



NORTH CAROLINA COLLEGE & UNIVERSITY
PROFESSIONAL ASSOCIATION FOR HUMAN RESOURCES

2011 FALL CONFERENCE

“HR - THE CENTRAL CONNECTION”

*SHERATON GREENSBORO AT FOUR SEASONS HOTEL
GREENSBORO, NORTH CAROLINA*

WEDNESDAY, OCTOBER 19, 2011

- 3:00 p.m. – 5:00 p.m.** **Conference Registration and Exhibitor Visitation**
Pre-function Area
- 5:00 p.m. – 5:30 p.m.** **New Member Orientation**
Blue Ashe
- 6:00 p.m. – 9:30 p.m.** **Group Event – Childress Vineyard - Meet in Lobby for Transportation**

Plan to enjoy a relaxing evening of good food and fellowship at the beautiful Childress Vineyard. We will be utilizing the main floor of this beautiful Italian Renaissance-style Winery which includes: foyer, banquet room, terrace, fermentation walkways and the Bistro. Tours will be available for \$5.00 – please mark your registration form if interested. Regular beverages will also be available.

THURSDAY, OCTOBER 20, 2011

- 7:30 a.m. – 9:00 a.m.** **Breakfast**
Pre-function Area
- 8:00 a.m. – 9:00 a.m.** **Registration and Exhibitor Visitation**
Pre-function Area
- 9:00 a.m. – 10:15 a.m.** **PROGRAM 1 – GENERAL SESSION - KEY NOTE**
Blue Ashe

HOW TO BETTER COMMUNICATE WITH EMPLOYEES

Laura Hamilton, CSP

Laura is president of her own speaking, training and consulting business. She numbers among her clients Dell, Chevrolet, GMC Truck, The Home Depot and again, NCCUPA! A graduate of the University of North Carolina at Greensboro, Laura is an active member of the National Speakers Association and serves on the board of the Carolinas Speakers Association. She has received the coveted CSP, Certified Speaking Professional designation, which has been awarded to fewer than 500 professional speakers in the United States. This session is presented by Laura



in a practical and humor-laced manner. Participants will long remember the event and talk about it for months to come. The session will address:

- Identifying strengths and weaknesses in one's self
- Identifying strengths and weaknesses in others
- Blending one's behavior to match another's for effective communication
- Learning to surround one's self with more productive people
- Discovering ways to increase effective team building

10:15 a.m. – 10:45 a.m. **Break and Exhibitor Visitation**
Pre-function Area

10:45 a.m. – 11:45 a.m. **PROGRAM II – GENERAL SESSION**
Blue Ashe

EMPLOYMENT LAW UPDATE

Beth Tyner Jones, Attorney

Womble Carlyle Sandridge & Rice, PLLC

Often human resources professionals are called upon to have or to assist in difficult workplace communications. Many of these communications opportunities arise in settings that repeat themselves over time; such as dealing with a difficult or distressed employee, dealing with an employee with a pending administrative charge or grievance, communicating with an employee on a medical or family leave, or evaluating a faculty or staff member's work. While there are different legal issues implicated in each of these situations, we will discuss key issues to consider in each situation as well as strategies to use to manage the legal risks in these difficult situations that occur all in a day's work for the campus HR professional.

11:45 a.m. – 12:45 p.m. **LUNCH**
Victoria Ballroom C

1:00 p.m. – 2:00 p.m. **PROGRAM III CONCURRENT SESSIONS**
EEOC UPDATE – TRENDS, TOOLS, TRAPS & TIPS
Colony A

Kim Bierenbaum, Associate

Parker, Poe, Adams & Bernstein

- **TRENDS:** Brief overview of recent EEOC cases/decisions
- **TOOLS:** Mediation, fact-finding conferences (on the rise) & on-site visits by investigators
- **TRAPS:** Nine mistakes employers make when dealing with the EEOC
- **TIPS:** For employers to successfully defend an EEOC investigation (with examples)

SOCIAL MEDIA- HOW CAN IT BENEFIT HR?

Colony B

Andrew Brown & David Perryman, Employment Specialists
North Carolina State University



Social media can be intimidating. *Blog, tweet, wiki, podcast, +1, vlog, RT, #, SMS, RSS, Mashup*. For many people, these words appear to be a foreign language. Many of these words were nonexistent in technology five years ago! Just as in the field of human resources, the world of social media changes daily. So it is never too late to start exploring how social media can revolutionize the workplace.

