PRESS RELEASE
FOR IMMEDIATE RELEASE

Bonnie Shelor

August 24, 2009

Richmond, VA

Titan Group Announces 2009 HR Strategist of the Year

Titan Group LLC and Richmond SHRM are excited to announce **Bonnie Shelor, Senior Vice President of Human Resources, Bon Secours Richmond Health System**, as the winner of the 2009 Human Resource Strategist of the Year Award. She was awarded a $2,500 educational grant. The award recognizes outstanding Human Resources practitioners for strategic accomplishments within their organization.

Finalists for the award included:

- Gregory Moyer, Chief People Officer, Snagajob.com
- Sherry Leyshon Napolitan, Vice President of Human Resources, United Methodist Family Services

The selection committee was comprised of individuals representing the Society for Human Resources Management, as well as large and small employers from for-profit, non-profit and public sectors. Judges included Genevieve Roberts, Partner, Titan Group; Melissa Jones, Richmond SHRM President; Madeline Taylor, State SHRM Past President; Carolyn Burton, Vice President Human Resources, Greater Richmond ARC; Dr. Terry Carter, Assistant Professor, Adult Learning Program, Virginia Commonwealth University; and Kerry Smith, Past President, Richmond SHRM.

Bonnie Shelor of Bon Secours submitted two strategic initiatives for the award:

The first strategic initiative involved implementing a new recruitment strategy. The new recruitment model focuses on proven benchmarks in screening, provides consistent messaging and uses dollars effectively, especially through a successful employee referral program. Goals for the revamped recruiting process included:

- Streamline process so employees are on-boarded faster *(initiative cut time to fill a position by 9 days and cut time to fill a nursing position by 13 days)*
- Decrease number of open positions *(decreased number of open jobs per month by about 100 jobs)*
- Low vacancy rates and decreased turnover rates *(cut nursing and overall vacancy rates to below best practices benchmark)*
- Increase engagement and retention *(use Gallup Organization to measure – progressive improvement seen over past 5 yrs, with all-time high for 2009 of 4.52 (out of 5) rating from employee feedback)*
- Cost savings *(minimum savings of $6 million)*
- Better use of in-house recruiters *(18% of all hires resulted from BSR employee referral program)*
- Recruitment of excellent nurses during a national nursing shortage *(through rewards for employee referrals and creative recruiting campaigns)*

The second initiative involved strategically driving toward a world class culture at BSR by bringing in programs and creating tools that have improved employee and physician engagement, increased retention and cultivated a workplace environment that is second to none. An integral part of this process was Bonnie's partnership with the Gallup Organization for employee satisfaction measurement. However, Bonnie believes that a world class culture is not achieved singularly through

surveys. Instead, she believes it is achieved through many elements connected and working together. Some of the elements Bonnie has used include:

- Back to Basics training by the Ritz-Carlton - training BSR staff on service excellence
- Daily Huddles – allowing departments to share news, solicit feedback and reflect on BSR mission and vision
- Standards of Excellence – developing a comprehensive plan that addresses everything - how to properly answer the phone, how to dress professionally, how to solve problems – seemingly common sense, but offering a unified standard approach to customer service and patient care
- SWOTs – an analysis offering a way to gather ideas from employees, which can then be used for improvement, growth, and defense against potential threats

According to Freda Cavallaro, System Compensation Director for Bon Secours, "Bonnie displays unsurpassed personal dedication and commitment to the work and ministry of Bon Secours Richmond. She consistently demonstrates a genuine commitment to the employees, the ministry, and to her team….Of all the things she can delegate in her role, the one thing she cannot and does not delegate is her responsibility to ensuring the organization stays true to the core messages of our ministry and the mission."

For more information, contact:
Genevieve Roberts, Partner
Titan Group LLC
6802 Paragon Place, Ste 126
Richmond, VA 23230
(804) 754-8330
Email: Genevieve@TitanHR.com