2. Costs – charge participants for cost to print handouts, room rental, and any refreshments, or does chapter work with a local co-sponsor?
 - a. Co-sponsor – local university if available. May realize collateral bonus of location and marketing in addition to having the support of a pool of credible professionals.

3. Location
 - a. Parking
 - b. Layout of facility
 - i. Formal seating (e.g. tables in classrooms style) v. casual (e.g. “Rounds” which promote more interaction between participants)
 - ii. Is a podium & speaker system required
 - iii. Projector for PowerPoint slides (if used)
 - iv. Registration table with name badges
 - v. Coat rack
 - vi. Beverages & snacks (if offered)
 - vii. Rest rooms

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4. Selecting date for event – consider the best time for your participants
 - a. Week day v. Saturday morning
 - b. Weekday morning v. afternoon v. late afternoon start time
 - c. Business Cycles – what is the best time of year to host this event
5. Marketing
 - a. Pre-survey – to identify current “hot topics” and assess general level of interest
 - b. Carry samples of hard and electronic copies of flyer for use when talking to potential marketers and to post on web sites, though can’t market until details are set in stone
 - c. Newspapers
 - d. Newsletters
 - e. Social Media – Facebook, Linked In, etc
 - f. Chambers of Commerce, SCORE, & SBDC
 - g. Fliers to providers of professional services that interface with small business owners – e.g. accountants, insurance brokers, lawyers
 - h. Ask members of local HR association to mail/email fliers with small business owners they know
 - i. Radio
 - j. Distribute event information to personal friends and contacts
6. Participant Registration – Ohio SHRM is capable of doing this for each Chapter; please contact Mike Medoro for more information
 - a. Who will handle
 - b. Online v. phone # to call
 - c. Email participants 48 to 72 hours prior to workshop to remind them of event
7. Prior to event, customize all handouts to show:
 - a. local HR Chapter is the host
 - b. add local resources – e.g. City & County government, Chambers of Commerce, etc
 - c. Validate that all hyperlinks in the PowerPoint and on the CD are still functioning
8. Style of presentation
 - a. One presenter teaches entire program
 - b. Subject Matter Experts (SMEs) each take a module
 - c. Formal (limited discussion) v. facilitated discussion & best practice sharing

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- d. Poll registrants in advance so have idea about specific questions & issues they are currently experiencing in their business
 - e. Get bio from presenter(s)
 - f. What presenter(s) wears will set tone of event too
9. Handouts – all materials shared will be a direct expense to the local Chapter
- a. Topic sheet for each table for “Welcome Activity” on HR Laws & regulations
 - b. Copies of PowerPoint slides (if PPT is used during presentation)
 - c. Copies of CD with reference material
 - d. Info on how to access Ohio SHRM site
 - e. Program Evaluations
 - f. Any additional supplies – e.g. extension cord for laptop; does projector have spare bulb available
10. Post Event Follow Up
- a. Any questions that still need answers and/or resources
 - b. Newsletter or other method to maintain contact with participants
 - c. Follow up with State HR Makes A Difference coordinator to share successes of event & best practices to suggest to other Chapters; also list problems experienced during preparation and execution of workshop and possible solutions.
 - d. Share list of workshop participants with your Chapter membership committee.
 - e. Develop a 2nd seminar list of cancellations, late registrants, and no shows to follow up with more information.
 - f. Thanks yous – to your Chapter’s planning committee, host, facilitator/presenters, co-sponsor, and any others

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4 – Workshop PowerPoint & Facilitation Notes

**<include copies of PPT deck here printed showing
“Notes” section>**

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5 – List of CD Content

1. PowerPoint: HR Makes A Difference including Notes section, and hyperlinks to internet resources
2. Copies of Ohio Dominican University's Business & Employment Law students' projects on HR Laws & Regulations
3. Sample HR Policies
4. PowerPoint: USERRA Update
5. PowerPoint: The Case for Safety
6. Article: Hiring Employees
7. Article: How to Deal With Difficult Employees
8. Article: HR Records Audit

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6 - Sample Documents

Included on the following pages are copies of fliers, information, and forms developed for the pilot presentation.

Feel free to use these documents as they are, or use them as a base to develop customized forms for your event.

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Sample Marketing Letter to friends & family

Hello,

I am currently on the Ohio Society for Human Resource Management (SHRM) State Council and part of the Council's Enterprising Leadership Initiative entitled HR Makes A Difference – HR Basic Training. This program is a FREE HR 101 class for small business (<50 employees) WITHOUT HR on staff. The statewide pilot program will be held on December 12, 2009 at Franklin University in downtown Columbus. The flyer is attached. More information (and registration) is available at www.OhioSHRM.org.

As a small business owner and operator myself, I realize how important (and financially sound) good technical knowledge of HR issues, content and law can be to an organization. I am pleased to be able to share this FREE event with you. Ohio SHRM is a non-profit organization whose mission is to advance HR excellence in the state of Ohio.

Note – I am not a licensed sales agent of any kind, just sharing an educational opportunity with you and your organization.

Thank you,

Rebecca Jeffries, SPHR

Director, Human Resources

Group Benefits Agency, Inc.

