Regional Council Business Meeting 2017
February 10 – 11, 2017 / San Diego, CA

Visibility in Communities
How to train, retain a workforce

How to train and retain employees is a concern for many, especially small businesses.

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Central Iowa job fair set for Jan. 11

The Central Iowa chapter of the Society for Human Resource Management will host its Iowa Career Connector job fair on Jan. 11 at Hy-Vee Hall, 730 3rd St., in des Moines.

Organizers will hold a 9 a.m. session on how to craft the best first impressions with potential employers. The fair will run from 10 a.m. to 2:30 p.m. Along with prospective employers, the event will include resume critiques, coaching on human resources, professional assistance with online job applications.

Last year, more than 90 employers attended the event. This year’s lineup will include an array of available jobs, including entry-level, professional, manufacturing and human services positions. Nonprofit managers, as well as college and career recruiters, will also be on site.

Admission and parking free.
IS THIS INFO THAT IS IMPORTANT TO YOUR MEMBERS?

- PUT IN NEWSLETTER/E-NEWSLETTER
- POST ON SOCIAL MEDIA
- POST INFO ON WEBSITE
- MENTION AT MEETINGS
- Include links to draw people into your website
- Stay positive
- Respond to questions
- Incorporate hashtags
- Add photos

- Make posts publicly accessible
- Respond to messages
- Incorporate hashtags
- Use photos and other images
Visuals

Society for Human Resource Management (SHRM) was live.
about 3 weeks ago.

SHRM CEO Hank Jackson's remarks at opening of SHRM's Northern...
The SHRM Northern California chapter was announced by SHRM President and CEO Henry (Hank) Jackson at a Thursday, Jan. 12, opening reception for HR professionals at SHRM's new satellite office in San Mateo.

The Northern California chapter has a robust schedule of chapter meetings, along with seminars and professional development sessions.

CalSHRM @CalSHRM · Jan 23
The 2017 CalSHRM State Legislative & HR Conference conta.cc/2IKeOLH

2017 California State Legislative & HR Conference
CalSHRM | April 19-21, 2017, Sheraton Grand Hotel, Sacramento, CA

CALIFORNIA EMPLOYMENT LEGISLATION
Hashtags

#Chicago
#skillsgap
#jobs
#workforce
#veterans
#hiring
#employment
#Atlanta
#elearning
#workforcereadiness
#apprentice
#firstjob
#justgotpromoted
“If I take a full-page ad in The New York Times to publicize a project, it might cost $40,000, and in any case, people tend to be skeptical about advertising. But if The New York Times writes even a moderately positive one-column story about one of my deals, it doesn’t cost me anything, and it’s worth a lot more than $40,000. The funny thing is that even a critical story, which may be hurtful personally, can be very valuable to your business.”

*The Art of the Deal*
IS IT NEWSWORTHY?
(NEW, TIMELY, UNIQUE, RELEVANT & IMPACTFUL)

DO YOU WANT LOCAL MEDIA TO REPORT IT?

DOES IT WARRANT A PRESS RELEASE?

IDENTIFY SPOKESPERSON

PUT TOGETHER INFO (E.G., FACT SHEET, ETC.)

CREATE 3 KEY MESSAGES
What Reporters Look For


- **The Impact**: So what? What is the significance of this? Explain what the news changes or affects and/or who benefits, who suffers.

- **The Context**: The why. The background or the bigger picture that helps the reporter, editor or producer understand the significance.

- **The Human Dimension**: How does the news impact lives? Who specifically is impacted? Who wins, loses, pays or benefits?
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CREATE 3 KEY MESSAGES
How to Write a Press Release

Logo or letterhead

**Headline** – Brief sentence that conveys the key purpose of the release

**Kicker** – Sub-headline that conveys vital, supporting information for the headline

**Release city and date**

**Lead** – Opening paragraph of the release
   Conveys the purpose of the release, the main angle, the reason why the reporter should be interested and the overall message you are trying to project

**Body** – Gets the main idea and supporting evidence across

**Spokesperson quote** – Second or third paragraph

**Contact information**

**Boilerplate**
Society for Human Resource Management Creates New HR Chapter in Northern California

Robust schedule of chapter meetings, seminars and professional development sessions are planned


The SHRM Northern California chapter was announced by SHRM President and CEO Henry G. (Hank) Jackson at a Thursday, Jan. 12, opening reception for HR professionals at SHRM's new satellite office in San Mateo.

