



MEMORANDUM

DATE: August 31, 2011
TO: The IPMA-HR Executive Council
FROM: Neil Reichenberg
SUBJECT: August Executive Council Update

COUNCIL MEMO NO. 22

Please let me know if you have any questions or would like any additional information about any of the items included in the August Executive Council update.

Membership

- Membership has increased by a total of 27 members so far this year. Listed below is a summary of membership statistics through August 25, 2011:
 - Agency – 1,122 (-11 in 2011)
 - Individual – 2,163 (+19 in 2011)
 - Covered Staff Members (CSM's) – 4,051 (+8 in 2011)
 - Total Number of Members (Individuals + CSM's) – 6,214 (+27 in 2011)
 - Chapter Affiliate Members – 1,706 (+186 in 2011)
- Acquisition #2, 2011 results are:
 - 47 new/reinstated members (6 agencies and 41 individuals/online)
 - Total revenue is \$7,058
 - Total expenses are \$10,579.30
- Acquisition #3, 2011 was mailed on August 25, 2011 to 25,368 potential members. The dues increased from \$127 to \$137 for Individual memberships and remained the same (\$99) for online memberships. We have exchanged mailing lists with SHRM (5,000 records) for this promotion. The deadline for Acquisition #3 is September 30, 2011.
- Chapter United Membership:
 - The 2011-2012 Chapter United Membership billing cycle is underway. The deadline to submit the rosters is September 30, 2011. Currently there are 42 active chapters to whom we distributed the guidelines for this year's United program (the New Mexico/West Texas Chapter dissolved in early 2011; the Texas Chapter is not active).
- Membership Retention Efforts:
 - A temporary assistant contacted June 2011 lapsed members by phone (12 agencies and 46 individuals) prior to canceling their memberships at the end of this month. As a result of these calls, two Individual members renewed over the phone, three agency members confirmed that they will pay, and two agency members asked to follow up on the payment in September).

- The Leadership Conference was held in Las Vegas from August 19th – 21st. There were 65 participants representing 31 chapters and all 4 regions. Cheryl Cepelak, IPMA-CS facilitated the first day of the Leadership Conference.

International Training Conference

- We have about 305 people registered for the International Training Conference and we have filled a little over 60% of our room block. We need to fill 80% of our room block to avoid any attrition fees.
- We have over 30 exhibitors/sponsors with revenue of \$95,182.

Professional Development

- The Developing Competencies for HR Success online course is scheduled to begin September 21st. We have a sufficient number of registrants to run the course.
- The HR Certificate program is scheduled to run October 3, 2011 through May 2012. Promotional materials have been distributed.
- We will be offering several seminars as pre-conference workshops in September and we anticipate that all will have a sufficient number of registrants.

Certification

- In the U.S., we have certified 102 people and recertified 80 people so far this year.
- Since the inception of the program, we have certified 6,323 people in 15 countries.

Government Affairs

- The legislative taskforce suggested that IPMA-HR send a letter opposing certain aspects of the Healthy Families Act, while supporting the underlying purpose to provide security to employees who need leave. The letter will be sent after the Labor Day holiday.
- IPMA-HR is working with Public Pension Network on issues related to reporting under GASB rules.

HR Research

- The benchmarking survey closed with more than 400 respondents, the report is currently being written and speakers being identified for the conference.
- The HR Successful Practices page had approximately 250 hits in July.
- The HR policies & programs page had more than 556 hits; the increase is a result of a “Did you know” email sent out by the membership department.
- The HR policies are currently being updated.

Publications

- The fall issue of *Public Personnel Management* has been mailed.
- The September issue of the magazine, with a focus on workforce/strategic planning and succession planning has been mailed
- The focus of the October issue of the magazine is HR as a strategic business partner.

Assessment:

- The month of July had gross test sales of \$114,000 with net sales after test credits of \$96,000. From August 1-24th gross test sales was \$83,000.
- Test Products & Assessment Services had the highest page views in July at 1,192 vs. July of last year which was at 952.

- We had 25 new signers from 14 agencies in July.

International

- In China, we tested 102 people in July and in August we tested 95 people.
- The second offering of the HR Executive Leadership program will be held in China in September and will have 40 participants.
- The International Symposium will be held from November 6th – 9th in Sri Lanka.
- Jae Hwan Song who works for the Korea Ministry of Public Administration and Security will be a visiting research fellow with IPMA-HR starting on September 6th. He is being funded by the Korean government and will be conducting research on their behalf. He intends to stay with IPMA-HR for about 18 months. He will be the second visiting research fellow from Korea.