

FEBRUARY PROGRAM MEETING

**BRAND FOR TALENT:
HOW HR AND
COMMUNICATIONS
CAN PARTNER TO RECRUIT,
RETAIN AND ENGAGE
PEOPLE**

Mark Schumann, ABC

Radisson Hotel
10918 E. 41st St.

February 18, 2009

Program Meeting 11:15-1:00



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TAHRA NEWS

February 2009



2007 SHRM **SUPERIOR MERIT AWARD**
CHAPTER Chapter 0175

FEBRUARY MEETING



Brand for Talent: How HR and Communications Can Partner to Recruit, Retain and Engage People by Mark Schumann, ABC

Every organization looks for ways to recruit and engage the people it needs to become a "magnet for talent" in its marketplace. Even in a tight economy, finding and keeping the right people for the right work can be a challenge - especially in a marketplace for talent that is rapidly changing thanks to social media, generational change and workforce priorities.

Mark Schumann, ABC, will share ideas from his new book, *Brand for Talent*. The book will be

released in April by Jossey-Bass. In this follow up to *Brand from the Inside*, published in 2006, Schumann and co-author Libby Sartain (former head of HR at Southwest Airlines and Yahoo) provide insight to consider and steps to follow for any organization to market its employer brand to reach key segments of talent it seeks to recruit and engage. Mark will share insights from the book including observations from such companies as IBM, General Electric, JetBlue, General Mills and Whirlpool Corporation.

Mark Schumann is a 15-time winner of the International Association of Broadcast Communicators (IABC) Gold Quill award. He is a former Communicator of the Year of Dallas and Houston, and the current Vice-Chair of IABC.

TECHNO-TAHRA

Bryan Wempen, Board Member At Large for Website Development

The mission and vision of the Website Committee are to make the site into more than a brochure about TAHRA. Our committee's goal is develop a website application that offers great information and HR-related content as well an application that will offer assistance to make committee processes and member access as easy and efficient as possible. We are doing our best to make it happen in 2009!

Watch for things like:

- ~ A Vendor Directory
- ~ Improved search capacity
- ~ Simplified navigation
- ~ Links to resources and non-TAHRA events of interest
- ~ Chats & blog
- ~ Easier registration, payments and member profile updates



TAHRA EVENT CANCELLATION POLICY:

If you are unable to attend a TAHRA event, please cancel your reservation(s) by sending an e-mail to admin@tahra.org. Your e-mail must be received prior to the event registration deadline. If you do not cancel your registration before the deadline, you will be invoiced. An invoice will also be sent to those individuals that do not show for the event.

ADVERTISE with “TAHRA ~ *Making A Difference*”

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"Making A Difference"

Wow! That is all I can say regarding the turnout for our January program meeting. We had 230 HR professionals in attendance to learn more about the changes to the FMLA and ADA. I was so jazzed to start off the New Year with a bang and I look forward to learning more with you during the year. In our February 18th program meeting, we have Mark Schumann discussing the importance of your employer brand in recruiting and retaining talent. The following week will be our Learning Lab about Preparing for RIF, unfortunately a very timely topic.

During the program meeting I officially announced the theme for TAHRA in 2009, *"Making a Difference."* With so many challenges being faced by our country, we must call upon ourselves to develop solutions that can make a difference. HR professionals have so many skills they can share to make a difference. Some of the TAHRA opportunities are:

- ~ You can volunteer your time to our college relations committee to speak to student organizations about our profession or conduct mock interviews.
- ~ You can join the program or learning lab committees and assist in securing top level presenters to speak on topics important to the continued growth of our HR knowledge.
- ~ You can involve yourself on our community relations committee who will be identifying a sustainable signature project for TAHRA.
- ~ You can use your networking skills to help our membership committee recruit and retain new members to TAHRA.
- ~ You can join the Diversity Networking Group who meets on a quarterly basis to explore diversity and inclusion.
- ~ You can *make a difference!*

I know many had the opportunity to meet the chairs of the committees referenced above and others at the January committee fair. Hopefully you were able to find a good fit for you.

Holly Fisher

Holly Fisher, PHR
2009 President



MEMBER SURVEY

Sharon (Mitchell) Goss, VP of Membership Development

TAHRA's Board of Directors recently completed an online survey to its membership to assist us in our annual strategic planning meetings. Your feedback was instrumental in providing us the direction needed to better serve our members in the year ahead.

