



MEMORANDUM

DATE: November 20, 2008

TO: The IPMA-HR Member Communications Taskforce

FROM: Neil Reichenberg

SUBJECT: Taskforce Report

On behalf of the IPMA-HR Executive Council, I would like to thank you for the report and recommendations that were prepared by the Member Communications Taskforce. The IPMA-HR Executive Council reviewed the report and recommendations. There were three recommendations that were submitted by the Taskforce and I wanted to provide feedback from the Executive Council.

Recommendation #1

There are several suggestions contained within this recommendation. Included in this recommendation are suggestions for providing information and training resources for the new president-elect of the chapters and regions through a book of standardized IPMA-HR information they need to know to be successful. There are other suggestions of resources that could be provided to chapter and region leaders such as best practices for obtaining new members, lists of outstanding presenters, presentation topics and costs. There also is a suggestion that the Association should consider securing a formal bid for hotel services nationally and share this information with all chapters and regions.

Feedback

There are several good suggestions contained within this recommendation. The Association has a Chapter Handbook that contains some of the information referenced in this recommendation. The Chapter Handbook content is designed for those considering establishing a chapter as well as for existing chapters. The staff will develop a separate resource guide for new presidents-elect of the chapters and regions. Included on the IPMA-HR website is a speakers' bureau that contains the names of speakers plus their fees, if available that is organized by subject area. We will make the chapter and region leadership aware of this resource.

There is a recommendation that the Association should secure a bid for hotel services that can be shared with all chapters and regions. When we schedule the International Training Conference, we look to what hotels can provide the best overall package including hotel room rates, available meeting space, location, etc. As a result, we do not have an ongoing contract with any one hotel chain. While we host several smaller meetings, we also consider all available hotels within a location to see which one has the best offer as opposed to going with one hotel chain. Compared to some associations, we use a limited number of hotels. This issue has been raised in the past and the regions have always preferred to have the host chapters negotiate locally. We can revisit this issue with the region presidents.

Recommendation #2

Offer an option to members to receive all electronic information and materials in paper copy. It might require an additional fee for the cost. 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.

Feedback

I understand from Jeanette O'Quin that this recommendation is directed specifically at the weekly *HR Bulletin* that is distributed by email. The Executive Council believed that the Association should continue to offer the *HR Bulletin* by email only. There would be added costs for layout, printing, and postage. The layout costs would be fixed and we would anticipate only a limited number of members would be interested in this option, making it more expensive. There also would be additional staff resources required. It was noted that anyone who wanted a paper copy of the *HR Bulletin* could either print out the entire Bulletin or copy selected portions and print it out.

Recommendation #3

IPMA-HR should communicate with all members more frequently and electronically other than via the list serves 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.

Feedback

The Executive Council agrees that there is a need for frequent communications with members utilizing a variety of communication vehicles. We need to maintain a balance, since we get complaints from members that we send them too much. As a result, we try to bundle our communications and maintain a schedule so that we don't send too many communications in a short period of time.

Many associations are looking into social networking and we are planning to move cautiously. We are exploring social networking and we will be launching an IPMA-HR blog. We are looking for individuals who would like to post messages to the IPMA-HR blog. If any Taskforce members are interested, please let me know.

We also have increased our use of webcasts. For example, this year, we conducted three webinars for new members. These were free webinars for individuals who had recently joined the Association. We also will be sponsoring free webinars for competency model trainers to update them on the new training materials.

Please let me know if you have any questions concerning the feedback from the Executive Council. Thank you again for serving on the Member Communications Taskforce.