November 2023

VSHRM REVIEW

SHRM **EXCEL**
GOLD CHAPTER
2021

Happy Thanksgiving

WHO WE ARE

VSHRM is an affiliate of the Society for Human Resource Management and an organization dedicated to helping professionals with human resource functions in the Great Lakes Bay Region. Our intent is to provide our members with an educational forum, and an opportunity to network and enhance their volunteer skills.

UPCOMING EVENT
November Luncheon
Tuesday, November 14, 2023
11:20 AM - 1:15 PM
Networking: 11:20 - 11:40 a.m.
Lunch: 11:30 a.m. - Noon
Program: Noon - 1:00 p.m.
Closing: 1:00 - 1:15 p.m.

Horizons Conference Center
6200 State St.
Saginaw, MI 48603

REGISTER TO ATTEND

Want a Great Hire? Hire a Vet!

Sourcing, selecting, and retaining top quality talent is an ever-present challenge for many organizations, causing them to consider every possible talent source.

Annually nearly 200,000 military service members transition from military service to the civilian work world. These veterans bring capabilities that have vast positive potential to help organizations achieve their planned objectives.

Unfortunately, many veterans don't know much about the civilian work world, and many people and organizations don't know much about veterans and their great capabilities.

This session helps to bridge that gap. It provides insights to this circumstance and a framework for talent professionals to use when partnering with organizational leaders to decide if a veteran-focused talent strategy is right for them, and/or how to optimize existing veteran hiring practices.

Bill Kieffer's extensive professional experience includes over 23 years as a senior HR and talent management leader. He has successfully designed and implemented customized talent management strategies and practices in multiple large, complex, global companies, positively impacting current and long-term business success.

Currently, he is President & Chief Advisor of Kieffer & Associates Limited, an advisory firm specializing in Military Veteran Career Transition, Leadership Coaching, Strategic Talent Management, and Professional Speaking and Facilitation services. He is the author of "Military Career Transition: Insights from the Employer Side of the Desk", which released in July 2021 as the #1 New Release in Amazon's Job Hunting category.

In addition, Bill
- Serves as a coach, coach advisory board member, and faculty member for "The Honor Foundation", a non-profit group providing career transition services to the special operations community.
- Is a master trainer for Ranger for Life's "A More Elite Transition," serving the U.S. Army's 75 th Ranger Regiment
- Serves as a member the Board of Advisors for "Law Enforcement Connect," which provides career transition services to members of the law enforcement community
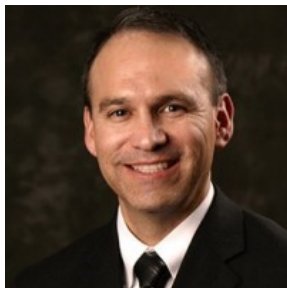
Prior to these experiences, Bill served nearly 12 years active duty as a U.S Army Officer in a variety of command and staff positions. His education background includes:
- the Strategic Human Resources Program - Harvard Business School
- the Leadership Education Program - Harvard University's John F. Kennedy School of Government
- a Master of Science, Administration degree - Central Michigan University
- a Bachelor of Business Administration degree - the University of Toledo
- numerous other military and professional development courses

Bill is a certified coach via Marshall Goldsmith and the WHY Institute. He is active in his community being twice appointed and three times elected to public office, and serving with a number of veteran-related organizations. Bill was honored to present "Investing in the Middle" at TEDx Toledo in 2017, and to guest on over 30 podcasts discussing a broad range of topics. He has worked in / travelled to 33 countries and has set foot on every continent except Antarctica. He is married with five grown kids and in his free time loves riding his Harley.

Please note – registrations received after
Thursday, November 9th, will be subject to an additional $10 late fee.

Register Here

MESSAGE FROM THE PRESIDENT
Ricardo Resio, SHRM-SCP, SPHR

With Thanksgiving upon us in November, a season of gratitude fills our hearts. It was truly uplifting to witness the dedication and strong efforts from volunteers in our chapter during the recent MISHRM Conference. The theme, "Unraveling Your Inspiration," struck a chord with the 1,300 attendees, making it the largest conference ever held in our state. It emphasized the importance of finding inspiration within ourselves and inspiring others, especially when the world seems to be in turmoil. As the saying goes, "What you tell yourself, you sell yourself," and your contributions genuinely sold the message of inspiration and progress.

I had the privilege of serving alongside these dedicated volunteers who not only made it all possible but also turned it into an enjoyable experience. We extend our heartfelt thanks to Julie Bellamy, Jennifer Taylor-Chaltraw, Lori Hewitt, Kimberly Bryce, and Amy McGinnis, as well as to the approximately 20 HR professionals representing our chapter in Grand Rapids. Furthermore, we are delighted to share that the Central Michigan University student group emerged victorious in the HR Games – a testament to the bright future of HR leadership.