Surveys were emailed to more than 500 members asking them to participate in this year's survey with approximately 125 members responding and representing the membership as a whole. We would like to thank all of the members who participated.

Based on the information received, we believe we have a good sense of the membership, which will be invaluable as we plan for the future. We anticipate that many of the ideas on which the survey touched will be implemented in the months ahead.

To view the complete results of the 2008 TAHRA Member Survey, please visit our website at www.tahra.org.

Thank You

**The board would like to thank
Dr. Chris Wright of Reliant Live
for providing technical
assistance for our survey.**

Congratulations to Lisa Anderson at State Farm! She was our survey drawing winner and will receive a Target gift certificate!!



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NEW MEMBERS

Sharon (Mitchell) Goss, VP of Membership Development

Judy Crittendon	The Bama Companies	Charla Isbell	Williams
Drew Martin	Sagebrush	Jennifer Lyon	Resources Global
Jennifer McKenney	Osage Million Dollar Elm	Donna Richey	Oral Roberts Evangelistic Association
Amanda Lund	Nordam	Becky Johnson	Osage Million Dollar Elm Casino
Jessica Waesch	DIRECTV, Inc.	Teresa Sampson	Cobb-Vantress, Inc.
Waqar Sheikh	DIRECTV	Barbara Knowls	Smithco Engineering, Inc.
Nancy Mayes	Home of Hope, Inc.	Jennifer Bentley	Osage Million Dollar Elm Casino
Betty Caywood	ADDvantage Technologies Group	Julia Johnson	Enardo LLC
Tammala Richardson	Warren Clinic	Linda Garhart	Williams
Candice Fuqua	The Parent Child Center of Tulsa	Stephanie Dary	Wellman Products Group
Denise Gobeia	US Cellular	Brandon Jordan	University of Tulsa
Caroline Franklin	The University of Tulsa	Jessica Miles	Oneok
Lana Ambrose	Saint Francis Health System	Sally Downs	Gear Products Inc.
Teresa Kasparek	Global Power Energy Group	Karen Collins	St. John Health System
Cathy Gregory	Don Thornton Cadillac	Lance Hendricks	American Bank and Trust Co.
Eric Ganders	St. John Health System	Les Brown	Gear Products, Inc
Marzee Parker	US Cellular	Amy Ratliff	Explorer Pipeline
Ann Moses	Oklahoma Central Credit Union	Ruth Klinck	TCI Services, Inc.
Christan Gaard	Oklahoma Central Credit Union	Shawna Atwell	AT&T
Colleen Baker	Oklahoma Central Credit Union	April Hammons	Bank of Oklahoma
		Lynn Pulliam	N Lynn Pulliam, SPHR, Inc.
		Melinda Tipton	McElroy Manufacturing
		Dan Morgan	Newton O'Connor Turner & Ketchum
		Nancy Peters	Denali Incorporated

COMMITTEE MEETING

TAHRA GOLF CLASSIC COMMITTEE MEETING!

Thursday February 12th at 11:30 a.m.
Panera Bread Meeting Room- 71st and Lewis
Call Amber with any questions- 520-2083



FEBRUARY LEARNING LAB

Patty Smith, VP of Education

February 26th ♦ 2-4pm ♦ TTC Training Center ♦ Lemley Campus

Preparing for RIF

Presented by: Lisa Reese, PHR and Darcy Melendez

This learning lab will cover the “how to” steps for a reduction of a workforce. Topics to be covered include what to do to reduce legal liability for your organization, how to prepare and orchestrate a smooth RIF, and what resources to provide help employees who are impacted by the RIF.

By attending this lab, you will learn:

- Creative alternatives to help prevent a Reduction in Force (RIF)
- How to identify the equality risks... by conducting a workforce analysis before the final selection is made
- How to conduct the layoff/RIF including preparing the supervisors, and handling the emotions of the surviving employees
- What documents and agreements to retain plus follow-up steps
- About the resources available for the surviving employees

About our Presenters:

Lisa Reese holds the PHR certification and has been in Human Resources and a TAHRA member for over 15 years. She currently is the HR Manager at Yuba Heat Transfer and has spent most of her career in manufacturing environments in the Tulsa area. Her experience in all aspects of Human Resources includes preparing for several lay-offs. She holds a BS in Human Resources and Management from Oklahoma Wesleyan University.

