



MINUTES

EXECUTIVE COUNCIL
INTERNATIONAL PUBLIC MANAGEMENT ASSOCIATION
FOR HUMAN RESOURCES
CHICAGO, IL

September 24, 2011

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MINUTES

EXECUTIVE COUNCIL INTERNATIONAL PUBLIC MANAGEMENT ASSOCIATION FOR HUMAN RESOURCES CHICAGO, IL

September 24, 2011

PRESENT

Sam Wilkins, President
Rick Brick
Mila Cosgrove
Richard Dukellis
Jennifer Lang
Phyllis Lynes
Christine Major
George McNeill
Kimla Milburn
Barbara Montoya
Patrick Parsons
Mary Rowe
Gail Strobe
Maggie Whelan

PRESENT BY INVITATION

William Cole
Gwen Platt
Betsy Sawyers

STAFF

Neil Reichenberg
Tina Chiappetta

ABSENT

Mark van Bruggen

The meeting began at 9:05 a.m., Saturday, March 12, 2011.

WELCOME AND INTRODUCTIONS

Mr. Sam Wilkins welcomed everyone to the Executive Council meeting. He noted that this is the first Executive Council meeting for Mr. William Cole, who will be the next Eastern Region Representative, and Ms. Gwen Platt, and Ms. Betsy Sawyers who were recently appointed to the Executive Council for terms starting on January 1, 2012. He also welcomed Ms. Barbara

Montoya, the Southern Region representative who joined the Executive Council earlier this year and was participating in her first meeting. He congratulated Ms. Mila Cosgrove on her election as the 2012 President-Elect. Mr. Wilkins advised that Mr. Mark van Bruggen would be unable to attend the meeting and Ms. Michelle Williams who was recently appointed to the Executive Council for a term beginning on January 1, 2012, also would not be attending the meeting.

APPROVAL OF THE AGENDA

Mr. Wilkins advised that several items are proposed for inclusion on the consent agenda. These items are: Report on the Disposition of Actions from the March 12, 2011 Executive Council Meeting, Long-Range Strategic Plan Update, Report on IPMA-HR Diversity, Leadership Conference, Judicial Decisions, HR Research, and Assessment.

1. VOTED

To approve the consent agenda.

2. VOTED

To approve the agenda.

PRESIDENT'S REPORT

Mr. Wilkins thanked the Executive Council for its support during the year. He stated that the challenges presented by the economy remain, with the possibility existing of a double dip recession. Despite this, he reported that the association remains strong and active. He indicated that the Long-Range Strategic Plan Taskforce has undertaken an examination of the association's programs, products, and services and has made a series of recommendations that will be considered by the Executive Council. He reported that the association has launched two new professional development programs this year. We have now certified over 6,300 people in 15 countries and we finalized a new certification exam. We continue to remain active in government affairs. He advised that we undertook a benchmarking survey this year on benefits in the new economy, added a number of successful practices to the website, and conducted several additional studies. He stated that our assessment program continues to assist public sector organizations to hire and promote public safety staff. He noted that the association remains strong financially. He reported that he had enjoyed participating in the regional conferences, the leadership conference, the IPMA-Canada conference, and the Chicago HR Forum. He thanked Ms. Kimla Milburn for representing the association at the conference of the Institute of Municipal Personnel Practitioners of Southern Africa (IMPSA).

APPROVAL OF THE MINUTES

3. VOTED

To approve the minutes of the October 2, 2010 Executive Council meeting.

REPORT OF THE LONG-RANGE STRATEGIC PLAN TASKFORCE

Mr. Cole, Chair of the Long-Range Strategic Plan Taskforce reported that the taskforce had held a series of conference calls, conducted surveys of the membership, the chapter affiliate members, and non-members and also met in Minneapolis in July. He stated that the taskforce had developed a report with a series of recommendations for the consideration of the Executive Council.

Mr. Wilkins noted that the taskforce believed that the Long-Range Strategic Plan is on target and does a good job of defining the most important goals and objectives on which the association should focus. He stated that there were several suggested minor changes to the Long-Range Strategic Plan.

