

# Focus IPMA - CANADA Alberta and North Chapter

A publication for Alberta, Yukon, Nunavut, N.W.T. and members of the International Personnel Management Association - Canada

## GREETING

By Loverne Gretsinger

The operational year, as well as the calendar year, is well underway and we at IPMA-Canada are pleased with our progress to date. The luncheon sessions have been well received and we want to thank the speakers who have been presenting such current and worthwhile material.

With summer approaching so quickly we want to remind you of the IPMA-Canada National HR Conference in Toronto. This conference following on the success of the international conference held at Las Vegas in October last year is shaping up to be an event not to be missed this year. This conference is focusing on the future and the need for new HR professionals in the field and the impact of mixing of the generations (Traditionalists, Baby Boomers, Gen X, and Gen Y).

Toronto's Conference is titled: "THE NEW GENERATION: New Expectations, New Opportunities".

The conference topics anticipate the pending retirement wave of baby boomers. It will look at how to creatively attract youth into their ranks, deal with the new realities of the internet, etc. will be front and centre in the presentations. Insights on these topics will be of interest to employers facing the rebuilding and replacement dilemma.

An example of the line-up is the youth speaker Craig Kielburge, who at age 12 founded 'Free the Children'. This organization is now the largest network of children helping children through education. He like many of the other keynote speakers will be providing the substance in this year's line-up.

For more information about this conference and/or information on how to register check our website at:

[www.ipma-aigp.ca](http://www.ipma-aigp.ca)



Volume 9 Issue 3 Spring 2007

## WHAT'S INSIDE

Page	Topic
4	Address Changes
2	Congratulations Recertified Members
3	Dell Recruitment and Retention Strategies
1	Greeting
4	IPMA-Canada's Role is Supporting Students
4	National Newsletter (Take a look – <a href="http://www.ipma-aigp.ca">www.ipma-aigp.ca</a> )
1	UAHRMA's 1 <sup>st</sup> Annual Conference
4	Upcoming events

## UAHRMA's 1<sup>st</sup> Annual Conference

The University of Alberta Human Resources Management Association (UAHRMA) hosted its 1st Annual HR Student Conference at the University of Alberta's School of Business on February 3 and 4, 2007.

Page - 1 -

This event offered valuable opportunities for Human Resources students from post-secondary institutions all across Alberta to learn and develop HR-related skills and network with industry professionals. During the conference, professionals shared their experience and expertise as keynote presenters, seminar speakers, and workshop leaders. Conference delegates were also treated to a networking evening where industry professionals and academics came together to socialize with student delegates.

2007's conference theme was "Making a Connection." Conference delegates were encouraged to make a connection between academic theory and business practice, as well as connections with other HR students, professionals, and academics.

Concurrent session topics ranged from Attraction and Retention to Career Establishment as a new grad. Speakers came from all over Canada to speak at the student driven conference. Tim McConnell from McConnell HR Consulting, Ian Turnbull from Laird and Greer Management Consultants and Ed Brownfield from Brownfield Management Consultants all receive special thanks for coming all the way from Toronto. All speakers were Fantastic

### Thanks to all our Fabulous Speakers

- Tim McConnell
- Paul Cairns
- Ailish O'Connor
- Nanette Nerland
- Donna Leibham
- Ian Turnbull
- Majorie Lewis
- Ed Brownfield
- Heather Caltagirone
- Maxine Clark
- Nelson Scott
- Tracey MacLeod
- Jeff MacPherson
- Lynelle Mantai

The HR Student Conference was a tremendous success and was very well received, not only by students but by speakers and industry professionals alike.

Organizers were very pleased with the turnout of sixty-eight students and hope to expand the Conference to a greater number next year.

The weekend could not have been possible without the tremendous support from numerous corporate sponsors. Special thanks go out to the conference's platinum sponsor, Enbridge, as well as gold sponsors Canadian HR Press, HRIA, and the University of Alberta School of Business. In addition, thanks go out to silver sponsors ATB Financial and the Department of Strategic Management and Organization at the U of A as well as bronze sponsors the Business Students

Association, Conroy Ross and Partners and Sierra Systems.

Preparation is already underway on next year's HR Student Conference. The organizing team is always looking for corporate sponsorship support and HR professions interested in speaking at the conference. For more information on the HR Student Conference, please visit UAHRMA's website at <http://studentweb.bus.ualberta.ca/uahrma/> or contact next year's Conference Chair, Krystal Bacha, at [hrstudentconference@gmail.com](mailto:hrstudentconference@gmail.com) Look out for a Call for Presentations in September.

### CONGRATULATIONS RECERTIFIED MEMBERS

These members have requalified to use the IPMA-CP designation. We want to wish them well in the careers and work as professional Human Resource Practitioners.

Jacalyn Appelt, IPMA-CP  
William Betteridge, IPMA-CP  
F.W.(Rick)Brick, IPMA-CP  
Sharon Caddigan, IPMA-CP  
Linda Fields, IPMA-CP  
B.A.(Bryan)Goutouski,IPMA-CP  
Gordon Graydon,IPMA-CP  
Loverne Gretsinger,IPMA-CP  
Libuse Kuzel, IPMA-CP  
Kim McCrary, IPMA-CP  
Neil Murray, IPMA-CP  
Bonnie Nixon, IPMA-CP

## **Dell Recruitment and Retention Strategies**

Bradly Tomnuk, Talent Acquisition Manager and Amanda Delorme, Staffing Advisor were our presenters.

