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THE RESOURCE

January 2013



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President's Message

"We spend January 1 walking through our lives, room by room, drawing up a list of work to be done, cracks to be patched. Maybe this year, to balance the list, we ought to walk through the rooms of our lives... not looking for flaws, but for potential."

- Ellen Goodman
As we prepare for another eventful year for the Jayhawk Chapter of SHRM, I am excited by all the "potential" we have to offer our members. I would like to begin by thanking the 2012 Board for volunteering to serve our chapter in a leadership role. Each of you is directly responsible for our successes in 2012! What a great year of exceptional programs! I would also like to welcome the 2013 Board – some familiar faces as well as a few

new ones! Thank you for your commitment to our chapter. As always, our mission is to support the needs of human resource professionals in Douglas County and the surrounding areas. We are committed to bringing you relevant, quality programming each month including HR Certification Institute credit whenever possible. We are still in the midst of our annual renewal season. If you haven't yet had a chance to renew, please check out the convenience of our online registration. Simply go to www.jayhawkshrm.org and click on "Join the Jayhawk Chapter of SHRM". We appreciate each of you and what you have to offer the HR community. I would ask that you consider a vol-

unteer role in 2013. We still have a Sponsorship Chair as well as our Foundations Chair positions available. If you have any questions about these roles, please don't hesitate to ask me or another member of the Board. If not on the Board of Directors, perhaps a committee position? Volunteer leaders are what make this organization great, and we simply cannot do it without you. In conclusion, I am looking forward to a year full of potential!



Submitted by: Amy Carr, PHR, Chapter President

Mark Your Calendars—2013 Upcoming Events

January Meeting – SHRM 101 Join us for an introduction to all that is SHRM—National and local. This is a great time to ask any questions you may have about the Jayhawk Chapter of SHRM.

February Meeting—Uniting Generations, Presented by Jana Dawson, VP of HR for Cornerstone Bank.



March Meeting—How to Handle Trauma in the

Workplace, presented by Toni Detherage, Community Liaison/ Family Resource Advocate, Success by 6

April—Annual SHRMinar
Please stay tuned for more details about the annual event.

Career Education Expo 2013

SAVE THE

DATE:

January 25, 2013

10:00 AM

To 2:00 PM

“The long-term success of any business calls for a diverse body of talent...”

The Foundation drawing at the December luncheon netted \$282!

Thanks to all who contributed prizes and who purchased tickets.

Thanks also to all who renewed their membership in time for the \$5 contribution for the SHRM Foundation.

Career Education Expo

Career Education Expo will be offering information to job seekers on career and employment options, educational resources and current technology tools available in northeast

Kansas! Join us on Friday, January 25 at Pinnacle Career Institute for our Career Fair, Workshop Series, and Clothes for Work clothing drive.

The Expo will include a career

fair, workshop, representatives from community resource organizations and career shift/training opportunities from educational institutions. Lunch will be provided to exhibitors and sponsors.

Exhibitor space is FREE, but limited. If you are interested in having a booth, to receive a registration form email career-educationexpo@gmail.com or

fax to 785-841-4854.

For more information, including ways to participate, please review the attachment that came with the email that transmitted this newsletter.

Submitted by:
Dierdre Humphrey, Volunteerism Chair



Diversity in the Workplace

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ethnically diverse workforce. In addition, train leaders to move beyond their own cultural frame of reference to recognize and take full advantage of the productivity potential inherent in a diverse population.

Mentor with others at your company who you do not know well. Involve your managers in a mentoring program to coach and provide feedback to employees who are different from them. Some of your most influential mentors can be people with whom you have little in common. Find someone who doesn't look just like you. Find someone from a different background, a different race or a different gender. Find someone

who thinks differently than you do.

Measure your results. Conduct regular organizational assessments on issues like pay, benefits, work environment, management and promotional opportunities to assess your progress over the long term. Keep doing what is working and stop doing what is not working.

In the book, *Beyond Race and Gender*, R. Roosevelt Thomas defines managing diversity as "a comprehensive managerial process for developing an environment that works for all employees." Successful strategic diversity programs also lead

to increased profits and lowered expenses.

The long-term success of any business calls for a diverse body of talent that can bring fresh ideas, perspectives and views and a corporate mindset that values those views. It's also no secret that the lack of diversity can affect your ability to communicate effectively with diverse clients. Link your diversity strategies to specific goals like morale, retention, performance and the bottom line. Build your business with everything you've got, with the complex multi-dimensional talents and personalities of your workforce, and make diversity work for you.

SHRM Foundation News

Key Findings from SHRM Foundation-Funded Studies
The SHRM Foundation supports researchers who bring us greater understanding of the complexities of HR. During the past three years, the Foundation has funded more than \$1.6 million in research grants for studies that advance the knowledge base of the profession. The SHRM Foundation is also committed to creating materi-

als that explain how practitioners can capitalize on the new knowledge that research provides. The [HR Research Results](#) brochure presents the results of recent SHRM Foundation-funded projects in an actionable way, so HR professionals can apply this knowledge in their organizations. The topic areas are: *Is There a Business Case for Work-Family Programs?*; *Promot-*

Submitted by
Ruth Pierce



ing Effective Engagement and Retention of the Aging American Workforce; Keeping the Most Experienced Employees by Deferring Retirement and Building Team Resilience: Lessons Learned from College Sports Coaches. Contact the SHRM Foundation at 703-535-6020 to request a printed copy, or [download a .pdf](#) free from the SHRM Foundation website.

Jayhawk SHRM Book Club

The SHRM Jayhawk Chapter Book Club was organized to read and discuss books related to personal professional development, leadership and/or human resources issues. The club meets quarterly.

