
CUPA-HR MIDWEST REGION NEWSLETTER

Winter 2004

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

2004 Midwest CUPA-HR Conference

Rapid City
South Dakota

June 6-9, 2004



Don't miss this unique opportunity to *Reach New Heights in Higher Education Management* while enjoying the national landmarks, monuments, and scenic landscapes of the Black Hills of South Dakota. Make it a family affair! The reasonable rates of the Rushmore Plaza Holiday Inn apply three days prior to and three days following the conference.

- \$85 single and double occupancy
- \$95 king executive
- \$105 plaza suite

Conference details can be found on our website at <http://www.cupahrregions.org/midwest/conference/2004/index.html>

Photos by South Dakota Tourism

Message from the Chair

Dear HR Colleagues,

I am writing this open letter to all Mid-West HR professionals, but it is a special plea to the chief human resource officers.

Please take a moment and answer the following questions:

1. Does your chancellor or president consider you and your office a strategic partner?
2. Are you aware of the latest HR 'case law' decisions and trends?
3. Can your employee communication plans and programs improve?
4. Would your college or university benefit from a 'customer-centric' HR office?
5. Are you interested in a leading edge HR thought: developing HR measures?

These are significant questions for us to ask, answer, and act upon. This year's Mid-West CUPA-HR conference (June 6-9, Rapid City, S.D.) will address these issues and more.

We have purposely selected a rather inexpensive conference venue to allow you and your family members or significant other to attend as well. Please join us in Rapid City for an enjoyable time and excellent professional development opportunity.

(<http://www.cupahrregions.org/midwest/conference/2004/index.html>)

If you are unable to attend, please forward this to someone who may be interested.

On another matter, I would like to thank each of you who completed the recent national office needs assessment survey. Well over 1,000 responses were received and the results will soon be released.

On a separate page we have provided you with this year's slate of Mid-West CUPA-HR officers (www.cupahrregions.org/midwest/Regional%20Leadership/board.html). Should you have any questions, suggestions, or concerns about your Mid-West CUPA-HR Region, or about the national office, please do not hesitate to contact any one of us.

See you in Rapid City!

Special Invitation to Midwest CUPA-HR Members

Would you like to represent Midwest CUPA-HR and your college or university at the NACUBO (National Association of College and University Business Officers) annual meeting in Milwaukee? NACUBO has invited higher education associations to participate in a new program being featured at their annual meeting to be held in Milwaukee in July, 2004. In keeping with their conference theme, "Igniting the Entrepreneurial Spirit," Midwest CUPA-HR institutions have been invited to showcase their entrepreneurial efforts.

Proposal forms may be downloaded from the Midwest CUPA-HR website and must be received by **February 23, 2004**. A panel of Midwest CUPA-HR Board Members will review the candidates and select the CUPA-HR representative. To be considered for this unique opportunity visit the following website:

<<http://www.cupahrregions.org/midwest/NACUBO1.pdf>>

And the Award Goes To....

Okay, so it's not the Oscars, Emmys, or Golden Globe Awards, but just as meaningful is the Midwest Regional Excellence Awards.

Most of us know of at least one individual or HR team worthy of recognition for their contributions. Why not nominate that individual or team for a Midwest CUPA-HR regional award? Nominations are being accepted for continued excellence, leadership, creative achievement, and support to chapters or the region. Nominations can come from you (don't be shy), a colleague, another member, or chapter board.

The nomination process is easy, just answer the questions on the nomination form and send it in. They don't need to be very lengthy or detailed (we'd prefer reading fewer pages)!

The deadline is March 15, 2004. You'll find the form and instructions at

<http://www.cupahrregions.org/midwest/Midwest%20Region%20Awards/index.html>.

For a list of Who's Who of Midwest awardees, see <http://www.cupahrregions.org/midwest/Midwest%20Region%20Awards/Award%20Winners.htm>.

While you're thinking about it, how about submitting a nomination for the CUPA-HR national awards? Complete awards information and nomination materials are at www.cupahr.org/conference2004/callfornominations.html.

Midwest Regional Award recipients receive an engraved plaque, recognition at the 2004 Midwest Regional conference to be held June 6-9, 2004 in the Black Hills, acknowledgement in the Midwest newsletter and the CUPA-HR News, and a press release to the winner's institution.

