



Metro Milwaukee SHRM Update

2020

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MMSHRM Overview

MMSHRM Mission

Serve the professional and advance the profession.

About MMSHRM

- Founded in 1957
- Support local student chapters
- Affiliate of SHRM



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Strategic Plan

Membership Experience

Programming

Organizational Structure

Technology



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MMSHRM Leadership Positions

Executive Committee



President-Kristy Kintop



Secretary/Treasurer-Amy Spahr



President-Elect-Stella Terry



Past-President-Sheree Yates

Executive Director – Jeff Beiriger



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MMSHRM Board Roles & Committees

- Executive Insights Director - Kelly Renz
- Programming Director - Kristin Strunk
- Personal Development Director - Heather LaPorte
- Certification Director - Ben Ferati
- Communications/Social Media Director - Claire Evans
- College Relations Director - Melissa Engaldo
- Membership Director - Greg Bachrach
- Diversity & Inclusion Director - Darlene Austin
- Community Outreach – Amy Spahr
- Legislative Director - Angela Novotny
- Annual Conference Director - Erica Hornburg
- Volunteer Engagement Director - Shay Sherfinski



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Executive Insights

Kelly Renz
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Executive Insights Overview

- Purpose: Elevate and engage HR executives in MM SHRM through meaningful content and connection
- In FY20 we launched two new executive roundtables. We now have three with 55 members total: Two CHRO/HR Leader roundtables and one Talent Acquisition/Talent Management roundtable
- Hosted special sessions for COVID response networking and sharing
- Committee has been established – six members focused on programming, roundtable facilitation and HR executive engagement

Plans for 2021

- Continued roundtable growth – add two more in FY 2021
- Develop Corporate Membership program in collaboration with the Membership Committee
- Host the third bi-annual Executive Insights panel event in 2021
- Engagement of roundtable members in speaking engagements and professional development of members

Succession

- As our roundtables grow, we will need to facilitators and programming content volunteers



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Programming

Kristin Strunk
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Greatest accomplishments last year

- Structure evolution
- Member survey analysis

Changes since last year

- Combination of all Professional Development Areas SIG's
- New formats include virtual speakers, roundtable discussions, book groups, and panel discussions

Plans for 2021

- Continue to drive programs that support recertification credits (SHRM and HRCI)
- Offer a variety of formats and times of the day
- Make recorded virtual sessions available to members on our website
- Additional partnerships NAAHR, SEWI-ATD, and others

Join our Team

- E-mail me about your interest our team will meet regularly - FIRST Meeting 8/28 7:30am

"I have been involved with MM SHRM since I was a college student! I love the opportunity to further the profession and be involved with other amazing HR Professionals from the Milwaukee area!"



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Personal Development

Heather LaPorte
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Overview

- Brand new programming area
- Committee - volunteers

Plans for 2021

- Diverse Chapter Programming and Platforms
- Real and Relevant
- Community of Partners
- Engagement



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Certification

Ben Ferati, MBA-HRM, SHRM-CP
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Area Overview

- **Greatest accomplishments:** successful completion of two semesters
- **Changes since last year** – (new Certification Director, only two committee members, class will be offered virtually for fall of 2020)
- Plans for 2021---evaluate class format and delivery method with "learner" in mind.
- Please encourage HR professionals who want to be SHRM Certified to apply for our fall class. *Deadline to apply is 9/25/20.*

Succession

- Opportunity to help HR professionals learn, develop and prepare for the SHRM-CP/SCP exam.



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Communication/Social Media

Claire Evans
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920.418.1119

Area Overview

- I am new to the Communication Director role.
- Focus on awareness through multiple mediums and social media outlets to share MM SHRM events, updates and group information.

Updates for this year

- We will be adding a committee to this area to assist in supporting MM SHRM

Please follow MM SHRM on Facebook and LinkedIn!



<https://www.facebook.com/mmshrm/>



<https://www.facebook.com/groups/MMSHRMmembers/>



<https://www.linkedin.com/groups/110679/>



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College Relations

Melissa Engaldo
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414.573.8299

Area Overview

- Joint networking event with MU and UWM Student Chapters in February 2020.
- Changes since last year – added new committee members and established mentor program.
- In 2021, we plan to continue to engage the students in our programs and hopefully host the HR Games locally in the upcoming year.
- Mentorships are available on a virtual basis during COVID but hope to be in person in the future. Please contact Melissa, if you are interested and we will match students with your expertise.
- I have enjoyed getting to know these amazing students and watching them grow and thrive within our HR Community. These students are so very talented and I love the passion and drive that they possess and spread within the student chapters.