In the upcoming weeks, Julie Bellamy will represent us at the Volunteer Leaders' Business Meeting in Washington, D.C. from Thursday, November 16 to Saturday, November 18. We wish her a successful and inspiring trip.

Lastly, I want to express our deep appreciation for this month's speaker, Bill Kieffer, President & Chief Advisor of Kieffer & Associates. His presentation, "Want a Great Hire? Hire a Vet!" shines a light on the incredible potential that military veterans bring to the workforce. Bill's extensive experience in HR and talent management, as well as his dedication to supporting veterans, is truly inspiring. This session promises to be an excellent opportunity to explore ways to embrace veteran-focused talent strategies.

As Thanksgiving approaches, it's a perfect time to reflect on the inspiration and progress we've achieved together and express our gratitude to you, the remarkable individuals who make our VSHRM chapter so special. We are also grateful for our families that support us, the employers where we work, and the communities we serve and live in. Your impact is significant, and please know that our chapter board members are fully committed to your success.

In the spirit of "Unraveling Your Inspiration" in this ever-changing world, let's continue to excel in all that we do. Wishing you all a wonderful and thankful November, filled with the spirit of gratitude and appreciation.

MEMBERSHIP RENEWAL

It is almost time to renew your VSHRM membership for 2024!!

Please log in to the members only section of the **VSHRM website** to make sure that your contact information is up-to-date. Then, watch for an email from communications@vshrm.org in mid-November that will provide all the information needed to complete your membership renewal and stay connected in your local SHRM chapter! Questions can be directed to **membership@vshrm.org**.

VSHRM Policy Change!

The VSHRM board has approved an update to the Registration/Cancellation policy. The policy revisions are:

- Monthly meetings - In-person registration ends 5:00 p.m. Monday for a Tuesday meeting. Online registration ends 10:00 a.m. on the day of the meeting.
- Half Day Seminars - In-person registration ends at 5:00 p.m. Thursday for a Tuesday meeting.
- All meetings - Cancellation deadline is 5:00 p.m. the Thursday prior to the meeting. (VSHRM has to provide a final count to the meeting venue on Friday morning, and must pay for individuals whether or not you attend.)

You may review the full policy in the **Members Only/Chapter Policies & Procedures** section on the VSHRM website, You must sign in to navigate to that page.

Save the Date - January 9, 2024!!!

You will not want to miss the January seminar -

HR 2024: Embrace, Evolve, Excel!

Watch for more information in upcoming newsletters and on **https://vshrm.shrm.org/events**.

CALL FOR SPONSORS
January 2024 Seminar

VSHRM is excited to provide HR 2024: Embrace, Evolve, Excel, on January 9, 2024 from 10 am – 5:30 pm.

This day long event is dedicated to inspiring and developing Mid-Michigan HR professionals.

We have a fabulous slate of presenters amid a day of networking with peers and Resource Partners – all aimed at supporting HR professionals for a great 2024. A day like this can only be successful with the partnership of sponsors.

We are offering a limited number of event sponsorships for service providers and businesses to highlight their offerings while educating our HR community on trends and options available for managing people and culture topics.

All sponsors will get:
- Exhibition area booth space
- Company logo on all our marketing materials & social media broadcasts
- Company name, logo and offering listed in the VSHRM newsletter
- Recognition throughout the event

Gold Level - $2500, Speaker Sponsorships
- 3 minutes to introduce their company and services provided, may include a video or power point
- Introduction of a speaker
- Registrations for 2 attendees

Silver Level - $1500, Food/Break/Social Hour Sponsorships
- Recognition via signage during meal, break or social hour
- Registrations for 2 attendees

Bronze Level - $500, Participant Gift/Tech support Sponsorships
- Recognition via signage of sponsorship
- Registration for an attendee

Sponsorship commitments must be made by December 1, 2023 with payments due January 5, 2024.

Interested sponsorship partners should contact VSHRM via **communications@vshrm.com** or Julie Bellamy at **810.240.7668**.

TO OUR NEWEST MEMBERS!!

Julie Friend - *Morley Companies*
Amanda Stolicker - *Michigan Sugar*
Carrie Moore - *The State Bank*

Monthly Gift Card Winner!!

