HRM Advisory Board Influence for the 2012-2013 School Year

- **Job Shadow program**
  - Held a reception to honor the many contributors to the Job Shadow program over the past 12 years.
  - Hit the 1000 student participation mark in the Fall 2012 semester. During the past 12 years we have had hundreds of students provide positive feedback about the job shadow experience.
  - There were approximately 60 applications this Spring (45 slots were available). Dick went back to the employers and asked them if they could increase their number of openings.
    - We were able to accommodate all students. That’s the kind of outstanding cooperation we have received all along from our employer group. Dick does not recall ever turning any students away - we have always received employer cooperation. Pretty amazing!
  - 2013 Participating Employers (Board member organizations are in italics)
    - American Honda
    - Boeing, Long Beach
    - Canon Business Systems, Gardena
    - City of Long Beach- Police Department
    - City of Norwalk
    - Epson America, Inc. Long Beach
    - LA County Employees Retirement Association, Pasadena
    - Los Alamitos Medical Center, Los Alamitos
    - Long Beach Memorial
    - Mattel, El Segundo
    - Port of Long Beach
    - Saputo Cheese, USA
    - Schreiber Foods
    - Target Stores
    - United Healthcare, Cypress
    - Wells Fargo, Branch: Los Angeles Main
    - W.S. Packaging, Fullerton

- **Fundraising and fund disbursement**
  - Successfully revised and approved fund disbursement process, including developing a list of needed items and a general prioritization system.
  - Established Use of Funds approval committee
    - Used Advisory Board funds to support 5 students to attend the SHRM Case Competition in Las Vegas. Trip was very successful and students came in 5th place.
  - Established Fundraising committee

- **Social Media**
  - Supported advisory board self-development with social media presentation by Jeremy Eskenazi
  - Revised CSULB HR alumni LinkedIn page, and actively sought out more than 100 additional members (and counting!)
    - Page will be consistently monitored by the department ASC
• **Board Membership**
  - Actively recruited two new board members: Welcome Lisa Pinkard (VP of HR at Emplicity) and InaMarie Johnson (Global SVP, CHR Officer at UTi)
  - Transitioned two board members to replace outgoing members: Welcome Michele Hoff (Director of HR at Epson Americas) and Paul Fleck (Partner at Atkinson, Andelson, Loya, Ruud & Romo)

• Provided feedback on the CBA Strategic Plan to Dean Solt (Fall 2012)

• Graduation Survey- We have initiated a graduation survey. This is something that will help us provide the board with the data they have often requested. The Dean liked our survey so much that he had it sent out to all departments. This survey will help us see what jobs our graduating students have at graduation and 1 year and 2 years after graduating with our follow up surveys. It will also help us keep in touch with the students in the future. Thank you Jessica-Marie McClintock for your hard work on this.

• Initiated an HR “Hot Topics” segment in Board meetings to leverage the Board’s expertise in the classroom. HR Hot topics are particularly helpful in bringing the subject matter alive in the classroom. The first Hot Topics session was on Performance Appraisals

• Recent internships or full time hires of our HR students from the HRM Board organizations or connections:
  - Brenda Godinez - Port of Long Beach
  - Molly Worthy - Port of Long Beach
  - Alyssa Salindong - Riviera Advisors
  - Aysel Mustafayeva - Epson
  - Danielle Brown - Target
  - Jessica Taylor - Target
  - Jenine Morales – Mattel
  - Cecilia Nguyen - Boeing
  - Several other students are in the final interview stages with Target.

• **Board members who have presented in courses or for HRMA as guest speakers**
  - Kichline
    - HRM 465 - Ralph Harbin - United Healthcare
    - HRM 458 - Denise Wandel - Mattel
    - HRM 440 - Tom Lenz - AALRR law firm
    - HRM 440 - Bill Hartman - Boeing
    - HRM 440 - Ken Walker - City of Long Beach
    - HRM 462 – Cinthya Rocha – LB Memorial
    - HRM 361 - AJ Dale - Boeing
    - HRM 361 - Erinkay Weisskopf – Target
    - HRM 361 - Autumn Way – Wells Fargo
    - HRM 361 – Emily Burritt- LB Memorial
  - Opland
    - HRM 445 - AALRR
    - HRM 361 - AALRR
Curriculum Updates—faculty incorporated HRM Advisory Board feedback in making the following changes

1. Adding 361 and 446 as electives for management majors—this began in Fall 2012 and has had a huge impact. We are opening new sections of each course and have been able to recruit new majors from the introductory course (361).
2. Todd Scherwin taught the employment law class again this Spring 2013.
3. With board’s suggestion that more tenured/tenure track faculty teach HR specialty courses, faculty are actively making choices to do so (e.g. Professor Sumpter has redesigned HRM 458 Managing Culture and Diversity course and has taught it over the past two semesters).
4. We will have HR department faculty (Professors Scherwin and Sumpter) actively participating in the MBA orientations (again this Summer 2013) to incorporate HR content and to publicize the graduate HR track option.
5. HRM 458 (Managing Culture and Diversity) is in the process of being approved to be a university capstone course, providing CBA students with an additional incentive to take an HRM course and helping students fulfill graduation requirements with an HRM elective.

Specific opportunities for board member further involvement were provided:

- Join the Fundraising committee.
- Volunteer to work on the “Online Career Module” and “Career-Blast Emails”—more information forthcoming.
- Assist Vicki Scherwin and Rick Opland in preparing the HR students who will be participating in SHRM’s Pacific West Regional Case competition at the end of April (support could come in the form of reading their practice cases or viewing presentations). Contact Vicki if interested.
- Present about your HR experience or provide job seeking advice in one of our classes.
- Consider being a speaker for HRMA in the Fall.
- Consider participating in the Job Shadow program in the fall, if you don’t already (contact Dick Kichline at kichline@earthlink.net).
- Support the HR student group (HRMA) by donating funds ($100) to support the lunches that they serve at speaker series events held Wednesday lunchtime (contact Vicki if interested- vicki.scherwin@csulb.edu).
- Submit discussion topics to our LinkedIn page. Join if you haven’t already http://www.linkedin.com/groups?home=&gid=1832541&trk=anet_ug_hm.