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Membership

Greg Bachrach
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Membership Committee 2020 Overview

- **Surveyed** members reasons for staying with MM SHRM- 70 participated
- Launched **Ambassador Program** to expand onboarding activities for new members and enhance engagement
- Created **Membership Dashboard**- a monthly report on member demographics and metrics
- Creating a **Survey Action Plan for 2021** to respond to member feedback
- Chapter members with a love of **recruitment, retention & engagement** can apply your skills to building chapter membership in 2021! Volunteers welcome!
- There is no better way to **expand your professional network and get to know our membership** than participating on this committee.



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Diversity & Inclusion

Darlene Austin
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Area Overview

- Our goal is to share D&I information/resources and enhance MM SHRM's members personal knowledge and workplace on this subject
- Continued collaboration with National Association of African Americans in Human Resources-MKE (NAAHR-MKE) on annual January program and broaden our network
- Signed Pledge for commitment to MMAC Region of Choice to Promote Opportunities and Advancement for Minorities in Southeastern Wisconsin
- Newly formed Committee of members who have a passion for Diversity & Inclusion
- Upcoming Program – on September 9, 2020 – **Diversity and Inclusion in Milwaukee: Where Are We Now and Where Are We Going?** Panelists will share how their organizations are keeping Diversity & Inclusion in the forefront.
- Members are welcome and encouraged to share ideas, join our committee, as well as attend meetings and programs
- Volunteering has afforded me the opportunity to meet a wide range of HR professionals and increase my network!



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Community Outreach

Amy Spahr
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414.305.4347

Greatest accomplishments last year:

- ASIS/NAMI/SHRM CIP Program in the fall
- ASIS/MAMI/SHRM Webinar: Helping Employees Thrive: Mental Health a Top Priority
- Partnered with Commercial Association of REALTORS Wisconsin for workplace readiness survey| Post COVID-19. A summary of the survey results were posted in the Business Journal and was distributed to those HR professionals who participated.
- Junior Achievement: January 2020
- Sponsorships: Surveyed sponsors to find out what they valued in a partnership
- First Sausage Race- supported veterans initiatives
- Partnered with icstars with panel discussions



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Community Outreach

Amy Spahr
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414.305.4347

Plans for 2021:

- Redesign our Sponsorship program to fit with COVID
- Define how we are going to partner with sponsors
- Develop a process of how we vet sponsors
- Define what type of community outreach activities we can participate with during COVID
- Provide direction and leadership to the D&I and College Relations Directors



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Legislative

Angela Novotney
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Area Overview

- Very successful Fall Forum focusing on legislative and legal issues in 2019. 2020's Fall Forum has been combined with the annual meeting due to cancellation of events due to COVID. It will be completely virtual and will offer a specific legislative tract for participants.
- We are no longer doing monthly events but will provide events as legal or legislative changes or proposed changes occur.
- For 2021 we hope again to do a "live" Fall Forum and provide programming throughout the year for important law changes or court cases.
- We are always looking for members to help us with the Fall Forum both in planning and the day of the event. Look to members to bring up topics of interest for future presentations.



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Annual Conference

Erica Hornburg
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Area Overview

- This year our Spring Conference has significantly changed due to COVID.
 - April timeline has been moved to November
 - Will be virtual rather than in-person
- Plans for Spring Conference 2021 are already in motion!
 - Our hope is for in person, but TBD
- We are always looking for new members to join our Spring Conference Planning Committee.

Succession

- My time is coming to an end in June 2021. This is a great opportunity to volunteer your time towards one of our largest events!
- My leadership roles with MM SHRM have provided personal and professional growth, opportunities to meet other amazing HR members, and endless ways to serve the professional and advance the profession.



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Volunteer Engagement

Shay Sherfinski
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Area Overview

- Brand new role for 2020-21 SHRM Year
- More opportunities for MM SHRM Members to get involved
 - Education and regular communication during year about the various committees and opportunities available to members
 - Feedback sessions for volunteers to express ideas or opportunity to ask questions about the various committees
 - Possible survey to email out to members
 - Working with Ambassador committee/program for new member roundtables
- Retention of MM SHRM Members
 - Engaged members more apt to continue membership
 - Show the value of membership for both long-term and new members



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Volunteer Benefits



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MMSHRM Board Roles & Committees



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Questions



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