• **Module 1 - Who, What, and Why Should I Get Involved?**
  Communicating the Value of an IPMA-HR Membership and Chapter Affiliation

• **Module 2 - So Good, They’ll Tell Their Friends?**
  How to host a successful chapter event

• **Module 3 – Say What?**
  Effectively Marketing Your Chapter

• **Module 4 – You Can Be Certifiably Awesome**
  IPMA-HR Certifications and Training

• **Module 5 – And Now A Word From Our…**
  How to find solicit and secure Chapter Sponsors
MODULE 1 – WHO, WHAT, AND WHY SHOULD I GET INVOLVED?

Communicating the Value of an IPMA-HR Membership and Chapter Affiliation
WHO, WHAT, AND WHY SHOULD I GET INVOLVED?

The leading organization in the field of Public Sector Human Resources.

- Member based organization since 1906 (Individual or Agency Membership).
- IPMA-HR is governed by a 14-voting member Executive Council, consisting of a president-elect, president, and past president; one regional member from each of the association's four regions; and seven at-large representatives.
- IPMA-HR is made up of a small staff and hundreds of volunteers from Federal, State, County, City, and local jurisdictions.
WHO, WHAT, AND WHY SHOULD I GET INVOLVED?

4 Regions and 44 Chapters
Local-level networking is available in four U.S. Regions and over 40 Chapters.
WHO, WHAT, AND WHY SHOULD I GET INVOLVED?

IPMA-HR represents the interests of human resource professionals at all levels and strives to promote excellence in HR management.

IPMA-HR Long-Range Strategic Plan:

Mission

Enhance public sector performance by providing human resource leadership, advocacy, professional development, and a community of HR professionals for the sharing of resources and ideas.

Vision

Be the leading organization for public sector human resources.
WHO, **WHAT**, AND WHY SHOULD I GET INVOLVED?

A wealth of benefits and resources are available to members.

- HR News Magazine
- Public Sector Specific Professional Development and Certifications
- Benchmark Surveys
- Advocacy on legislation
- Public Safety promotional testing products
- Employment Opportunities – Job Posting Service
- Networking Opportunities
- Complimentary Webinars
- Sample policies, best practices, and other resources – HR Policies Toolbox
- Engage Discussion Forum
WHY SHOULD I GET INVOLVED?

Line of Sight to Great Practices
Up to date Information

Resources

Planning
Leadership
Collaboration

Opportunities

Network of support
Recruitment and References

People

Opportunities

Network of support
Recruitment and References

People
COMMUNICATING THE VALUE OF MEMBERSHIP AND CHAPTER AFFILIATION

One new member at a time.

1. Get them to a conference.
2. Share a resource.
3. Invite them to a training.
4. Ask them to take part in a committee or b
5. Nominate them for an award.
PROVEN PRACTICES

• Budget for participation of your own staff.
• Sell opportunity to travel and train in tight financial times
• Share local chapter information with HR pros looking to relocate to your area
• Explain value of national and local chapter membership
• Speak to your personal experience and the value you have gained from membership
• Support certification as a preferred designation for public sector HR
  • Display it on your signature blocks and business cards
  • Educate your senior leadership on value of certification
• Bridge geographical divides
  • Rotate meeting locations
  • Leverage Zoom account supported by Region
  • Use video to share out local trainings
• Keep your retired members involved
• Create a chapter brand and communicate it regularly
  • LinkedIn
  • SendinBlue.com
  • Facebook
• Share IPMA-HR updates with Senior Leadership as a means to create brand recognition and garner support
• Represent IPMA-HR at other conferences you attend and other organizations you take part in.
• Bolster your chapter programing against national focus areas such as 2020 report
MODULE 2 – SO GOOD, THEY’LL TELL THEIR FRIENDS?

How to Host a Successful Chapter Event
WHAT HAPPENED?

Leadership

State Government Heavy

Topics State Specific
Value Streams for Public HR Shops

One of the biggest challenges for IPMA Utah to realize the value proposition is the dispersion of need among the public HR professionals. For the sake of illustration, we can triage public HR professionals in Utah as follows:

Small HR Operations

A small HR operation is often multidimensional (an administrative services model that combines HR with other functions) and is can be concentrated in one person who performs multiple roles. The value stream for this type of HR shop will likely be a need for traditional updates on things like employment law, benefits, recruitment, etc.

Moderate HR Operations

A moderate HR operation is considered to be a specific HR team, with a director, and HR specific employees (perhaps generalists). The value stream for this type of HR shop will likely be a need for traditional updates and some practical forms of progressive practices.