From the beginning of the Bradly's presentation you knew Dell has transitioned from recruitment to a new "Talent Acquisition". The recruitment process is not just a front end activity, but an activity that ties the whole range of career management and development into a unified strategy.

Dell was started by Michael Dell in 1984 and is #25 on the Fortune 500 global list; it may be higher at today's writing. Operating in over 80 countries Dell has over 70,000 employees. Since starting here in Edmonton in 2004 it has grown to over 1,400 employees. Bradly Delorme indicated that working for Dell was a whole new experience when it comes to recruitment (that should be - talent acquisition) and has been a continual learning experience.

Bradly Delorme's team consists of himself, as manager, three Staffing Advisors and four Staffing Coordinators. The team has specific competencies that they strive to meet which keep them on track and focused. Part of the role includes working closely and meticulously with their data acquisition systems that assist in the management

and evaluation of their processes. Breaking old biases and using new tools the group is striving to increase the percentage of female technical employees which is at an industry high of approximately 15%. The role of putting old practices behind them is indicative of their choice to contract out reference and security checks to a specialist contractor. This not only frees them up to focus on acquisition and ways of identifying potential targets, but also insures an unbiased and efficient way of obtaining detailed information that is consistent and professionally reported.

The process of talent acquisition starts by allowing internal staff an opportunity to bid on all positions before they are aired externally. Their practice of rehiring staffers, who have left, emphasizes their commitment to training, development and open opportunities within. The process moves along quickly to keep applicants informed and engaged. Week one is the "capture" and "pre-screen" with an assessment and interview being completed by week two. During the third week an offer is made and pre-employment verification is processed. It is expected applicants will be 'On Board' by week four. This is achieved by supportive advisors and coordinators working with applicants based on the initial pre-screening information and

the target area that a coordinator is recruiting for.

The standards that are assessed regularly include: attraction of hire, quality of hire, hiring manager's satisfaction, and candidate satisfaction (their success, while in process, and the unsuccessful). In addition the metrics system (Taleo – Talent Management System) provides applicant tracking, candidate experiences through to the offer letter. As the process has evolved the team also keeps track of additional data that the system was not designed to capture. These help the team stay on top of the process continue to enhance their process and orient new employees into the Dell branding so they become part of the service philosophy.

Dell is an expanding company with additional hubs being planned for Canada. A third hub is scheduled for Quebec and it will provide opportunities for transfers and/or secondments. Amanda Delorme expanded upon her experience of being seconded to help set up the Edmonton office. It has allowed her to "Come out west". She took the opportunity and it has enabled her to look to diverse markets for new recruits, address training and retention challenges and take on a broader range of talent management and acquisition issues.

## **IPMA-Canada's Role in Supporting Students**

As the academic year closes students refocus their efforts from knowledge acquisition to knowledge application – getting a job. Soon all the students will be out there striving to make a living or accumulate enough cash to take that next year of higher learning.

We in the Alberta and North Chapter were pleased with the participation of students this year. Students from “Grant MacEwan Human Resources Management Students Society” (HRMSS) and from the “University of Alberta Human Resources Management Association” (UAHRMA) joined us at our luncheons. We were pleased that a number of students also took advantage of the free one year memberships in IPMA-Canada to enhance their opportunity to receive information and network.

Both these student groups receive financial support from IPMA-Canada in an effort to encourage them to offer internal programs related to job search techniques, resume writing, or to hold information sessions and workshops. We participated in these workshops and have encouraged our members to become mentors for students in both groups. We wish the students that are competing their program this year success in

*Volume 9 Issue 3 Spring 2007*

finding rewarding positions and look forward to a long lasting relationship with those that have taken out memberships.

## **UPCOMING EVENTS**

### **Future Dates of Luncheons**

April 18<sup>th</sup>, 2007  
“Networking Luncheon”

May 16<sup>th</sup>, 2007  
“The Untapped Workforce: Persons with Disabilities” – by Dianne Bergeron

June 20<sup>th</sup>, 2007  
“Surviving Change” – by Bonnie Nixon Plus Annual General Meeting

September 18<sup>th</sup>, 2007  
“Employee Engagement – Baby Boomers” – by Daryl Johnson

### **Location**

Monthly luncheon meetings are held the third (3rd) Wednesday of the month at the Royal Glenora Club, 11160 River Valley Road, south of the Legislature Buildings, west of the High Level Bridge.

### **Registration**

Registrations are recorded up to noon Monday before the meeting by contacting **Pat McLaughlin:**  
Phone

780 – 441 – 6120  
E-mail:  
mclaughlinpa@ecsd.net

## **ADDRESS CHANGES Keep us Inform**

Keep us posted; let us know by sending your new address to:

IPMA-Canada National Office  
14868 - 41 Avenue  
Edmonton AB, T6H 5N7

By telephone: (780) 433-0234

By toll free: 1-866-433-0234

By fax: (780) 433-0295

By-email: [info@ipma-aigp.ca](mailto:info@ipma-aigp.ca)

## **National Newsletter (Take a look!)**

**Member of IPMA-Canada** can access the on-line IPMA-Canada National Newsletter.

The URL address is:  
[www.ipma-aigp.ca/mainpage.htm](http://www.ipma-aigp.ca/mainpage.htm)

If you have any problem accessing this newsletter please contact me (William Betteridge) at: [ipma@interbaun.com](mailto:ipma@interbaun.com)