

CUPA-HR MIDWEST REGION NEWSLETTER

Winter 2003

Serving Illinois, Indiana, Iowa, Kansas, Manitoba, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin, & Guam

HR Renaissance: Managing Human Resources in a New World

April 27-30, 2003

Cleveland, Ohio

Sheraton Cleveland City Centre

HR Renaissance: Managing Human Resources in a New World is something we face everyday as our institutions rely on Human Resources for fresh ideas on current trends and issues and for new ways of attending to the business of education, particularly in the wake of recent events.

Renaissance was chosen as our theme because it means rebirth, a new beginning, or revival. Webster tells us that the renaissance marked the transition from medieval, or unenlightened, times to the modern era. Isn't this what happens in our HR offices almost every day? We are often viewed as the "renaissance catalysts" in leading the change movement. As HR renaissance men and women we need new products, skills, and practices that will help renew and revitalize our institutions, our profession, and ourselves to meet the challenges of learning today and in the future.

Begin your renaissance now! April 27-30, 2003 will mark a rebirth in HR knowledge. Log onto www.cupahrregions.org/midwest/conference/2003/ for registration information.

PARTICIPATION PAYS OFF! WINNERS OF DRAWING ANNOUNCED

At the end of each annual conference, attendees are asked to complete an evaluation of the event, and prizes are offered to encourage participation. After the regional conference last spring, those who completed an evaluation form had their names entered in a drawing for a \$50 coupon to be applied to the registration fee for the Cleveland conference. The lucky winners are:

Steve Beck	University of Nebraska-Lincoln (NE)
Marilyn Fenton	University of Nebraska-Lincoln (NE)
Nancy Grassel	Dakota State University (SD)
Roberta Hakl	University of South Dakota (SD)
Denise Kriebel	Anderson University (IN)
Janet McManus	Baker University (KS)
Judy Woellhof	Kansas State University (KS)
Rita Young Bantom	University of Michigan (MI)

MESSAGE FROM THE CHAIR

CUPA-HR Is on the Move! Knoxville, Tennessee will become the new home of the CUPA-HR national office effective May 1, 2003. This move offers almost endless opportunities for meeting the needs of higher education HR professionals for years to come.

The Association has outlined a Strategic Plan that will allow it to provide outstanding opportunities for HR competency development, expand the HR knowledge base, and pursue valuable collaborations with institutions nationwide. To support these goals, the CUPA-HR National Board of Directors has announced that CUPA-HR is on the move. Member services will be enhanced in the coming years through:

- 1) Significant cost savings that will enable a reinvestment in activities and operations consistent with the Association's Strategic Priorities, including enhancements to the infrastructure of the National Office designed to improve member services and response time;
- 2) Collaboration with faculty to provide valuable opportunities for HR competency development, credentialing, and other advanced programs for higher education HR professionals; and
- 3) Expanded research opportunities that will enhance the HR knowledge base and provide leading-edge information for the Association and its members.

Being located in Knoxville will allow us to explore ways we can enhance current programs that contribute to HR career development, as well as ways we can create new programs in collaboration with the University of Tennessee and other institutions. We are excited about new research-based opportunities, student collaborations, and faculty collaborations. We will be able to redirect a larger percentage of our resources toward investment in member-based services such as expanding the current suite of products offered by CUPA-HR, exploring providing access to HR competency programming through distance learning infrastructure, and possibly creating a higher education HR certification program.

In addition, the move to Knoxville will significantly reduce the overhead costs associated with operating an office in Washington, DC. This will allow us to redirect our resources toward member-based priorities. The objectives in the Strategic Plan will require additional financial resources to accomplish, and by moving to Knoxville, CUPA-HR will save a significant amount of money that can be redirected toward meeting those goals. Savings from moving to Knoxville are expected to exceed \$1 million over the next five years. Our Association is not an address, but a dynamic operational entity. As such, it can function in a variety of places, and it is our long-term plan to purchase a building as a hedge against inflation and to build equity.

We will, however, maintain a strong presence in Washington, DC. Mike Aitken, our associate executive director for Government and External Relations, will work out of an office in Washington on legislative and regulatory affairs of interest to the higher education HR community. He will continue to provide us with insights into public policy critical to higher education. The Association has worked hard to develop a strong reputation as an effective

advocate and active leader in the DC area higher education association community, and we intend to continue as such.

Thanks for your feedback! In the fall 2002 newsletter issue, readers were asked for feedback on collaborating with the Northwest region on the possibility of a joint conference in 2005. Based on your responses, the board voted to partner with the Northwest and is pursuing Seattle as the conference site. We'll announce where and when in the next newsletter edition.

CUTTING EDGE NEWS FROM THE CLEVELAND CONFERENCE

The April 27–30, 2003, CUPA-HR Midwest Regional Conference in Cleveland, Ohio, will offer attendees some unique professional development offerings with initiatives that have never before been available.

Leadership Forum

Leadership development is a key need on college and university campuses. There exists considerable interest among mid-to-senior level HR leaders to create an effective network and a forum for leadership skills development. This forum will feature three senior human resource leaders from different institution types. Each leader will present his/her ideas about the leadership skills necessary for today's higher education HR professional. Following the presentations, all attendees will participate in a facilitated discussion creating an action plan for future forums.