For 2013 we have decided to restructure and each quarter we will discuss a specific topic. A couple different books will be recommended but not required, it is okay to read something else related to the topic. Hopefully this will foster some really good discussions!

Our meeting for the first quarter will be on Thursday, February 7th.

Quarter #1 – Happiness

- The Happiness Advantage by Shawn Achor
- The Levity Effect: Why it Pays to Lighten Up by Adrian Gostick and

Scott Christopher

- The Guide to Happiness by Carl Massy
- What Happy People Know by Dan Baker, PhD

Quarter #2 – Leadership

- Leadership 2.0 by Travis Bradberry and Jean Graves
- Reality Based Leadership by Cy Wakeman
- Leadership Beyond Reason by John Townsend

Quarter #3 – Change

- Switch – how to change when change is hard by Chip Heath and Dan Heath
- Leading Change by John P. Kotter

Quarter #4 – Personal Growth

- The One Life Solution by Henry Cloud
- Find Your Strongest Life by Marcus Buckingham
- Start with Humility by Dr. Merwyn Hayes and Dr. Michael Comer
- Total Workday Control by Michael Linenberger

If you would like more information, please contact either Lori Carnahan at lcarnahan@lawrenceks.org or Heather Bunker at heather.bunker@manpower.com.

Submitted by:
Heather Bunker



*“This month’s
magic word is:
Book Club.”*

Clothes For Work

Donate new or gently used work clothing for the upcoming **“Clothes For Work”** event!

Work related clothes for men or women are needed for employment and interviewing, including business casual slacks and blouses, khakis, jeans, polo shirts, business blouses, men’s dress shirts, medical scrubs, work shoes, steel toe work boots, etc.

This event is focused on offer-

ing members of the community assistance by providing free clothing for interviewing and re-entering the workforce. All remaining items will be donated to the *Suitable for Work* Closet at Penn House.

And, don’t forget to help spread the word about the event. If you know someone who is in need of *clothes for work*, please tell them about this event.

Advance Drop-off: Items may be delivered in advance, through **January 24th** to the **Express Employment Professionals** office at 1000 Iowa in Lawrence.

For more information, please contact Barry Kingery - (785) 749-7550 - barry.kingery@expresspros.com





“The definition of diversity goes beyond race and gender to encompass lifestyle issues.”



Submitted by
Angela Fleming, PHR,
Diversity Chair

Diversity in the Workplace

by Judith Lindenberger

As you look around your office, is everyone just like you? Probably not. The demographics of the American workforce have changed dramatically over the last 50 years. In the 1950s, more than 60% of the American workforce consisted of white males. They were typically the sole breadwinners in the household, expected to retire by age 65 and spend their retirement years in leisure activities. Today, the American workforce is a better reflection of the population with a significant mix of genders, race, religion, age and other background factors.

A benefit of a diverse workforce is the ability to tap into the many talents which employees from different backgrounds, perspectives, abilities and disabilities bring to the workplace. Many companies, however, still face challenges around building a diverse environment. Part of the reason is the tendency to pigeonhole employees, placing them in a different silo based on their diversity profile. In the real world, diversity cannot be easily categorized and those organizations that respond to human complexity by leveraging the talents of a broad workforce will be the most effective in growing their businesses and their customer base.

So, how do you develop a diversity strategy that gets results? The companies with the most effective diversity programs take a holistic approach to diversity following these guidelines:

Link diversity to the bottom line. When exploring ways to increase corporate profits, look to new markets or to partnering with your clients more strategically. Consider

how a diverse workforce will enable your company to meet those goals. Think outside the box. At a Fortune 500 manufacturing company, Hispanics purchased many of the products. When the company hired a Director of Hispanic Markets, profits increased dramatically in less than one year because of the targeted marketing efforts. Your new customers may be people with disabilities or people over the age of 65. How can your employees help you reach new markets?

Walk the talk. If senior management advocates a diverse



workforce, make diversity evident at all organizational levels. If you don't, some employees will quickly conclude that there is no future for them in your company. Don't be afraid to use words like black, white, gay or lesbian. Show respect for diversity issues and promote clear and positive responses to them.

Broaden your efforts. Does diversity at your company refer only to race and gender? If so, expand your definition and your diversity efforts. As baby boomers age and more minorities enter the workplace, the shift in demographics means that managing a multi-generational and multi-cultural workforce will become a business norm. Also, there is a wealth of specialized equipment available to enable people with disabilities to contribute successfully to their work environ-

ments. If your organizational environment does not support diversity broadly you risk losing talent to your competitors. How can your recruitment efforts reach out to all qualified candidates?

Remove artificial barriers to success. The style of interview - behavioral or functional- may be a disadvantage to some job candidates. Older employees, for example, are less familiar with behavioral interviews and may not perform as well unless your recruiters directly ask for the kind of experiences they are looking for. Employees from countries outside the US and non-Caucasian populations may downplay their achievements or focus on describing, "who they know" rather than "what they know" Train your recruiters to understand the cultural components of interviews. How can your human resources processes give equal opportunity to all people?

Retain diversity at all levels. The definition of diversity goes beyond race and gender to encompass lifestyle issues. Programs that address work and family issues - alternative work schedules and child and elder care resources and referrals - make good business sense. How can you keep valuable employees?

Provide practical training. Using relevant examples to teach small groups of people how to resolve conflicts and value diverse opinions helps companies far more than large, abstract diversity lectures. Training needs to emphasize the importance of diverse ideas as well. Workers care more about whether or not their boss seems to value their ideas rather than if they are part of a group of all white males or an

2011 Jayhawk SHRM Board of Directors

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