4. VOTED

To move objective #3 concerning international activities from the Membership goal to the Professional Development/Certification goal.

5. VOTED

To modify objective #4 to read, "Conduct research, benchmarking, and surveys to identify best practices and successful practices and utilize various strategies, including technology to communicate that information."

6. VOTED

To modify objective #9 to read, "Increase the awareness and visibility of IPMA-HR utilizing various strategies including social media.

Mr. Wilkins advised that some of the recommendations made by the taskforce require action by the Executive Council and he suggested that the Executive Council limit its discussions to those items.

Mr. Cole indicated that the taskforce recommended that a separate taskforce be appointed to examine the role and purpose of regions, and the relationship between the association, the regions, and the chapters. He stated that the taskforce thought it would be good to look at how the regions and chapters align with the national organization. Mr. Wilkins said that evolution is occurring and he questioned whether this was the right time to look at this. Ms. Milburn

concluded that the timing may not be good right now. Mr. Rich Dukellis observed that a lot has been addressed with the regions both working together as well as within their regions. He thought that this recommendation may be dated. While acknowledging that a lot has been done within the Western Region, Ms. Phyllis Lynes believed that individuals at the chapter level still struggle with the regions. Ms. Betsy Sawyers stated that technology has changed the way in which we operate and the chapters are now more aligned with the national organization rather than the regions. She thought it was time to look at this issue. Mr. Pat Parsons stated that the chapters are looking for programming and technology support. Ms. Chris Major indicated that the regions help to connect people within the respective regions. Mr. George McNeill stated that the timing was good if there is something of substance that results from the work of the proposed new taskforce. He recommended that a self-directed taskforce be appointed and this recommendation was not approved.

Ms. Jennifer Lang stated that there is a need to define what the taskforce will examine. She indicated that it was a good time to start. Ms. Sawyers recommended that the taskforce be given a charter. Ms. Mary Rowe thought that it was important to identify what problem we are trying to solve. Ms. Lang believes that the taskforce should focus on a way to better align the chapters, regions and the national for the future and the Long-Range Strategic Plan Taskforce had raised two questions that could provide the direction for the new taskforce.

7. VOTED

To appoint a taskforce that would examine whether is a way to: 1) better align the regions, chapters, and the association and 2) work together to increase membership, enhance awareness of IPMA-HR as a brand, and to provide high-quality products and services to members.

Mr. Wilkins reported that the taskforce recommended that the association establish a Next Generation Initiative aimed at increasing the involvement of new HR professionals in the association. He stated that the association should identify members who teach at colleges and universities and might be able to assist the association with this effort. Mr. Reichenberg indicated that the association also could partner with the chapters on this initiative. Ms. Major suggested that there is a need to define what would be attractive to new HR professionals.

8. VOTED

To appoint a Next Generation Taskforce that would develop strategies for increasing the involvement of new HR professionals in the association.

Mr. Wilkins reported that the taskforce believes that *Public Personnel Management* has an academic focus and that its relevance may have diminished. He stated that the taskforce recommended discontinuing this publication when the current backlog of articles has been published.

9. VOTED

To discontinue publishing *Public Personnel Management* after the backlog of articles has been published.

While acknowledging that the association is utilizing social networking, Mr. Wilkins stated that the taskforce believed the association should increase its investment in this area. He noted the taskforce suggested that the association tap into resources within the membership who have experience in this area. Ms. Gail Strobe advised that there was a need to educate the membership about how to use social media.

10. VOTED

To request that the Next Generation Taskforce examine social networking and its tools.

Mr. Wilkins stated that the taskforce recommended that everyone seeking to be certified be required to pass the certification exam. He noted that if adopted, this recommendation would result in eliminating the executive level category of certification. Mr. Cole stated that there are people who are struggling with the value of certification and requiring everyone to pass the exam would increase the rigor of the certification program. Ms. Rowe recommended that since the Certification Advisory Board would be meeting the next day that this issue should be deferred to them for a recommendation. The Executive Council agreed with this recommendation.