Trainer's Consortium

Professional trainers on college and university campuses have long recognized the need for continued skill development and ongoing networking. There is currently a vacuum regionally (Midwest) and nationally. The goal at this conference is to begin the creation of a consortium for trainers in the Midwest. The initiative will be coordinated by Felicia Crawford, Manager, Training and Development for Western Michigan University.

Renaissance Faire

The Faire will offer a structured event for conference attendees to network with their peers and colleagues on professionally related subjects. In a venue similar to a trade show, approximately 12–15 higher education institutions will be available to discuss and showcase their successful initiatives. This will provide an effective, value-added opportunity to learn proven HR practices and methods from professionals.

2004 REGIONAL CONFERENCE

Not all lands are bad, and deadwood can be a good thing when you're in South Dakota for the 2004 CUPA-HR Midwest Regional conference **June 6-9, 2004**. The beautiful Black Hills of South Dakota, home of Mount Rushmore, the Crazy Horse Monument, Custer State Park, the Badlands, and Deadwood City, serve as our host.

Our conference site is the [Rushmore Plaza Holiday Inn](#) in Rapid City. Guestroom rates are guaranteed at \$85 single and double occupancy, \$95 king executive, and \$105 for the plaza suite. Conference rates apply three days prior to the conference and 3 days following so you can turn your business trip into a vacation. Watch our website at www.cupahrregions.org/midwest/conference/2004 for details as the conference develops.

Suggestions on conference topics, trends, or issues you've been struggling with are welcome. Contact Jim Kemper at kemper@ohio.edu with your suggestions. For folks in the western part of the region, we'll be asking for volunteer help, program committee members, and site committee members, so give Jim a heads up if you think you may be able to help.

SPOTLIGHT ON A WINNER

In May, 2002, **Purdue University – Human Resources, Staff Benefits and Communications** personnel, Brent Bowditch, Teresa Wesner, Jacob Kerkhoff, and Nancy Rodibaugh received a CUPA-HR Midwest Region Best Practices Award for their development of a communication scheme that focused on educating all faculty and staff about extraordinary cost increases in Purdue's medical plan.

John Beelke, Purdue's Director of Human Resources Services, wrote in his nomination, "Purdue, like most other colleges and universities, has been faced with extraordinary cost increases in its medical budget the past several years. ... Drastic changes were needed to balance the budget that would directly impact faculty and staff. The University faced the difficult task of managing a potentially explosive situation. HR staff within Benefits and Communications had the knowledge and expertise to develop a communication scheme that focused on educating all faculty and staff on campus. Four newsletters were developed that were sent out at two-to-three week intervals over the summer. They covered (1) financial problems of the University, (2) why medical costs are so high, (3) what the University and employees could do about the increased costs, and (4) changes that were necessary. The newsletters were mailed directly to homes initially to make sure all family members were aware of the problems. Included in the newsletters was an e-mail address where faculty and staff could address their concerns or submit their ideas on how to keep costs down. All e-mails were answered. The newsletters were followed with a series of eight health forums around campus at the beginning of the fall semester to further explain the situation and directly answer questions of faculty and staff. ..."

According to Beelke, this group did an exceptional job of communicating with over 10,000 faculty and staff during a very difficult time. While the employees did not like the changes that had to be made, they understood why the changes were necessary.

This is a fine example of HR professionals using creativity and resourcefulness to address a multi-faceted, complex problem. Kudos to Purdue's Staff Benefits and Communications team!

OHIO CHAPTER NEWS

Ohio CUPA-HR Spring Conference
One-Day Personal Professional Development Drive-in Seminar
Tuesday, March 4, 2003

In an effort to be responsive to members' wishes and facilitate attendance at the Midwest CUPA-HR Conference, Ohio CUPA-HR will be sponsoring a one-day drive-in workshop on March 4, 2003. Our hope is that members will be able to make our one-day conference (at a low, low fee) and still be able to make the mid-west regional conference in Cleveland on April 27 - 30.

The topic of our spring conference will be "Negotiation and Conflict Resolution". This is a great opportunity to learn about the elements of interest-based negotiation, effective techniques of conflict management, strategic use of mediation and more from an outstandingly qualified speaker. James K.L. Lawrence is a partner in the Cincinnati law firm of Frost Brown Todd LLC and a graduate of The Ohio State University law school. Jim is also a graduate of the Harvard Negotiation Project and has conducted numerous workshops on negotiation, dispute resolution, and employment discrimination. We are pleased to be able to offer this workshop lead by Jim Lawrence as this is a workshop where members will be asked to engage themselves, participate, and learn new skills.

MISCELLANEA

Members On the Move: Janice K. Price, SPHR, has been hired as the Director of Human Resources for the South Dakota Board of Regents. Prior to accepting this position, Janice worked as a Human Resource Consultant.

Newsletter Publication Notice: The summer issue of the CUPA-HR Midwest Region Newsletter will be published in June. If you have contributions to make or suggestions for newsletter items, or if you know about a school's "best practice" that would make an interesting article, please contact Maureen Moeglin at mmoeglin@metropo.mccneb.edu.