Darcy Melendez is the new Executive Director of Workforce Tulsa having joined the organization in August 2008. Darcy brings 15 years of economic development knowledge and experience, plus 7 years of corporate training and organizational development background through work in telecommunications. She has creatively used a BSW from the University of Oklahoma to effect change and influence community and regional growth. Her current workforce role has her leading system direction, resource management, program development and service implementation to individuals and stakeholders across a four County region.

TAHRA By-Laws

The bylaw changes, recommended by the Board, were approved by the membership and became effective January 1, 2009. Of the submitted ballots, 91.9% voted in favor of the recommendations. You can access the bylaws on the website.



MEMBER PHOTO OPS...2008 VOLUNTEER AWARDS

Volunteers earn awards for serving on TAHRA Committees.



Seni Mooney gets her 5 year award.



10-year awardee, Beverly Griffin accepts Julie's thanks for serving on the Board.



Bryan and the Kennemers celebrate Kevin's 20 years in TAHRA.



TAHRA Volunteers celebrate Ed Fager's 35 year membership.



A toast to the 2008 TAHRA committee Volunteers.



Memberships.



Golf.



Public Relations.



2008 Prez Julie thanks College Relations Chair Laura Messer.



2009 Prez Holly accepts the gavel from Julie.

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The following are some of my own thoughts concerning the word Diversity and some excerpts from an article by Al Vivian posted on The Oklahoma Jobsite.com.

As I stated in my January article, I want to provoke your thinking on how Diversity affects you personally and professionally. In this article the food for thought is how Diversity Leadership has evolved beyond the Management phase and how your organization or business will be seen on a daily bases.

There are two basic points with which everyone can logically agree:

1) Every organization needs quality leadership to be successful in a highly competitive world, and 2) Diversity is a reality that is here to stay, and its impact is increasing exponentially as our demographics continue to change. (Further, diversity's impact will broaden via globalization as the world continues to shrink and flatten. As a result, there is an automatic interconnectedness between leadership and diversity, yet this relation between the two has not been adequately and accurately explored.)

A third point, which some may debate is; 3) In order to truly maximize the effectiveness and potential of ourselves and our organizations we must develop some solid diversity leadership competencies. This is true for all of us, regardless of our cultural background. You cannot maximize your effectiveness as a leader in an extremely diverse society, without understanding diversity. In short, you cannot lead what you do not understand.

Some may debate this by saying ". . . America has always had diversity within its ranks and we've consistently been the leaders of the free world." That is true, however what's different now is that global competition is far fiercer; and our society is far more diverse than ever before. Additionally, the teachings and philosophies of every great leadership expert from Sun Tzu to Stephen Covey will confirm that the lion's share of leadership is motivation; and every major study on culture has proven that different cultural groups are motivated by different things.

Management -v- Leadership

If you were to compile a list of the traits and skills that you most admire about great leaders like -- Martin Luther King, Jr., Tony Blair, Mary McCloud-Bethune, Nelson Mandela, Bill Clinton, Ronald Reagan, Margret Thatcher, and others; odds are you would list things like moral courage, their ability to inspire; their mastery of language; how they helped ordinary people tap into their greatness, etc . . . Your list would not include the statement, "They were great managers". Chances are they all are/were great managers; but in the end nobody cares. We don't follow other people because of their management skills. We follow them because of how they make us feel.

The masses remember great people not because of their ability to manage; but because of their ability to LEAD! The reality is that people don't want to be managed; they want to be led. They want to be inspired. They want to follow people that they connect with. The 21st century leader MUST have the adequate competencies to connect and build trust in an authentic way with people across a huge myriad of cultures and ideologies.

Diversity Management -v- Diversity Leadership

Management by nature deals with rules and policies. And let's face it, that's the easy part. Anyone can create a rule or write a policy statement. Leadership, on the other hand, deals with changing hearts and minds, and holding people accountable. This is a far more daunting and challenging task.

The unfortunate and regrettable truth is that we as a society have treated diversity like it is an inanimate "thing"; an object to be managed. But it's not. It is a collection of people; living, breathing folks with minds and emotions. For the past 20 years or so, organizations have focused a lot of energy on diversity management, and understandably so. To their credit, these efforts have helped many organizations move past just counting heads, dealing only with representation. Some of these organizations are now re-directing a portion of their energy towards creating an inclusive environment that supports diversity. The point that I am attempting to make is that the diversity management approach is not incorrect; but it is incomplete. Managers tend to look toward the most expedient (and often temporary) fix; while leaders are more apt to look down the horizon for the actual long range resolution to the problem. This type of leadership is woefully missing as it relates to building fully inclusive environments that not only allow all types of people to flourish and maximize their abilities; but encourages, grooms and develops them to do so.