Large HR Operations

A large HR operation is considered to be a specific HR team, with a director, multiple HR specific employees, and forms of division of labor within HR. Because large HR operations often have internal capacity devoted to remaining current on things such as employment law, traditional HR services, and HR data, the value stream for this type of HR shop will likely be a need for progressive practice development.
REVIVAL PLAN

Balanced and Relevant Topics

State

City

County

Special District

2011
$110

2017
$75

Cost Affordable

IPMA-HR Utah Board Composition
REVIVAL PLAN

Large and Significant
CONFERENCE COMPOSITION

Conference Topics
- Retirement
- ADA
- Diversity
- Data
- Employment Law
- Emerging HR Issues
- Labor Market
- National Government
PROVEN PRACTICES

• How do you get speakers?
  • Rely on Large and Robust HR departments. Leverage them.
  • Panels – Connect with city managers
  • Ask individuals/speakers at other events
    • Emergency preparedness
  • Emphasize Annual Themes
  • Build relationship with people that you know.
  • Ask other Western Region Leaders
  • Look for people who are publishing books. Host an event for them.
• Keep space for hot topics at events
• Invite all past presidents to events
• Pay for someone good to come to the quarterly meetings.
• Would be helpful to have a summary of what other chapters do? Send an e-mail to Kelly Fitzgerald, upcoming event.
• Gene can promote membership and certification
• Web Registration Platforms
  • Wild Apricot
  • Google
MODULE 3 – SAY WHAT?
Effectively Communicating and Marketing Your Chapter
PROVEN PRACTICES

Try “Theming it”! Align all your programing for the year with your conference theme and focus. It sends a consistent message and helps to build momentum as you approach your Chapter’s yearly training conference.

FUN! FUN! FUN! Hold a networking event (bowling, appetizers, wine tasting, etc.) just for the fun of it; this will help build long term, close relationships on your board and with your membership. Post on social media while it’s happening!!!

Create “Free” informational GIVEAWAYS. You lost nothing by giving free information and you may gain some members who see your website/social media/chapter as valuable. Try the FEEDLY app and “pass it on”.

Profile photos for Facebook Pages should be a minimum of 170 x 170 pixels and cover photos should be a minimum of 820 x 312 pixels. Profile images on Instagram display as a circle, 110 pixels in diameter.

If your Chapter’s social media marketing campaign revolves around sharing content on Facebook, Twitter and Instagram, Bitly offers (for free and for a fee) a convenient way to shorten chunky URLs that will fit nicely on practically any social media platform.
PROVEN PRACTICES

Profile photos on Twitter should be a minimum of 400 x 400 pixels and header images should be 1500 x 500 pixels.

Profile photos on LinkedIn should be 400 x 400 pixels and background images should be 1536 x 768 pixels. Logo images on LinkedIn Company Pages should be 300 x 300 pixels and cover images should be 1536 x 768 pixels.

Consider using a content calendar (in excel). This should include all of the social media and constant contact messaging you’ll use to promote your content, organized by date and time. Social media engagement can’t be planned in advance, but social media promotion can be, which is where this calendar comes in handy.

Use “Buffer” to make custom schedules for each social media profile you own, ensuring your posts are timed according to when your users are most active on Facebook, Twitter or LinkedIn. #GettingBuzz

Canva is a great tool (which has free and paid options) that provides you with a suite of tools and templates to help you create social media content for a wide variety of platforms.
PROVEN PRACTICES

Consider Pexels. Pexels helps designers, bloggers and everyone who is looking for an image to find great photos that you can use everywhere for free. All photos on Pexels are licensed under the Creative Commons Zero license. This means the pictures are completely free to be used for any legal purpose.

Consider using these hashtags to GET SEEN NOW:
#work #innovation #job #government #public-sector #sector #services #workers #event #helping #data #women

Highlight the diversity of your membership. Do you want to market that message to your chapter? How about offering a program on Cultural Intelligence? #diversity #inclusion

Consider using an incentive to facilitate enrollment in your membership or for a conference or training program. For example, “The first 100 people who register for your annual training conference get to enter a chance to win an IPAD!!”

Consider more personal (e.g., face-to-face, over the phone, individuals email contact, etc.) contacts with people when you’re trying to drum up interest in your training conference. For example, the 2015 annual Training Conference SOLD OUT!! Besides using and incentive for people who enrolled by a certain date, our President Elect made individual connections with every person in her social media contact list.
PROVEN PRACTICES

Try setting up a booth at another agency event and/or conference within your Chapter’s region and promote your Chapter there!

Consider implementing a “Membership Spotlight” to recognize members on a quarterly basis or implementing an awards ceremony—(e.g., Best Up-and-Coming HR Professional or Best Innovation Award). Whatever you decide, post the highlight/recognition on social media!

Don’t trust your Chapter’s reputation to BOTS (automated programs that “like” and post automatic comments on social media posts that meet certain criteria). You may end up accidently engaging with users who are “OFF- BRAND”.

Tag your Terms! If you tag 30 relevant topics about your posted picture or message, it significantly increases the likelihood that people will follow you. Tagging is free and requires very little time, so failing to use tags is like leaving money/exposure on the table.

Send out a few gifts and share it! Free Competency training; a book on Strengths or team development, and/or a Starbucks Gifts card!

Always be on the lookout to partner up with those that can benefit your organization or those in sync with your mission whether it’s other nonprofits, public sector agencies, businesses.
MODULE 4 – YOU CAN BE CERTIFIABLY AWESOME

IPMA Certifications and Training
MISTAKES HAPPEN, BUT DON’T JUST TAKE MY WORD FOR IT
WHAT HARD LESSON HAVE YOU HAD TO LEARN?

