

IPMA-HR MEMBER COMMUNICATION TASKFORCE

The charge of the 2008 IPMA-HR Member Communications Taskforce (MCT) is to assist the Association in **developing effective member communications tools**.

INTRODUCTION:

Initially, the MCT attempted to identify what we believe would be the **most beneficial** means of **improving member communication**, with the hope of narrowing down the topics and focus on three viable recommendations that can be successfully implemented that will be far reaching and will offer significant results for improving communication among IPMA-HR members. Each member was asked to recognize all of the positive means of communication that are already available to members, such as the monthly HR News magazine, the web site, list servers and so forth. Next, the MCT determined if the present communication tools are providing a value or is there need for improvement? After recognizing the present opportunities, identify next if there are any communication tools that should be considered that are not presently offered. The MCT members completed the initial assessment task and submitted a summary of their ideas, thoughts, and suggestions with all responses shared with the entire taskforce. The MCT next identified potential tools to develop or improve effective member communications; by prioritizing the list and formulating solutions to develop recommendations for the Executive Council.

Positive means of communication:

- **IPMA-HR News Magazine** - Very valuable, polished and professional publication. Informative with a good mix of articles from a variety of different public entity perspectives.
- **Listserv – IPMANet, HR Directors New, New HR Professionals New, IPMALeaders, Training Managers** - The various Listservs provide a positive means of connecting members for information sharing, discussions on various topics and current issues. The listserv end users need to conform to the established administrative guidelines and refrain from automatic responses, such as, out of the office, return receipts, etc. ***IPMA-HR might consider compiling the information and posting topics and responses on the website for others to log-in and access at their leisure for members who prefer to not enroll on the Listserv, but want to review the discussions when convenient. This is an area with the greatest opportunity for improvement.***
- **Web site** – The Web site provides value to the members, is user friendly and organized. ***Updates to the Web site could be made in a more timely fashion.***
- **Webcasts & Future Training Announcements** – Notices of upcoming training opportunities and announcements is very good. The information is helpful for members to keep informed on upcoming training events.
- **HR Bulletin** - IPMA-HR's weekly newsletter summary that is sent to members electronically is very valuable. Great topics and current events are shared, oftentimes directing the end user back to the website for additional information, which is a good cross-functional application of communication.

Recommendations:

The MCT has identified and prioritized the following three areas to develop and/or improve effective member communications, as well as outlined recommended solutions for consideration by the Executive Board.

1. Provide information and training resources for the new President Elect of Chapters and Regions with a book of standardized IPMA-HR information they need to know to be successful. Include a breakdown of responsibilities, expectations of each board member, and expectations of the Chapter in relationship to Regional and National. Provide all new officers available literature that outlines the difference between National, Regional and Chapter Membership and “unified” membership in all areas.

IPMA-HR needs to keep in mind that serving as a board member may be the first leadership role these members may have held. It would be helpful if National IPMA-HR could collect and share:

- Best practices for obtaining new members and other best practices for Chapter development.
 - Lists of outstanding presenters, presentation topic and cost (if available) should be shared with all Chapters and Regions to consider for training seminars. This would also provide some continuity among members to have shared training experiences that support and conform to IPMA-HR ideals.
 - National IPMA-HR should consider securing a formal bid for hotel services nationally and share this information with all Chapters and Regions. For example, if all IPMA-HR training conferences used the Marriott for their training seminars, maybe a better rate can be negotiated nationally and guaranteed locally. A partnership such as this could offer savings to IPMA-HR members and provide a marketing edge for the hotel chain.
2. Offer an option to members to receive all electronic information and materials in paper copy. In might require an additional fee for the cost of membership. Some members may prefer to receive information from IPMA-HR in hard copy rather than be required to have access to a computer to see updates and information.
 3. IPMA-HR should communicate with all members more frequently and electronically other than via the list servers or Website. Examples might be sending information via the telephone message distribution, blogs or ipod casts, or general member webcasts. Things that impact HR change rapidly. Our members would appreciate receiving important information affecting HR as soon as possible. New updates from the Regions would also be very helpful and offer a positive opportunity to keep communication open across the nation.
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Communications Taskforce members:

Colleen Browne, IPMA-CP, CCP, CBP
Director - H.R. and Administration
WaterOne
913.895.5790
cbrowne@waterone.org

Kay Wilkinson, IPMA-CP
Human Resources Director
City of Goodyear
190 North Litchfield Road
P.O. Box 5100
Goodyear, Arizona 85338
623-882-7750

Deborah F. Moore-Carter, SPHR
Labor Commissioner
Office of the Labor Commissioner
Phone: 410-396-4365
Fax: 410-396-1526
Email. deborah.moore-carter@baltimorecity.gov.

Christine M. Major, IPMA-CP
Director, Office of Human Resources and Office of Strategic Management Planning
National Institutes of Health
Phone (301) 496-3592
Fax (301) 402-0345
email: majorch@od.nih.gov

Rose Ann Terrell, IPMA-CP
Virginia Information Technologies Agency (VITA)
Human Resources Management
434-248-9784 (Home Office)
434-664-7950 (Cell)
roseann.terrell@vita.virginia.gov