Mr. Wilkins advised that the Long-Range Strategic Plan Taskforce should not be seen as a one-time taskforce and that the taskforce should be continued for at least the next couple of years. He recommended that for continuity, some of the taskforce members should be reappointed while some new members are added.

11. VOTED

To continue the Long-Range Strategic Plan Taskforce in 2012.

IMPACT OF THE ECONOMY ON THE ASSOCIATION

Mr. Reichenberg indicated that the economic recovery has slowed and there is a chance that the country could have a second recession. He noted that the public sector continues to struggle with reduced spending and cutbacks. He advised that the economy is continuing to have a negative impact on the association and based on recent surveys, there is no consensus among the membership about what programs, products, or services they would like to see the association provide. On the positive side, he reported that the association remains financially healthy with significant reserves. He stated that the association is in a position where it can afford to make investments from its reserves when opportunities arise.

2012 PROPOSED BUDGET

Mr. Parsons, Finance Committee chair reported that the proposed budget for next year was balanced. He indicated that it includes some recommended fee increases that are incremental and that these fees have not been increased in several years.

12. VOTED

To increase dues for agencies and individuals by an average of 3%; to increase the conference registration fee by \$25; and to increase the certification fee by \$25.

13. VOTED

To approve the 2012 budget.

INTERNATIONAL TRAINING CONFERENCE

Ms. Mila Cosgrove, Program Committee chair advised that the program for the International Training Conference featured great speakers and relevant concurrent sessions. She thanked Ms. Lang for all of her assistance. Mr. Reichenberg advised that the registration had increased to a total of 364 people. He noted that due to the low registration, the association is not likely to meet its room block and will incur an attrition penalty. Ms. Milburn indicated that Ms. Cheryl Brown, HR Director, City of Charlotte would chair the 2012 Program Committee. The committee is scheduled to meet during the International Training Conference.

PROFESSIONAL DEVELOPMENT

Mr. Reichenberg advised that the association is launching the HR Certificate program in the United States in October and had enough people registered to conduct the program. In addition, he noted that the association had piloted the HR Executive Leadership program in China in August and planned to offer this program in other markets. He indicated that the Professional Development Committee was conducting a needs assessment survey and would be analyzing the survey results and conducting a conference call following the International Training Conference.

CERTIFICATION

Mr. Reichenberg reported that the association was on track to certify about 150 people in the United States this year, which is similar to last year. He stated that interest in the certification program remains stronger internationally than domestically. He recommended that in 2012, the association continue to require only 40 points for recertification. He advised that due to the economy, the number of points required for recertification has been reduced during the past two years.

14. VOTED

To reduce the number of points required for recertification in 2012 from 50 points to 40 points.

MEMBERSHIP

Mr. Reichenberg stated that while membership continues to decline, the rate of decline is less than the past two years. He reported that as of September 21st, the association had 6,165 members, which is a decrease of 22 members since the start of the year and 7,871 members including the chapter affiliate members. He stated that the vast majority of people who do not renew indicate that it is because their employers will no longer pay for their membership. He advised that the association was launching a member-get-a-member campaign and would be offering a \$20 gift card to current members for each new member they recruit. He indicated that 15 chapters had submitted their reports and rosters and the staff would be following up with the remaining chapters.

INFORMATION TECHNOLOGY TASKFORCE

Mr. Reichenberg reported that the Information Technology Taskforce had undertaken a survey to determine how the chapters and regions are meeting their information technology needs and to see if there could be a pooling of resources that might better meet the needs of the chapters and regions. He stated that there was a 62% response rate to the survey, which showed that there is a low level of satisfaction with website functionality and almost ¾ of the respondents use no social networking sites. Ms. Sawyers thought that criteria should be established for the look of chapter websites. At the Leadership Conference, there was a discussion of the association's investment in social media and the Information Technology Taskforce was starting to discuss this area. The Executive Council agreed that since the Next Generation Taskforce would be looking at social media, the Information Technology Taskforce should limit its efforts to the technology needs of the chapters and regions. The Executive Council suggested that the Information Technology Taskforce select a member who would serve on the Next Generation Taskforce. The Executive Council also recommended that the Taskforce select a chair.

