# **IOWA STATE UNIVERSITY**

Office of Economic Development and Industry Relations **College of Engineering** 



# **Human Resources and Where It Fits in Strategic Planning**



# Who Should Attend?

Anyone involved in decisions that shape a company's future—HR managers, directors, professionals, CEOs, presidents, owners, and hiring managers

# Discover

- How to use human resources in strategic plans and how HR proactively can help meet the needs of your organization
- · Strategies to recruit, retain, and upskill your employees

# Why Attend?

- Companies will face increasing challenges over the next 15 years, and it's time to prepare. lowa's workforce is poised for drastic change, with pressure from retirements, technology, and a new generation of workers with a new work ethic and new expectations.
- Whether growing or maintaining your business, the workforce will be changing drastically for the next 15 years. Coping with retirement, next generation workers, technology, changing work ethic, and expectations will be a challenge.
- Smart planning means addressing the situation now to stay ahead of future pressures.

#### DATE:

Tuesday, March 24, 2015

#### TIME:

10:00 a.m.-2:00 p.m.

### **LOCATION:**

**Polk County Extension Office** 

1625 Adventureland Drive Altoona, Iowa 50009

### **PRESENTERS:**

Lin Chape', Chape' Consults, and

Pam Russenberger, Iowa State University,

Center for Industrial Research and Service
(CIRAS)

#### FEE:

\$60, includes box lunch

## **REGISTRATION:**

Register online at: http://goo.gl/yS2UNQ

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