



MISHRM Annual Conference Model

The MISHRM Conference Model was approved by the Council in 2015 and effective in 2016.

The model was developed in an attempt to solve several areas of concerns:

- Involve everyone, even small/medium Chapters
- Continuity for attendees/exhibitors
- Volunteer experience
- Inconsistent budgeting
- Equal revenue sharing opportunities between Chapters

To better assist you in understanding the significance of the changes to the MISHRM Conference model, below is a breakout of Council and Chapter roles as well as a breakout of the revenue structure. Please take a moment to review.

State Conference Roles and Responsibilities

Administrator (Meeting Coordinators)

Coordinate and oversee the registration process, tracking, technology; and handle activities related to When Work Works (WWW) initiative and awards.

College Relations Director

Recruit student attendees working with all student Chapters and official student Chapter Advisors. Recruit and coordinate conference student ambassadors while working closely with District Director role(s).

Certification Director

Work with Program/Education Director and submit all presentations for HRCI & SHRM certification in advance of the conference in order to market/publish certification credits available.

Executive Council (Director, Director Elect, Immediate Past Director, Secretary, Treasurer)

Set budget, policies, dates/times, establish theme and logo, select and engage keynote speakers working with the Program Director, approve contracts, and serves as conference host: welcome and greet attendees, introduce key notes (possibly keynote sponsors), and facilitate any Council business meetings at conference. Director and Director Elect will oversee the HR Leadership and Employment Law Summits, and CHRO Roundtable, in partnership with consultant/sponsor (possibly committees). Director Elect, working with Chapter Presidents, will organize and oversee the professional ambassadors.

Legislative Affairs Director

Send out a RFP every 2 years for the Employment Law Summit. Propose a sponsor to the State Conference Director. Coordinate a subcommittee, composed of assigned legislative Chapter representatives, while working with the sponsor to develop relevant topics/content for the summit.

Michigan Top HR Professional Award(s) Committee Co-Chairs

Establish guidelines, timeframes, and work with each Chapter to market the program. Preside over presentation of the award(s) at the Conference. Immediate Past State Council Director will lead the committee.



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supporting the SHRM Chapters in Michigan*

Program/Education & Diversity Directors

Coordinate a subcommittee, composed of assigned Chapter program/education representatives, to develop relevant/hot topics for the educational tracks, collect and evaluate submissions for presentations, propose a slate of presenters to the State Conference Director, and coordinate timelines and collection of presenter materials including blog posts.

Resource Partner Program Director(s)

Promote and secure exhibitor/sponsorship opportunities, coordinate and manage relationships with exhibitors and sponsors, and oversee Exhibit Hall and booth assignments.

SHRM Foundation Director

Work with assigned Chapter SHRM Foundation representatives to coordinate donation items for the annual fund-raising event during the Conference. Coordinate staff, from pool of ambassadors, for the event setup, additional coverage at the event, and coordinate payment/collections from the event(s) with the Administrator.

Social Media Director

Work with Chapter assigned representative(s) to provide blogs and marketing information promoting the conference. Work with the Program/Education Director to obtain blogs from the presenters to publish. Actively utilizes social media with updates during the conference and coordinates activities/guidelines of social media ambassadors.

State Conference Director

Oversee and manage the conference process, assist with budget, propose keynote presenters, educational tracks, theme, logo and progress to the Executive Council, coordinate contracts for Director's signature, and establish flow of event working with Council Directors.

Membership Director

Coordinate obtaining SHRM membership reports of State Chapters for purposes of membership count for conference revenue sharing. Represent MISHRM at the SHRM booth and direct/introduce attendees to appropriate Chapter leadership for membership and/or other information.

Workforce Readiness

Coordinate activities and award(s) of When Work Works (WWW) working with the Administrator. Oversee presentation of the award(s) at the Conference.

State Conference Revenue Sharing

Sixty (60%) percent of conference proceeds will be split among all MISHRM Chapters based on the criteria below, and forty (40%) percent will be retained by Michigan SHRM, as in prior years, to cover administrative and operational expenses.

To receive funds, a Chapter must be a recognized affiliate, active and in good standing with SHRM. Chapters will earn one "share" throughout the year by accomplishing each of the following requirements:

1. Attend (Chapter president or their delegate) the Spring Council meeting*;
2. Attend (Chapter president or their delegate) the MISHRM Leaders' Summit*;



3. Attend (Chapter president or their delegate) the Summer/Fall Council meeting*;
4. At least ten (10%) percent of total Chapter membership count (from the latest SHRM membership report) attends the MISHRM conference; and
5. Provide the minimum required conference volunteer ambassadors to assist at the MISHRM conference. Chapter ambassador volunteer names and contact information may be submitted to conference@mishrm.org. To meet the minimum requirements, an ambassador will:
 - a. Work in the ambassador role for a minimum of 8 hours during the days of the Conference (which still allows time to attend sessions and network).
 - b. Sign-in and sign-out with the Administrator at the Registration booth.
 - c. Actively participate in the selected/assigned ambassador role.
 - d. Work with the District Directors for training and instructions of the role and attend the Ambassador Orientation session if at all possible.
 - e. Wear clothing for a uniformed identity to ease the attendees in recognizing the ambassadors (may be required).
 - f. Pay a significantly reduced conference “ambassador rate” while meeting the above requirements. Rate may vary per year. In 2016, the rate is \$125, designed to cover meal expenses throughout the event.

In addition, Chapters located near the conference event may be asked for additional Ambassadors (due to ease of the volunteers for travel/accommodations). Time spent by Council members on conference planning and execution that is part of the normal responsibilities of their role on the Council (as described above) does not count toward volunteer hours for their home Chapter. Council members may, however, volunteer as ambassadors during the event in a specific capacity on the volunteer roster that falls outside of their normal responsibilities. These hours would count toward the volunteer requirement for their home Chapter.

The number of ambassadors required per Chapter is based on total Chapter size as follows:

	<u>Mega (MG)</u>	<u>Large (L)</u>	<u>Medium (M)</u>	<u>Small (S)</u>
Volunteers	6	5	4	3

Chapter sizes are:

	<u>Mega (MG)</u>	<u>Large (L)</u>	<u>Medium (M)</u>	<u>Small (S)</u>
Members	501-1000	251-500	101-250	>100

* Meeting attendance will be credited if the chapter president or their delegate is present for all segments of the meeting through official adjournment unless prior specific arrangements are made with the State Director and Director Elect. A 10-minute grace period will be given for late arrivals. By fulfilling the above requirement, a Chapter would earn the full share amount.

Each individual requirement not fulfilled (out of the 5 total) would result in a deduction of twenty (20%) percent from monies due that Chapter, which would then be added back to the proceeds to be split between Chapters and redistributed amongst Chapters that fulfilled all 5 requirements.

When marketing the Conference, include information to your membership to denote their primary Chapter affiliation when registering for the conference to assist with the attendance count for your Chapter.

To learn more about this year's conference, or to register, please visit mishrmconference.org.