

# 2019 COSHRM BIENNIAL STATE CONFERENCE

## Overview

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The Colorado Society for Human Resource Management (COSHRM) biennial conference attracts **more than 500 attendees** from Colorado and neighboring states to participate in a three-day conference that includes incredible keynote speakers, interactive sessions and workshops. The 2019 COSHRM State Conference will challenge human resources (HR) professionals to “*Think Beyond*” the current state of HR and prepare for the future. Attendees may include professionals providing internal HR functional services, external consulting and coaching services, support services, HR products and a wide range of combinations that represent the HR community.

## Conference Theme:

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“*Think Beyond*” was strategically selected by the Conference Steering Committee to inspire and support attendees to be proactive and future-focused leaders while continuing to serve the daily needs of their organizations. Research points to four areas of high importance for both short-term and long-term views for businesses and the HR community:

- **The Fourth Industrial Revolution** concerns the relationship among people and machines, automation and artificial intelligence; it impacts all aspects of business – and society.
- **Transformational HR versus Transactional HR** speaks to the continuing evolution of the HR function into a truly leadership-oriented role for organizations and communities.
- **The Future of the Workforce** is evolving due to influences such as shifting demographics, immigration, globalization, economics, educational systems, and societal shifts.
- **Real-Time HR** refers to the core “nuts & bolts” of the HR function. There are tactical and strategic functional topics that require regular awareness, education and skill-building for professionals.

## Program Content

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We seek program content that aligns with the following content areas:

- 1) **Industrial Revolution 4.0:** How people & tech/machines/clouds relate
- 2) **Leadership & Navigation:** Strategy, leadership, influence, culture, communication
- 3) **The Future Workforce:** What to expect, implications, how to prepare
- 4) **Risks, Boundaries & Rights:** Legal, nuts & bolts, compliance

## Target Market

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The 2019 COSHRM State Conference will also address the needs of three levels of professionals: Entry, Mid, and Senior.<sup>1</sup> The Society for Human Resource Management (SHRM) defines these levels in its competency and certification materials as:

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- **Senior Level** are very experienced generalists or specialists, with titles like director, principal, and senior manager. They may be executives, though COSHRM’s target audience is not C-Suite executives for large, multinational organizations.
- **Mid-Level** are generalists or senior specialists who manage projects, programs or small HR teams. Titles are typically HR manager, HR Generalist or Senior Specialist.
- **Entry Level** are typically specialists in a specific HR support function, or generalists with limited experience. Titles may include HR assistant, junior recruiter, HR generalist, benefits clerk, or HR associate.

### **Additional Audience Facts:**

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- In Colorado, most registered SHRM members are Baby Boomers (45%) with just under 30% in the Gen X and Millennial generations.
- The HR function skews heavily female and individuals highly value opportunities for continuing education credits for the HR certifications.<sup>2</sup>
- Twenty-six percent of SHRM members in Colorado work in departments of zero or one individual, with an additional 26% in a department of 2 to 4 people. Our programming incorporates options for these professionals.
- Our 2017 conference attendee data indicates that 43% of our registrants had more than 16 years of experience.

### **Learning Analysis of Human Resources**

Modern learning approaches consider the competencies and development needs of the audience. Using the rich analysis provided by SHRM, our speakers can consider focusing on different competencies to adjust their sessions to different levels.

<b>Level</b>	<b>Most Important Competencies Needed to <i>START</i> a role.</b>	<b>Develop these to move into the next level.</b>
<b>Entry</b>	Ethical Practice Relationship Management Communication	HR Expertise Consultation
<b>Mid</b>	<b>All of the above, plus:</b> Consultation HR Expertise	Leadership & Navigation Consultation Critical Evaluation Business Acumen
<b>Senior</b>	<b>All of the above, plus:</b> Leadership & Navigation	Leadership & Navigation Business Acumen Critical Evaluation

<sup>1</sup> Consultants and coaches who speak, sponsor or attend are typically mid, senior and executive level.

<sup>2</sup> Society of Human Resource Management (SHRM-SCP and SHRM-CP) and the Human Resources Certification Institute (primarily SPHR, GPHR, PHR and some a-PHR. Some hold California concentrations as well).