RJeffries@GroupBenefitsAgency.com

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Sample Marketing Flier



**The Ohio SHRM State Council, an Organization
Which Promotes HR Excellence in Ohio, Presents:**

**FREE Human Resource "Basic Training" Seminar
For Small Businesses**

Saturday, December 12th, 2009

8:30 a.m. – 12:00 p.m.

Seminar is Free!

Franklin University, Downtown Columbus Campus

Phillips Hall, Room 220

303 South Grant Avenue

Columbus, OH 43215



This seminar, intended for Ohio small businesses without an in house Human Resource (HR) function, will provide practical information to help understand how to apply the basic concepts and principles of HR management. Topics include: Essentials of HR Management, Employment Law in the Workplace, Effective Recruitment and Selection Techniques, Benefits and Compensation, Orienting and Training Your Employees and Ensuring Quality Performance.

Registration & Networking Exercise
8:30-9:00 a.m.

Seminar
9:00 a.m -12:00 p.m.

Only a limited number of seats are available, so register **TODAY** to reserve your seat for this **FREE** seminar at www.ohioshrm.org or call (614) 760-0400.

Sponsored by:

The Ohio Society for Human Resource Management State Council

With Support From:

Franklin University &


The Human Resources Association of Central Ohio (HRACO)


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Article from Columbus Dispatch

Play: Cafe giving eggs 24 hours >> Online: Flying Coach: blog.Dispatch.com/flying

NESS  **The Columbus Dispatch** **MONDAY** **NOVEMBER 30, 2009** **A10**



LONDON, OHIO
Material-handling-systems company to add 267 jobs

Intelligrated, a maker of equipment for sorting and conveying products, will expand its presence in Madison County, a decision that state and local officials celebrated at a ceremony recently.

The company, which has headquarters in Cincinnati, pledged to retain its 537 workers in the state and add 267 jobs in the next three years. It employs about 170 in London in Madison County.

Intelligrated was aided in its decision by promises of \$24 million in state incentives.

"The partnerships we have with our local communities were invaluable to achieving our goals of growing and staying in Ohio," Intelligrated CEO Chris Cole said in a statement.

COLUMBUS
Human-resources seminar open to small businesses

Small businesses that lack an in-house human-resources officer are invited to a free seminar on human resources at Franklin University on Dec. 12.

The event will begin with registration at 8:30 a.m. and continue until noon in room 220 of Phillips Hall, 303 S. Grant Ave.

Topics to be addressed include employment law, recruitment, benefits and compensation, and training.

The event is sponsored by the Ohio Society for Human Resource Management State Council and others. Registration is required; call 614-760-0400 or go to www.ohioshrm.org.

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Vaccines are no longer a



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Sample list of information to collect from Participants during registration

First Name

Participant's Last Name

Job Title

Company Name

Address

Address 2

City

Zip Code

Phone Number

Email

Status of membership in local HR chapter

Paid for

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Sample Session & Speaker Introduction

Good morning/afternoon, and thank you for being with us today.

My name is _____ and I am part of _____ (HR chapter).

HR Makes a Difference is a free, community based HR Training Program for Small Business that do not have HR staff on-site. The course content is set at a HR 101 level and the intended audience is small business owners, supervisors, office managers, and those who end up getting stuck with the HR responsibilities within their organizations. The program will be delivered by HR professionals affiliated who are affiliated with local SHRM chapters with expertise in key HR knowledge areas. Key topic areas we will be focusing on include:

- Essentials of HR Management
- Employment Law in the Workplace
- Effective Recruitment and Selection Techniques
- Benefits and Compensation
- Orienting and Training Your Employees
- Ensuring Quality Performance

This program is a direct result of the Society for Human Resource Management's Enterprising Leadership Initiative. The program is spearheaded on a state level by the Ohio SHRM State Council. The role of the State Council is to coordinate SHRM chapter efforts around the state, and provide leadership, professional development, support, and ideas to facilitate the role of chapter volunteer leaders in Ohio.

I have the honor of thanking many, many, many individuals who have made or are making today possible: (thank those who helped with workshop)

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Now I would like to introduce to you the member of our local HR Chapter who coordinated today's event:

-
-
-
-

Your training facilitator for today is _____ (read their bio).

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Sample Speaker/Presenter Evaluation

SPEAKER/PROGRAM EVALUATION

By completing this evaluation you are providing valuable information for planning and development of future programs.

HR MAKES A DIFFERENCE

<date of event>

Speaker	Needs Work					Good			Excellent	
Ability to engage your interest	1	2	3	4	5	6	7	8	9	10
Use of relevant examples	1	2	3	4	5	6	7	8	9	10
Can you apply this info to your workplace	1	2	3	4	5	6	7	8	9	10
Encouraged group participation	1	2	3	4	5	6	7	8	9	10
Quality of Handouts/ other material	1	2	3	4	5	6	7	8	9	10

Overall speaker rating – Did the speaker meet your expectations?

Did not meet Met Exceeded

Program Content	Needs Work					Good			Excellent	
Provided new & valuable information	1	2	3	4	5	6	7	8	9	10
Addressed issues from your workplace	1	2	3	4	5	6	7	8	9	10

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List of committee members

Rebecca Jeffries, MBA, SPHR	RJeffries@groupbenefitsagency.com
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