INTERNATIONAL ACTIVITIES

Ms. Milburn advised that the conference of the Institute of Municipal Personnel Practitioners of Southern Africa (IMPSA) was an excellent conference that was well attended. She indicated that Mr. Johann Krueger, the IMPSA president would be at the Chicago conference. In 2012, there is a conflict between the IMPSA and IPMA-HR conference, which will make it difficult to conduct the exchange program. Mr. Reichenberg reported that interest in the IPMA-CP program remains strong in China and we anticipate testing about 800 people this year. Additionally, he advised that the HR Certificate program has been launched in Beijing, with 2,600 participants

and the HR Executive Leadership program was piloted in China in August. He noted that the association is continuing its partnership with the US military and the Iraq Ministry of Interior and had conducted training in Kurdistan. He stated that the Public Sector People Managers' Association cancelled its 2011 conference and he was concerned about the future of the exchange program due to the retirement of the PPMA executive officer and the lack of a response from the current PPMA president to an invitation to participate in the International Training Conference.

IPMA-CANADA REPORT

Mr. Rick Brick, the IPMA-Canada president reported that the Prime Minister of Canada wants a dramatic reduction in the size of the public sector. He advised that IPMA-Canada was facing similar issues, with a decline in membership and reduced participation in conferences. He stated that IPMA-Canada has about 700 members. Additionally, there are 8 chapters, with 2 currently struggling. He stated that IPMA-Canada was doing well financially. He indicated that the 2012 IPMA-Canada conference will be held in Regina and in 2013; IPMA-Canada would like to hold a joint conference with IPMA-HR in Las Vegas. The Executive Council expressed support for having the 2013 International Training Conference be a joint conference with IPMA-Canada.

REPORT OF THE REGION REPRESENTATIVES

Mr. Dukellis stated that the Western Region has improved its communications and the number of people who are involved in the activities of the region. He stated that a membership challenge was held among several of the Western Region chapters. He reported that there was a good conference in Portland, OR, although attendance was less than the last time the region held its conference in Portland. He noted that the 2012 Western Region Conference would be held in Phoenix. Mr. Parsons reported that the Central Region had a good conference in Milwaukee, with strong exhibitor/sponsor support. He stated that next year the Central Region would be holding a joint conference with the Southern Region in St. Louis and the Central Region is working on getting the St. Louis chapter reestablished. Ms. Montoya stated that the Southern Region enjoyed a successful conference in Louisville and was looking forward to the joint conference in 2012 with the Central Region. She advised that the 2013 Southern/Central Region conference would be held in New Orleans. Mr. Cole reported that the Eastern Region had a challenging conference last fall and had to resolve an attrition issue with the conference hotel. He stated that the 2011 Eastern Region conference would be held in Glens Falls, NY in October and the 2012 Eastern Region conference would be held at the end of June in Hyannis, MA.

GOVERNMENT AFFAIRS

Ms. Tina Chiappetta thanked Ms. Strobe for chairing the Legislative Taskforce. She noted that there was not a lot of legislation moving in Congress due to the economy. She stated that any large omnibus bills could include issues of concern. She reported that the payroll tax cut that is part of the administration's jobs legislation excludes state and local governments. She stated

that the jobs legislation includes a prohibition against discriminating against someone who is unemployed. The Executive Council expressed concern with this proposal and requested that the association share the concern with the Congress. Ms. Chiappetta advised that pension reform was another issue that was being considered by the Congress.

OTHER BUSINESS

Mr. Wilkins stated that this would be the last Executive Council meeting for Ms. Lang, Ms. Major, Mr. van Bruggen, and Ms. Whelan. He thanked them for their service on the Executive Council.

NEXT MEETING

The next meeting of the Executive Council will be held on Saturday, March 10, 2012, in Alexandria, VA.

ADJOURNMENT

The meeting adjourned at 2:35 p.m., on Saturday, September 24, 2011.

Neil Reichenberg
Executive Director