The winner of the gift card drawing is

Arianna King

*All meeting attendees who respond to the survey
and provide their name at the end are eligible for the drawing.*

**The Workforce Readiness Committee has multiple
volunteer opportunities in the coming months!!**

The Saginaw Career Complex is seeking volunteers for the following dates/times:
- Tuesday, December 5th, 8 - 10 a.m. & Noon - 2 p.m.
- Wednesday, December 6th, 8 - 10 a.m. & Noon - 2 p.m.
- Monday, December 11th, 8 - 10 a.m. & Noon - 2 p.m.
- Tuesday, December 12th, 8 - 10 a.m. & Noon - 2 p.m.
- Friday, January 26th, 8 - 10 a.m. & Noon - 2 p.m.

For more information about the opportunities or to sign up to volunteer, you may contact the VSHRM Workforce Readiness Chair, Dawn Boucher at **dawn@mannorgroup.com**.

Central Michigan University SHRM Chapter Takes First Place

at the Michigan SHRM HR Student Games
and Receives the Callie Zipple Spirit of HR Award!

VSHRM was pleased to have the opportunity to sponsor three CMU students for the SHRM HR Games at the MISHRM Conference. With the sponsorship, the students were also able to attend the conference. Below is the MISHRM press release that was sent out following the event. Congratulations team!!

Central Michigan University Human Resource students were recognized for winning top honors at the Michigan SHRM HR Student Games in Grand Rapids, MI on October 18, 2023.

Human Resource students from all over the State of Michigan came together to compete in a Jeopardy-style tournament, the Student HR Games, to test their knowledge of the HR profession. The event tests the students' understanding of the essential body of HR knowledge and competency. Central Michigan University took home the first-place trophy at the HR Student Games, with Grand Valley State University coming in 2nd, and Western Michigan University taking 3rd place. Eastern Michigan University also participated in the HR Games. The Games were held as part of the Michigan Society for Human Resource Management (MISHRM) State Conference, where more than a thousand HR professionals from around state attended. SHRM Student Chapter faculty advisors and professional chapter sponsors helped prepare students for the Games.

During the competition, each team must think quickly and apply ethical decision making to answer each question first. The students from Central Michigan University showed strong communication skills and teamwork in responding during the preliminary rounds and won the final round in a match up against Grand Valley State University. HR Professionals and SHRM members from Michigan served as onsite judges and volunteers to manage the event. Dr. Amy McGinnis serves as the MISHRM College Relations Director and coordinated the event in conjunction with the state conference, "I believe the opportunities provided at the MISHRM HR Student Games are so valuable for our HR students. They were able to demonstrate their HR knowledge, engage in networking, and participate in career-related conversations throughout the day-long competition. This year's teams were well-matched, and the Games were very close. Many of the teams stayed for the entire MISHRM Conference and were able to connect with potential employers throughout the day." CMU HR Student, Coy Lakatos noted, "Throughout the conference, we listened to many amazing speakers and topics ranged from mental health in the workplace, to how to effectively budget, to what to do in workplace investigations. I'm excited to see how I can take the things that I've learned from these sessions and implement them into my future workplace."

The Central Michigan University student chapter was also awarded the Callie Zipple Spirit of HR Award for collegiality, professionalism, a positive attitude, and respect for fellow competitors and volunteers during the competition. The collegiality award is named after the late Callie Zipple, a SHRM Field Services Director, who lost her fight with cancer in 2019 at the age of 31. The Spirit of HR Award is a special award because it honors Callie's legacy and her constant dedication to emerging professionals in HR. The award is voted on by all students and all volunteers at the Games each year. In addition to the Callie Zipple award, members of the Central Michigan University team will receive a MISHRM scholarship for the SHRM Learning System and the SHRM-CP exam registration fee. This behavioral competency-based, professional HR certification focuses on the core set of competencies and knowledge outlined in the SHRM Body of Applied Skills and Knowledge™ (SHRM BASK™).

"SHRM's state-wide HR Student Games offer a unique opportunity for HR students to apply in-class learning to showcase their knowledge to seasoned HR practitioners," said Kristen Davidson, SHRM-SCP, State Director of MISHRM. "These events also enhance students' perspectives on the value and importance of what it means to be a member of the HR community and career partners with SHRM as they embark on their HR professional pursuits. We are proud of all the student competitors this year. They are the future of the profession, and we can't wait to have more student teams join us in 2024!"

Did You Know?

VSHRM has a jobs board available to post the open positions in your organization! You can post any HR-related job openings on the VSHRM website (Job Postings) *free of charge*! With a membership base covering the entire Great Lakes Bay Region and beyond, you can cast your net to a larger talent pool. It is a great *FREE* way to find the right HR professional you have been looking for.

Email all job postings to:

tomb@outdooradventuresinc.com

ASK THE LAWYER
Submitted by Joshua J. Leadford
VSHRM Board of Directors
Diversity & Legislative Chair

Tech House is a software company that develops, implements, and markets software applications. In 2020, they implemented a self-learning Artificial Intelligence (AI) hiring system to streamline their internal recruitment process. The system was designed to screen job applicants based on qualifications, experience, and other relevant factors.