Questions? Email Mary Fischer at fischerm@uwgb.edu or call 920-465-2203.

2005 Regional Conference

In 2005, the Midwest is headed west, to Seattle that is, when we partner with the Northwest Region for a joint regional conference Wednesday-Saturday, **March 9-12, 2005**. The conference hotel will be the Sheraton Seattle Hotel and Towers on 6th Street, which is in the heart of the downtown area within blocks of the Public Market, Argosy tour boats, and a short metro ride to the Seattle Space Needle. Just step outside the Sheraton for fabulous shopping, antiques, dining, and touring—you won't want to miss this conference!

Spotlight on a Winner

Human Resources at the University of Iowa received the 2003 CUPA-HR Midwest Region *Institutional Award of Excellence* for supporting the University's vision and mission through an enhanced leadership role. The *Institutional Award of Excellence* is presented to an institution of higher education which has distinguished itself through creative application of human resource principles or which is widely renowned for the outstanding manner in which it develops and maintains its human resource program.

The University of Iowa's strategic plan includes a goal "(T)o develop a highly productive organization that supports the mission and values of the University." Human Resources refined its structure of Human Resources Unit Representatives (HR Unit Reps) in order to increase their collective and individual capacity to support this vision and mission and to ensure that all sections of the campus had representation, responsibility, and accountability to the vision and a common set of policies and practices.

During the final months of 2002, Central Human Resources formalized the structure for HR Unit Reps and clarified their role within the respective units. Twenty-four (24) HR Reps constitute a newly created Human Resources Senior Leadership Council that meets monthly to advise Central HR on staff issues. These are persons responsible for administering the human resources function at a college/division level, for advising their Vice President/Dean on strategic and operational decisions impacting staff, and for designating other unit representatives so that all staff are served.

HR Senior Leadership Council Reps were designated by the Vice President or Dean of the respective college/division, and these representatives, in turn, designated additional HR Unit Reps, who are representatives of management acting as a resource and departmental authority on HR policies and procedures. HR Unit Reps attend monthly meetings that contain both a business and a training component. An email list-serve is used regularly to disperse information to and solicit information from this group.

HR Unit Reps have the option of designating HR Unit Contacts, which constitute a second list-serve to whom email may be sent as appropriate. HR Unit Contacts include persons who serve as supervisors or lead workers and who may benefit from the same information as that distributed to HR Unit Reps. They may share responsibility for limited HR functions and/or may have been assigned to learn more about human resource roles/functions as a means of personal development.

Each employee has access to a self-service web site, and information about his/her HR Unit Rep can be found on the web site. While the relationship with the immediate supervisor is considered to be of paramount importance, identification of the HR Unit Rep provides staff with another contact for human resource issues. This value-added feature is a great service to the staff and serves as a major step forward in creating a model for Human Resources involvement in the University setting.

Note: A special thanks to Judie A. Hermsen, Assistant Director of Human Resource at the University of Iowa, who nominated the Human Resources office and served as the source of the information provided in this news brief.

Midwest Talent Search



The Midwest Region of the College and University Professional Association in Human Resources seeks service-minded volunteers who are willing to make a commitment of time and talent to our Midwest region. For people who want to make a difference, there are fantastic volunteer opportunities for 2004-05 on standing committees, as state membership coordinators, or as regional Chair-Elect. No CUPA-HR experience required.

There is an attractive benefit package including travel (required travel for meetings is at regional expense; most of our day-to-business is transacted by email or conference call), opportunities to stretch your leadership skills, and working with the best bunch of volunteers any organization can have!

For consideration, or to find out more, contact Mary Fischer, Past-Chair, at 920-465-2203, or fischer@uwgb.edu.

