Eastern Region CUPA-HR
2017-2018
Chapter Leader Connection
Challenges and Opportunities
Welcome & Thank You!!!
CUPA-HR Regions

- Eastern Region
- Midwest Region
- Southern Region
- Western Region
Eastern Region Chapters

- DC Metro Chapter
- Maryland Chapter
- Northern New England Chapter
- Southern New England Chapter
- New Jersey Chapter
- Greater New York Chapter
- New York Metro Chapter
- Eastern Pennsylvania/Delaware Chapter
- Western Pennsylvania Chapter
Eastern Region Stats

- 479 Member Institutions in our Region
- 302 of these are Private Institutions, 150 Public Institutions
- The rest are either propriety or not classified
Eastern Region Board

- Samaria Stallings, Chair and Treasurer
- Vicki Stewart, Past Chair
- Jennifer Lucas, Chair-elect
- Pamela Prescod-Caesar, National Board Representative (2015-18)
- Candace Baer, Member-at-large (2016-19)
- Sheraine Gilliam-Holmes, Member-at-large (2016-19)
- Gregory Pogue, Member-at-large (2017-20)
- Erik Seastedt, Member-at-large (2017-20)
- Kristi Yowell, Member-at-large (2016-19)
- Secretary, Vacant
CUPA-HR’s Strategic Priorities

- Create and deliver **learning and development resources** to enable excellence and success for higher ed HR professionals and their institutions.

- Proactively influence **legislative and regulatory issues** that impact human resources, higher education and the higher education workforce.

- Build and foster a **diverse, inclusive community** that connects and engages higher ed HR professionals with each other, with other leaders and with the work of the association.

- Create and deliver **research, analysis and reporting resources** that are the benchmark for higher education.

*(Approved by the CUPA-HR board of directors December 4, 2017)*
CUPA-HR’s Values

- **Community and Belonging**
  We are a diverse, inclusive, welcoming community that helps higher ed HR professionals and higher ed institutions connect and engage.

- **Innovation**
  We constantly infuse new and different programs, resources and services to anticipate the challenges of managing the higher ed workforce.

- **Service Excellence**
  We hold to the highest standards in all that we do.

- **Integrity**
  We honor our commitments and make decisions in the best interests of our member institutions and higher ed HR professionals.
Challenges for Chapter Leaders

- Content Development (Learning Framework)
- Engaging members
- Decline in Event Attendance (discussed at ALP in July 2017)
- Corporate Sponsorship
- Communicating with members (Chapter vs National Office)
- Succession planning
- How to engage MSIs in your area
- What else?
Opportunities/Best Practices

- Poll chapter members regarding topics of interest
- Offer a variety of session topics to engage a larger audience; themed events can be too limited (Suggestion at ALP)
- Utilize webinars at sessions
- Link content with learning framework
- Use Sponsors as speakers
- Develop a marketing plan
- Share meetings dates for the entire year in Sept or Oct (Save the dates)
Opportunities/Best Practices (cont.)

- Update your Chapter Website
- Use social media to connect with your chapter members (LinkedIn)
- Ask your attendees how they heard about your event
- Connect with College and/or High School students who are interested in HR; offer free or discounted registration to events
- Collaborate with other chapters
- Offer year-round learning...something like an HR Academy (is discussing this).
- What else?
Chapter Resources

- **Eastern Region Board**
  - ListServ access
  - Present/Speak
  - Advice/Guidance and Support
  - Help to connect with corporate sponsors

- **National Office Staff**
  - Chapter leader toolkits
  - Communication blasts

- **Websites**
Just Say No to Hate: Creating Inclusive Communities Session

Eastern Region Board Members will be coming to your Chapters

Recent troubling events on college and university campuses across the country emphasize the critical importance of creating opportunities for open, collaborative, collegial dialogue and learning that helps each of us see the world through the eyes of others.

During this presentation, we will discuss microaggressions and talk about the impact microaggressions can have on women and minorities in higher ed.
Wrap-Up