Social media is not just for marketing and advertising. As HR Professionals, we can harness the power of social media for use across the gamut of human resources: recruitment, employee relations, benefits, classification & compensation, etc. Social media can:

- Provide HR a voice in internal and external relations
- Serve as a recruitment tool for our faculty and staff
- Increase awareness of HR initiatives across campus
- Facilitate collaboration with internal resources as well as other institutions at a national and international scale

Social media is powerful! However, with any power, there is responsibility.

In this session (developed for all skill levels), we will:

- De-mystify the world of social media
- Explore the impact and value it has within HR
- Explore the foundation and tools/technology of social media
- Explore the potential hazards of its use
- Learn best practices for the use of social media within the workplace.

You will leave this session with a stronger understanding of social media, the trends to watch for down the road, as well as new ideas for how it can be an asset to your workplace.

NO NEED TO BE AFRAID – HOW TO RESPOND TO UNION ACTIVITY

Colony C

***Kevin Dalton, Attorney
Fisher & Phillips, LLP***

This seminar will discuss:

- New union related poster requirements in the workplace
- Rights of employees under the National Labor Relations Act (NLRA)
- What constitutes protected activity under the NLRA and what activity is not protected
- How to lawfully respond to union related issues without violating the NLRA: questions from employees, pro-union buttons, union shirts in the workplace, solicitation and distribution of union information, etc...
- Policies and practices to have in place before the new required poster goes up and before signs of union activity
- Common employer mistakes that violate the NLRA/avoiding the union set ups
- The union election process
- What every HR manager and supervisor should know about responding to union activity

2:00 p.m. – 2:45 p.m.

Break and Exhibitor Prizes
Pre-function Area



2:45 p.m. – 3:45 p.m.

REPEAT- PROGRAM III CONCURRENT SESSIONS

5:30 p.m. – 9:30 p.m.

Group Event – The Barn Dinner Theater – Meet in Lobby for Transportation

For our second evening together we are going to be “Groovin” to the hits of the 60’s & 70’s at The Barn Dinner Theater. Good food, good music & good company! Dress code for The Barn Dinner Theater is business casual.

FRIDAY, OCTOBER 21, 2011

7:30 a.m. – 9:00 a.m.

Breakfast and Hotel Check Out

Pre-function Area

9:00 a.m. – 10:15 a.m.

PROGRAM IV- GENERAL SESSION

Blue Ashe

WORKPLACE INCLUSION

***Val Boston, Managing Partner, Certified Executive Coach & Lead Consultant
Boston and Associates, LLC***

How do we achieve an environment where employees are treated with respect and their differences are valued? What role does the HR professional play? How do you increase employee engagement? How do you help your leaders capitalize on the distinctive characteristics of every employee to keep them fully engaged and contributing to your organization? Experience shows that most employees are capable of contributing at a higher level. However, there are many times obstacles to performance caused by individual belief systems, organizational structure and cultures.

To effectively engage leadership, it is imperative that all diversity and inclusion initiatives are linked to business imperatives. Equally important, we must “meet them where they are” in their understanding of the value of diversity and inclusion. This presentation will address the strategic approach required to engage leadership on the topic of diversity and inclusion.

Workplace Application - Participants will gain an understanding of the relationship between an organization's growth and its ability to create an inclusive work environment using the strengths of each individual to produce the best results.

Highlights and outcomes will include:

- Why does it matter?
- The velocity of change
- Understanding of your leader's philosophy
- Understand and communicate the business case for diversity and inclusion
- Focus of winning organizations
- Leverage the business advantages of diversity, through the full utilization of all employees
- Defining and implementing initiatives that work and are sustainable



- 10:15 a.m. – 10:30 a.m.** **Break and Hotel Check Out**
Pre-function Area
- 10:30 a.m. – 11:30 a.m.** **PROGRAM V- ROUNDTABLES**
- **Private Institutions** Retirement Strategies, E-Verify & Open Discussion
Colony C
 - **Public Institutions** Open Discussion
Colony B
 - **Community Colleges** Windstar/Foreign National Information System
Processing & Open Discussion
Colony A
- 11:30 a.m. - Noon** **Closing Remarks, Evaluations & Door Prizes**
Blue Ashe