Chapter News

News from Ohio - This past year, the Ohio Chapter changed the length of some officer positions. The President-elect and President positions changed from one-year tenure to

two-year tenure, and the position of Past-President was eliminated. The current officers are:

- Pam Linger, President (Director of HR at Cleveland Institute of Art)
- Janet Leonard, President-elect (Benefits Coordinator at Baldwin Wallace College)
- Andrew Boothe, Program Chair (Asst. Director HR at Mount Union College)
- Nichole Hoffbauer, Secretary (Asst. Director HR at Ashland University)
- Patrick Rhoton, Treasurer (Director of HR at Mount Vernon Nazarene College)

The Ohio CUPA Chapter continues important work on its strategic plan. One objective is to reach out to Ohio Colleges and Universities who are not members or who are not active in the chapter. One way they are doing this is by hosting a Leadership Forum, which will take place at their spring conference. Human Resource leaders from the 15 largest Ohio colleges have been invited to the Forum. The Forum is a "break out session" that will allow participants to network with each other. The Forum is a "win-win" situation for all involved. The Chapter gets exposure, and hopefully, future support for its events from the larger colleges. The participants get to network with their colleagues and to discuss issues relevant to their level of HR management.

This year's conferences (fall 2003 and spring 2004) are focused on strategies to control health care and prescription costs. The spring conference will be held on Thursday, March 25 and Friday, March 26 at The Embassy Suites in Columbus, Ohio. The conference will feature Employers Health Purchasing Corporation of Ohio (EHPCO), a prescription coalition purchasing group available to self-insured schools. Christopher Goff from EHPCO will be presenting. Gregory Warren, Senior Health Actuary from The Segal Company's Chicago office, will conduct a presentation on trends in prescription costs. The centerpiece event will be a Friday luncheon. The speaker will be Mike Pucci, Vice President of External Affairs at Glaxo, Smith, Kline, one of the larger pharmaceutical companies.

Earl McLane, former President of the Ohio CUPA-HR Chapter, has been nominated for Chapter Emeritus Status. The honor will be conferred on Earl at the spring conference.

News from Michigan - MI CUPA-HR continues to deliver value to colleges and universities throughout the state of Michigan. The annual fall conference of the Michigan Chapter of CUPA-HR was hosted by Eastern Michigan University on October 23-24, 2003. Attendance was strong with nearly 150 participants, and the program included over a dozen choices of seminars addressing current topics in Human Resources.

One of the keynote speakers at this conference was the successful entrepreneur, Mr. Ari Weinzweig, CEO of Zingerman's, who spoke on, "The Art of Giving Great Service." Zingerman's is a delicatessen located in Ann Arbor, Michigan, that enjoys a world reknown reputation for delivering quality food in an environment of great service. Mr. Weinzweig shared his "Zingerman's 3 Steps to Great Service":

1. **Figure out what the guest wants.** Ask, listen, observe, survey, pay attention to the tone of the customer's voice, engage the customer, let them know you're there for them. Use the 10/4 rule, which means make eye contact if you're within 10 feet and greet them if you're within 4 feet.
2. **Get it for them.** Accurately, politely and enthusiastically. You can say all the right words, but it must be believable. You can only "fix" the problem by the way you respond.
3. **Go the extra mile.** Do something out of the ordinary they didn't ask for.

Mr. Weinzwieg also shared, "Zingerman's 5 Steps to Effectively Handling Customer Complaints":

1. **Acknowledge the complaint.** "OH, WOW." People complain because they want to be heard.
2. **Sincerely apologize for the mistake.** Say, "I am really sorry." Show empathy.
3. **Take action to make things right.** Authorize staff to do the right thing.
4. **Thank them for giving you the opportunity to correct the complaint.**
5. **Document the complaint.** This removes the emotional aspects of the situation and puts it in black and white.

Mr. Weinzwieg's remarks were a poignant reminder of the important role Human Resources professionals have in influencing the climate on our campuses by listening and appropriately responding to those we serve.



☞ Eastern Michigan University HR team

MI CUPA-HR is also continuing to enhance its website www.micupahr.org to better serve members throughout the state of Michigan. We are in various stages of implementing an electronic newsletter, job board, chapter updates, conference postings, registration tools, and voting capabilities.

The MI CUPA-HR spring conference will be held on February 26-27, 2004 at Oakland University in Rochester, Michigan. A full line-up of motivating and informative presenters is planned, including keynote presentations on, "Critical Communication Skills for Maximum Leadership Effectiveness," and "Great Leaders Touch the Heart." Concurrent sessions are planned on a variety of timely HR topics.

Miscellanea

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@mccneb.edu.