The chapter will serve HR professionals in the Bay Area, including San Francisco, Oakland/Walnut Creek, San Jose, Santa Rosa, Sonoma and North Bay.
The Northern California chapter has a robust schedule of chapter meetings, along with seminars and professional development sessions.

SHRM always has had a significant commitment to HR professionals in California. It opened an office in Sacramento in 2014 to ensure that it was addressing local issues and concerns.

"Now we have an opportunity to address even more specifically Bay Area HR professionals’ needs through local networking, resources and programming," Jackson said.

Jackson said he is excited to have an opportunity to work with the Bay Area HR leaders to develop and manage a chapter structure that serves their professional needs, as well as the Northern California business community.

Visit http://snca.shrm.org for more information about the chapter and updates about meetings.

Media: To learn more, contact Sundra Hominik of SHRM Media Relations at 703-535-6273 and sundra.hominik@shrm.org or Kate Kennedy at 703-535-6260 and kate.kennedy@shrm.org.

About the Society for Human Resource Management (SHRM)
The Society for Human Resource Management (SHRM) is the world's largest HR professional society, representing 285,000 members in more than 165 countries. For nearly seven decades, the Society has been the leading provider of resources serving the needs of HR professionals and advancing the practice of human resource management. SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China, India and United Arab Emirates. Visit us at shrm.org and follow us on Twitter and Instagram @SHRMPress.
INCLUDE CONTACT INFO

SPokesperson Quote Needed

Write News Release

Identify Media Contacts

Post on Social Media

Post to Web

Send to Media Contacts via Email

Does it Warrant a Press Release?
Got a Press Release? Now What?

- Post it to the council and chapter websites
- Share it with program partners or sponsors and ask them to also promote it
- Send it to local media – newspapers, business journals, TV stations and radio stations
- Share it on social media
- Use it as the basis for other communication – speeches, brochures, etc.
- Share it with other community organizations
http://www.advocacy.shrm.org/news-media
Employee Absences Have Consequences for Productivity and Revenue, SH

Contact: Kate Kennedy
Manager Media and Public Relations
Society for Human Resource Management
Phone: (703) 535-6260
E-Mail: kate.kennedy@shrm.org

Employee Absences Have Consequences for Productivity and Revenue, SH

Tracking, managing costs associated

Alexandria, VA – A day off from work is anything but a free day. Absences carry hidden costs (SHRM) found.

Contact Us

Duluth News Tribune
424 W. First St.
Duluth, Minnesota 55802
Common Mistakes

- Rambling or unfocused answers
- Vague or unrelated statistics
- Jargon
- Wordy answers and talking too much
- Too much background and history
- Terse answers
- Not answering the question
- Violation of privacy
Making the Most of a Media Interview

• Develop 3 key points or messages and stick to them
• Make your answers precise and understandable
• Be 100% yourself ALL the time
• Don’t say anything that you wouldn’t want to see in print

Define the headline you want and make sure you give the reporter the meat to support that headline.
Forbes “Most Annoying Business Jargon”
Then What?

• Post article on your chapter and state council websites
• Include media mention in your newsletter
• Share it with your partners
• Mention it on Twitter
  o Include #SHRM hashtag
  o Include media outlet’s Twitter handle
  o Copy @SHRMPress
• Post on chapter and state council Facebook pages
• Include it as a LinkedIn update
"People on the plant floor need to be much more skilled than they were in the past. There are no jobs for high school graduates."

Wanted: Factory Workers, Degree Required
A high school diploma is no longer enough for today's manufacturing jobs. Enter the employer. Apprenticeships are making a comeback, complete with college.

Is the Gig Economy really all its cracked up to be? @msbgu @jschloetzer shares what he learned from 24 Lyft drivers bit.ly/2hdYzyS

Amer Chem Society @AmerChemSociety · Jan 24
Women engineers discuss 'Hidden Figures' and lingering challenges (featuring ACS member Shakira Hobbs): ow.ly/UoMU308jXsv

Sonya's Clothing at Sonya's Clothing.
Yesterday at 9:59 AM · Cranston, RI ·
We are proud to be featured in a story on regional retailers in today's Providence Journal Sunday Business Section. Our team enjoyed meeting with Johnson & Wales students recently to discuss the evolution of Sonya's Clothing in an ever-changing retail landscape.

R.I. merchants use personal touch to attract and hold customers in the internet age
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QUESTIONS?