Write down answers to the following:

▪ A HR mistake you made

▪ Would a certification have prevented that mistake?

▪ If you have a certification, how has it helped you in your career?

Now share with a partner your answers and be prepared to share with the group.
SHARE WITH THE GROUP

▪ Any great HR blunders you want to share?

▪ Any instances where a certification would have helped you avoid the mistake or maybe has helped you avoid additional mistakes?

▪ Lastly, anyone want to share how their certifications have helped them in their career?
THE IPMA-HR SCP

- The IPMA-HR SCP is our most popular certification currently available for trainings.

- It focuses on helping HR professionals better understand the four different facets of our role:
  - HR Expert
  - HR Business Partner
  - HR Leader
  - HR Change Agent
WHY SHOULD WE DO OUR OWN TRAINING?

- Represents an investment in your membership
- Raises the bar for members
- Attractive to employers
- Recertification keeps members coming back
THINGS TO CONSIDER WHEN PUTTING ON YOUR OWN TRAINING
SCHEDULES

Class takes four days to complete

Some Possible Options:

- Four straight days
- Two days one week, two days another week
- 1 day over four weeks
COSTS OF CLASS

For $195 National will provide you with pdf’s to print your own materials. This includes the supplementary information along with the study guide.

For $395 National will put all of the information into binders for you and ship it prior to the class.

Retests are $100 and the Study Guide alone is $85
FOOD

Food is a big expense so you are going to want to determine if you want to bring lunch in or have people do lunch on their own?

Don’t forget snacks, these are long days and trail mix and cookies go a long way.
LOCATION, LOCATION, LOCATION

- Proximity to Restaurants and Hotels
- Parking
- Learning space
NUMBER OF STUDENTS/INSTRUCTORS

You are only required to have one trainer for the class, but we have seen as many as four trainers utilized for one training.

- Shoot for one instructor for everyone 10-12 students if possible
- Multiple trainers will bring different skill sets and will break up some of the monotony of the class
- Make sure the trainers are comfortable with each other because it does take some coordination
EXAMPLE #1- SOUTHERN COLORADO 1/2017

Schedule: Friday, Saturday, Sunday, and Monday (MLK Birthday)
Costs: $350 for chapter members, $400 for non-chapter members
Food: Snacks from Sams($100), Lunches not provided
Location: Free (State Government Building)
Number of Instructors: 2 (One instructor local, other stayed at member’s home)
Number of Attendees: 9
Total Profit: $700
EXAMPLE #2: NORTHERN CALIFORNIA 1/2018

Schedule: Tuesday through Friday

Costs: $695 for chapter members, $895 for non-chapter members

Food: Snacks were provided, Lunches were not. Banquet for all attendees

Location: Free (Sheriff’s Building)

Number of Instructors: 2 (both were flown in and stayed in hotels)

Number of Attendees: 40

Total Profit: Minimal
WESTERN REGION WILL HELP YOU

- Kandice Taylor-Sherwood heads the Personal Development group
- Western Region set aside money to help chapters afford to do their own training. These funds can be used for travel and lodging expenses of trainers.
- We are working on setting up a training calendar so when chapters hold trainings we can let other chapters know so hopefully more of our members can attend.
- We will continue to train additional trainers to ensure that chapters have as many local trainers as possible.
QUESTIONS?
MODULE 5 – AND NOW A WORD FROM OUR...

How to find, solicit, and secure Chapter Sponsors
PROVEN PRACTICES

• Branding video, through local production company, shared with potential sponsors
• Consistent point people from Chapter who coordinate with sponsors year after year
• Guarantee same rate for next event
• Have post card flyers for your event to provide to sponsors
  • Flyers should be two sided, bigger than postcard to attract attention
  • Provide sample schedule
• Host a membership social and invite your prior sponsors to attend and network
• Include sponsors in all communications regarding your trainings and events
• Take cards from vendor room at other conferences
• Feed your sponsors, e.g. pass out donuts to vendors when talking to them about your next event
• Ask your fellow chapter Presidents who they have relied on in their area
• Consider your local universities and colleges, healthcare groups, insurance providers, risk and law firms
• Send your sponsors a list of contact information from your attendees and provide an example of a list from prior years
• Start small, ask a sponsor to cover a breakfast event and establish a relationship
• Diversify your board with school districts and university HR staff, they can bring in new sponsorships and members
A Very Special Thanks to Our 2018 Blue Print for Chapter Success Presenters and Facilitators:

- Sonja Stanchina, Western Region
- Ron Zito, Western Region
- Paul Morely, Utah Chapter
- Kandace Taylor-Sherwood, Western Region
- Brian Haggerty, Western Region
- Gene Boucher, Northern California Chapter

WESTERN REGION IPMA-HR

PREPARED IN COLLABORATION WITH THE FOLLOWING CHAPTERS:

Arizona Grand Canyon State  
California Central  
Channel Islands  
Colorado  
Idaho  
Inland Empire  
Western Washington State  
North Bay

Northern California  
Oregon  
Sacramento-Motherlode  
San Diego  
Southern California  
Southern Colorado  
Southern Nevada  
Utah