



MEMORANDUM

DATE: November 28, 2011 COUNCIL MEMO NO. 30

TO: The IPMA-HR Executive Council

FROM: Neil Reichenberg

SUBJECT: November Executive Council Update

Here is the November Executive Council update. Let me know if you have any questions or would like any additional information on any of the items covered in the update.

Membership

- Membership as measured by the number of individual members and covered staff members of IPMA-HR agency members has declined so far this year by 39 members or less than 1%. While membership continues to decline, the rate of decline has slowed as compared to the past two years.
- Listed below is a summary of membership statistics through November 28, 2011:
 - Agency – 1,043 decreased by 90 in 2011
 - Individual – 2,116 decreased by 28 in 2011
 - Covered Staff Members (CSM's) – 4,032 decreased by 11 in 2011
 - Total Number of Members (Individuals + CSM's) – 6,148 decreased by 39 in 2011
 - Chapter Affiliate Members – 1,183 decreased by 337 in 2011
- Acquisition #3, 2011 deadline was September 30, 2011 and was extended until October 14, 2011. We got 50 new/reinstated members as a result of this acquisition. There were 2 new/reinstated agencies and 48 new/reinstated individual members. The total revenue generated was \$6,558. The total costs of the acquisition were \$8,972, resulting in a loss of \$2,414.
- Acquisition #4, 2011 was mailed on October 27, 2011. The deadline to respond is December 31, 2011. One new mailing list – World at Work was purchased for this acquisition. To decrease the printing and mailing expenses we mailed this promotion to 12,000 individuals and reached 10,000 IPMA-HR prospect members via e-mail. So far, we have received 9 new members (1 new/reinstated agency and 8 new/reinstated individual members).
- Membership Retention Efforts:
 - A temporary assistant continues contacting lapsed members by phone prior to canceling their memberships at the end of each month. A main reason for cancellation continues to be lack of funds.
- Membership Additional Promotion:

- In October 2011, we launched a new Member-Get-a-Member campaign. We offer a \$20 gift card to our current members for each new member they recruit. The two electronic announcements were sent to all current members. The details of the campaign are posted on the IPMA-HR website, advertised in the November HR News and in the weekly HR Bulletin. The deadline for this campaign is December 31, 2011. As of November 28th, 2 new members have joined as a result of this campaign.
- United Membership:
 - The 2011-2012 Chapter United Membership billing cycle is underway. We have billed 33 chapters that submitted their rosters and reporting forms for the total amount of \$29,100. To date, the total number of affiliate members is 1,183.
 - The following chapters have not submitted their 2011-12 membership rosters: Inland Chapter; New Jersey Chapter; North Bay (Solano/Napa)Chapter; Oklahoma Chapter; Oregon Chapter; Patuxent River Basin Chapter; Rhode Island Chapter; Southern California Chapter.
- We are seeking individuals interested in serving on the 2012 Committees/Taskforces/Advisory Boards.

Professional Development

- There were over 300 responses to the professional development needs assessment survey. Here is a link to the responses - http://www.surveymonkey.com/sr.aspx?sm=8CRNRLc_2f1Y5ivxlJoBbxLPS27FiupbXfcouYAxCNuLU_3d.
- The Developing Competencies for HR Success (DCHRS) classroom course is being offered by the City and County of San Francisco in December.
- Module Three of the HR Certificate program is currently underway with 29 students.
- The first two modules of the HR Certificate program were presented in November in St. Thomas and St. Croix. This is part of our partnership with the US Virgin Islands government and the Graduate School. Dick Heil was the trainer for the first two modules. The remaining modules will be presented each quarter. There were 44 participants in the program.
- The 2012 schedule for online DCHRS and Managing Employee Performance courses has been posted in the magazine and online.
- The 2012 Major City/County meeting will be held on January 26 – 27 in San Francisco.

International Training Conference

- Here is the link to the evaluations from the 2011 International Training Conference - http://www.surveymonkey.com/sr.aspx?sm=BPLnBWyllkhZ80c4MQV9VLo_2bFQmyjnD0dUixC9oONVM_3d.
- The company syncing the audio with the power points from the Chicago conference has finally finished its work. We have decided as a member benefit to provide all members with complimentary access to one session from the Chicago conference. We have selected the employee engagement session. We are marketing the full package of available sessions to conference participants and the IPMA-HR membership.
- The 2012 Conference Program Committee will conduct a conference call on November 30th.

Government Affairs

- IPMA-HR sent a letter to House and Senate leaders opposing the creation of a new class of protected workers – the unemployed. The letter is available on the IPMA-HR advocacy page.

- IPMA-HR also sent a letter to members of the House of Representatives in support of flag requests for civilian federal employees killed in the line of duty. The legislation passed the House and is now pending in the Senate.
- The association also joined a number of other groups in urging members of the supercommittee to retain the tax incentives for employer-provided retirement. The supercommittee failed to reach agreement on November 23, 2011. Automatic cuts are slated to begin in January 2013 but there is talk of eliminating or revising some of these budget cuts.

HR Center

- The benchmarking survey results will be presented at a webinar on December 15.
- The HR policies & programs page continues to receive approximately 400 hits per month and was updated in October.

Publications

- The winter 2011 issue of the journal is currently in production. This issue will be the standard length, at around 100 pages. For 2012, we will double the length of the journal in an effort to get through the backlog faster.
- The December issue of the magazine has been printed. The focus of the January issue of the magazine is “compensation and benefits and work life issues” and that issue is currently in production. The focus of the February issue of the magazine is “training and development” and the deadline for that issue is Dec. 15.
- The total number of IPMA-HR Facebook fans is now 703, up from about 675 last month. The page continues to be updated regularly.

Certification

- In the United States, so far this year, we have certified 128 people and recertified 110 people.
- Since the inception of the program, we have certified 6,582 people in 15 countries.

Assessment

- In October, gross test sales were \$158,268 and net sales were \$134,109. From November 1-16th, the gross test sales were \$70,000.
- The Assessment Services Review blog is getting more hits; staff have been updating and posting messages regularly. Articles published recently were about the new Fire promotional test, Pennsylvania retaliation case, succession planning in public safety, how selection system plays a role in succession planning, and more.
- We exhibited at the International Association of Chiefs of Police annual conference that was held in Chicago, IL from October 22 to 26th.
- Test Products & Assessment Services had the highest page views in October at 1936 vs. 365 October of last year. Police tests had 856 hits, candidate study guides were second with 593. We continue to sell a lot of study guides.
- We acquired 61 new signers from 34 agencies in October. The first two weeks of November we brought 28 signers from 18 agencies.
- Staff is working with a programmer on the PublicSafetyCompass/job posting site which is planned to go live the end of January.
- The City of Santa Monica has entered into an agreement with the International City/County Management Association (ICMA) and us to assist them in the selection of their next police chief.

We have a partnership with ICMA to assist jurisdictions in the selection of a police chief and will be expanding the partnership to include fire chiefs.

International

- IPMA-Canada has appointed Glenn Saunders, IPMA-CP as its new executive director. Glenn will become the executive director on December 15th. Glenn is a past-president of IPMA-Canada. Glenn will be replacing Carol Hopkins, IPMA-CP who is retiring.
- There were 211 people who took the certification exam in China, with 192 passing and being certified.
- There were 4 participants in the HR Executive Leadership program whose project summaries have been reviewed and approved by members of the Certification Advisory Board. They are the first individuals to be certified as part of the new HR Executive Leadership program.
- I met with two delegations from China and one delegation from Korea during November.