Many feel that leaders have failed to aggressively take the lead on diversity out of a lack of desire. However, I, on the contrary think this failure to lead on diversity has less to do with

Continued on next page...



DIVERSITY MATTERS, Continued

Jeff Matthews, VP of Diversity

deficient desire, and more to do with fear. Fear of making a mistake and being "labeled". The good news is that this fear can be eroded when leaders are equipped with some diversity leadership competencies that will build both their knowledge and confidence.

Trends That Make Diversity Leadership Competencies an Imperative

Developing these competencies is no longer a forward thinking innovation. We are actually running out of time. There are a large number of demographic and economic trends making the need to act an imperative. Among them:

~ Labor Shortage --As Baby-Boomers retire, America faces decades of talent shortages. A report by Development Dimensions International, as reported in a recent article, The New War for Talent by Michael Gregoire, "one-fifth of this country's large, established companies will be losing 40 percent or more of their top talent in the next five years." Additionally, the U.S. Bureau of Labor Statics further predicts a 10 million personnel shortfall starting around 2008-2010.

~ Global Migration Patterns --As a result of the aforementioned talent shortage, the U.S. will need to increase its immigration numbers which will further increase our diversity, in the areas of race, culture and religion.

~ Generational Issues --We will continue to have four distinctly different generations working side by side in our workforce. The tensions that exist may intensify. Due to our increasingly challenged economy, some older workers who had intended to retire will be forced to stay in the workplace for financial reasons. Simultaneously, many talented, impatient, "up and coming" Generation X'ers may start to feel some resentment toward these more matured workers who are now impeding their progress by refusing to leave these jobs that the Generation X'ers want; thus creating what is known as "generational conflict".

A Few Required Competencies

In her book, *Managing Diversity: Toward a Globally Inclusive Workplace*, Michalle E. Mor Barak talks about how ancient Chinese tradition divides people into categories based on four qualities: Shi (scholars), Nong (farmers), Gong (artisans) and Shang (merchants). The belief is that to be a fully effective leader, one must acquire the "... vision and ethics of the scholar, the appreciation and respect for basic human needs of the farmer, the creativity and drive for excellence of the artisan, and the ambition of the merchant (in order) to make a profit." The concept to grasp here is that cultural competency is not about learning every little nuance about every cultural group. It's more about learning the perspectives and big picture concepts that relate to various cultures. In short, diversity leadership competency is not focused on learning a long list of cultural "do's and don'ts". It is about establishing common ground with people from cultures other than your own by developing some simple tools. Some examples of these competencies are:

- ~ Being aware of your own biases
- ~ Developing cultural dexterity
- ~ Challenging false assumptions
- ~ Exercising moral courage
- ~ Embodying trust and fairness
- ~ Being consistent

Most of these competencies are not complicated or difficult to learn and they tend to line up with our already accepted moral codes and organizational values. All we have to do is put forth an effort until they become second nature.

In the words of leadership guru Warren Bennis, "Managers are people who do things right. Leaders are people who do the right thing." Take the lead, step up and do the right thing. Everyone will benefit; you included.

MEMBER PHOTO OPS...



Amber recruits volunteers for the Golf tournament.



Members learn about the SHRM Foundation Committee from Chair, Beverly Griffin.



TAHRA Committee Volunteer Fair.

Committee
Volunteer Fair

LEADERSHIP DEVELOPMENT

Bill Young, VP Leadership Development

WHAT ARE YOU DOING TO DEVELOP YOURSELF?

Anytime, a day does not go by that I don't read an article or hear a story about another company downsizing or having layoffs. At the time of the year when we are doing goal planning within our companies or thinking about New Year's Resolutions for ourselves, I would like to challenge you with the thought, "What are you doing for your own development?"

I can't tell you the number of studies I have read over the past years that have consistently found that those individuals who continue to develop themselves both personally and professionally over the course of their working careers are at a competitive advantage over individuals who believe that they have done all the "development" they need when they complete their formal education (usually college or graduate school).