Initially, Tech House provided specific input parameters to the AI hiring software team to use for evaluating applicants' resumes. Those parameters included prioritizing candidates with the following: (1) three to five years of relevant experience; (2) a bachelor's degree from recognized institutions; (3) computer coding and/or software design degrees.

Tech House had an independent third-party test the AI system to ensure it operated appropriately and that candidates were selected in an unbiased fashion. It passed all tests, and Tech House was given the go-ahead for use.

Without issue, Tech House utilized this process for three years.

In September 2023, Sally applied for a software engineer position with Tech House. Sally is a 51-year-old woman with 25 years of software engineering experience who met all the hiring parameters. Yet, Sally was notified moments after submitting her application that she would not be considered for employment. The next day, Sally submitted a new application with reduced years of experience and adjusted her college attendance and graduation dates to match that of a person who was 27 years old. To her surprise, she was immediately offered an interview after submitting her application. Sally was infuriated with Tech House for rejecting her prior application seemingly because of her age. She called Tech House's HR department to express her displeasure of being rejected and threatened to file an Equal Employment Opportunity Commission (EEOC) charge for age discrimination.

Tech House immediately investigated the AI system. It discovered that through self-learning, the system became inadvertently biased against candidates who did not have recent college attendance/graduation dates on their resumes. The AI system essentially learned to reject candidates who did not attend/graduate college in the most recent 20 years. Thus, workers 40 years of age and older were being disproportionately rejected because of their age.

Question: Has Tech House unlawfully discriminated against Sally even though the Artificial Intelligence software "learned" its behavior to reject older candidates?

The problem for Tech House is that the Age Discrimination in Employment Act (ADEA) prohibits discrimination based on age—those 40 and older. The fact that discrimination is unintentional is not dispositive. Rather, disparate impact discrimination is, likewise, illegal. Here, the system has created an obvious disparate impact on aged employees, which could very well be determined to be unlawful discrimination under the ADEA.

Indeed, the EEOC recently settled an AI discrimination matter that has made the entire legal field highly aware of this developing employment issue. There, an EEOC charge was filed against iTutorGroup, Inc., because the employer allegedly programmed their recruitment software to automatically reject applicants over a certain age. One applicant discovered this parameter by submitting identical applications, but one included her real age—above the automatic age rejection parameter—and the other listed a false, younger age. Not surprisingly, the application with the false, younger age was accepted as the other was rejected. This gave rise to the applicant's EEOC charge. The matter was settled, so all details are unknown, but there were $365,000 in monetary fines and extensive non-monetary relief to prevent iTutorGroup, Inc. from discriminating via AI again.

The key takeaway is that employers cannot avoid their legal responsibilities or liabilities by blaming the AI system(s) they use. Employers should routinely test and audit their AI hiring systems to ensure no unlawful discrimination, intentional or not, is occurring.

FINANCIALS
Patricia Alfano, PHR, SHRM-CP

VSHRM — Valley Society for Human Resource Management
Great Lakes Bay Region - Michigan

Income/Expense by Category

8/1/2023 through 10/20/2023

Category	Aug-23	Sep-23	Oct-23	OVERALL TOTAL
Income				
fast pass	$279.00	$4,743.00	$1,674.00	$6,696.00
Meeting Receipts	$260.00	$645.00	$940.00	$1,845.00
Membership Dues	$135.00	$200.00	$135.00	$470.00
Other Inc	$0.00	$3.63	$0.00	$3.63
SHRM Rebate	$520.00	$0.00	$0.00	$520.00
TOTAL Income	**$1,194.00**	**$5,591.63**	**$2,749.00**	**$9,534.63**
EXPENSES				
Advertising	$29.00	$29.00	$29.00	$87.00
Bank Charge-check	$35.06	$0.00	$0.00	$35.06
Board Expense	$30.00	$158.89	$63.76	$252.65
Lunch Meeting	$609.60	$1,194.72	$2,220.80	$4,025.12
P.O. Box Renewal	$0.00	$0.00	$176.00	$176.00
PayPal Fee	$29.41	$211.10	$115.13	$355.64
Sponsorship	$0.00	$1,515.00	$0.00	$1,515.00
TOTAL EXPENSES	**$733.07**	**$3,108.71**	**$2,604.69**	**$6,446.47**
OVERALL TOTAL	**$460.93**	**$2,482.92**	**$144.31**	**$3,088.16**

VSHRM | P.O. Box 5448, Saginaw, MI 48603 https://vshrm.shrm.org/