When I referring to development, I am not talking about attending workshops, seminars, continuing education and programs of that sort that are oriented to keeping you up to date with the latest laws, regulations and other similar topics. I am specifically talking about experiences or activities that build your personal skills and competencies.

We are doing some work within our company right now around competencies and one of the ones that seems most related to what I am speaking about is called "Learning Agility" which is defined:

A major characteristic of successful people at any level and any age is being a learner – actively making sense of work and personal experiences, adding those lessons to their lifelong learning's portfolio, and striving to get better. Learning new job and technical knowledge (have to be able to do) is different from learning new personal and managerial behavior or ways of viewing events and problems. Changing beliefs, attitudes, values and behaviors is different than learning a new technical skill or learning about a new industry. People high in learning agility learn to act and behave differently. (*FYI for Talent Management*, Eichinger, Lombardo and Raymond, Lominger International, 2008)

So, as we move into 2009, make doing something for your own development a priority. You won't regret it!

ADVANCING THE PROFESSIONAL – MEMBER MOVES

This spot will be set aside in TAHRA News to report when members achieve career milestones. We'd like to cover your professional development (degrees, certifications, designations and credentials) as well as your advancements (awards, promotions, leadership positions and moves between employers). Feel free to report on yourself and let us know about others who may forget to keep us updated.



Congratulations to **MaryRose Hart**, Assistant Professor of Business at Rogers State University on achievement of her GPHR certification!

MaryRose teaches graduate and undergraduate business, ethics, management and administration, and health /nutrition and consults on economics and compensation. She coordinates internship programs, advocates for the aging, and was a Captain in the US Air Force. She is TAHRA's "call me when you need me" volunteer.

Dr. Hart earned her PhD in Management: Labor and Industrial Relations and her MA in Administration from Michigan State University. Her BA from Oakland University is in Political Science. Credentials include the US Armed Forces Intelligence School and her SPHR designation. She is a researcher, speaker, published author and award winning faculty member and scholar.

Please join us in congratulating MaryRose on her new GPHR designation – or contact her for assistance with your ex-patriot worker agenda!



MEMBER PHOTO OPS...

Kirk Turner presented amendments to the ADA and FMLA that went into effect January 1 2009 to a standing room only crowd.



230+ members concentrate on all the information.



Lively discussion on new amendments.



Stacey takes FMLA notes.

January Program Pics

Tailored Strategies

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Standing Room Only for Kirk's program on ADA and FMLA changes.



David Huff & Bill McGough represent our sponsor, ADP.



David Huff presents Melinda Tipton, McElroy Mfg HR Manager, with a \$100 gift card from our meeting sponsor, ADP.

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COMING ATTRACTIONS

FEBRUARY

TAHRA PROGRAM MEETING
Radisson Hotel, February 18th, 11:15 a.m.-1:00 p.m.

TAHRA LEARNING LAB –Preparing for RIF - February 26th, 2:00-4:00 p.m

MARCH

TAHRA PROGRAM MEETING –March 18th, 11:15 a.m.-1:00 p.m.

TAHRA LEARNING LAB – March 26th, 2:00-4:00 p.m.

APRIL

Tulsa Metro Job Fair – TU Reynolds Center April 8th

TAHRA PROGRAM MEETING –April 15th, 11:15 a.m.-1:00 p.m.

TAHRA LEARNING LAB – April 23rd, 2:00-4:00 p.m.

[NEW WEBSITE](#) - Watch for it – It's coming...!

MAY

TAHRA CLASSIC GOLF TOURNAMENT – May 4th

TAHRA PROGRAM MEETING –May 20th, 11:15 a.m.-1:00 p.m.

TAHRA LEARNING LAB – May 28th, 2:00-4:00 p.m.

Oklahoma State HR Conference May 31st-June 2nd, in OKC

TULSA AREA HIGHER EDUCATION CONSORTIUM (TAHEC)

The Tulsa Area Higher Education Consortium (TAHEC) is organizing itself and will be coordinating some of its activities with TAHRA for the Spring. Watch for TAHEC developments in the TAHRA News. Current member institutions are:

Tulsa Community College

University of Phoenix-Tulsa Campus

St. Gregory's University College for Working Adults

Oklahoma State University-Tulsa Campus

University of Oklahoma-Tulsa Campus

Northeastern State University-Broken Arrow

Rogers State University

Southern Nazarene University

Oklahoma Health Academy

Langston University

ITT Technical Institute

Tulsa Technology Center

