SHRM CERTIFICATION PROGRAM

Presentation for Anchorage SHRM (February 20, 2015)

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SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

Devon Conley
Human Resources Manager
SHRM member since 2005

Evolve

Agenda

1 SHRM Certification
What it is and why its important to HR professionals

2 Marketing the SHRM-CP and SHRM-SCP
to the Business Community

3 Your Career & Your Choice
Benefits and process
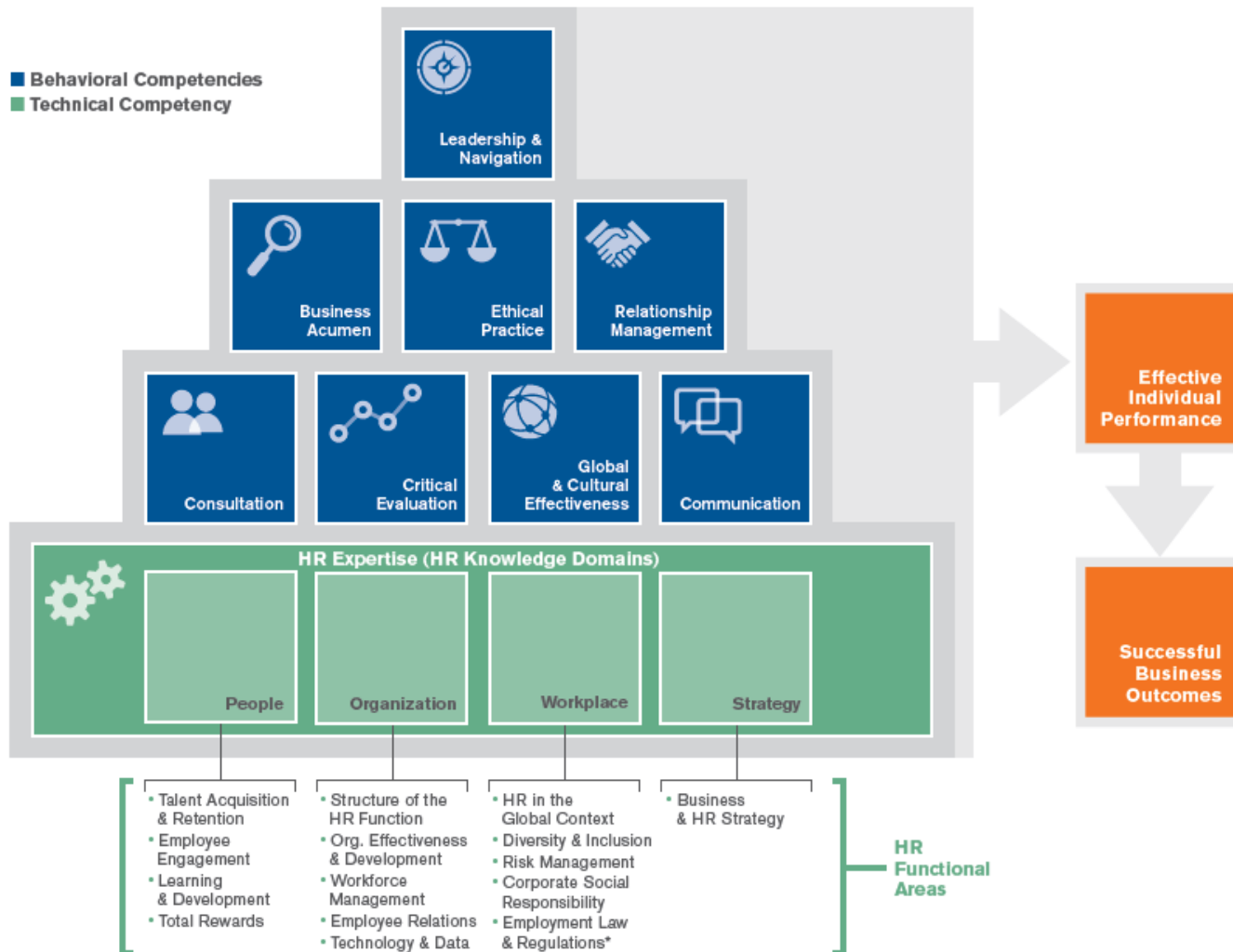
SHRM Certification

We expect that the **SHRM-CP** and **SHRM-SCP** will become
the new standard for HR professionals **around the globe**.

In creating the SHRM-CP and SHRM-SCP, SHRM is committed to:

- Creating a certification that helps HR professionals acquire the knowledge and behaviors required for effective performance and career success;
- Establish a certification that reflects the ever-changing demands of business on HR professionals, and focuses on organizational outcomes;
- Implementing an aggressive campaign targeting employers to ensure that the SHRM-CP and SHRM-SCP are globally-recognized; and
- Structure recertification in a way that empowers individuals, chapters, and state councils to take ownership of their professional development.

SHRM Body of Competency and Knowledge (SHRM BoCK™)

Marketing
SHRM Certification

Nationwide Brand Campaign

SHRM has an **aggressive brand campaign** targeting employers and businesses that **highlights SHRM's work** and research and demonstrates the **value that certification has** for HR **practitioners** and the **profession**.

The brand campaign:

o Introduces SHRM as the leader in the HR profession and highlights the value of certification to employers

o Consists of a nationwide TV commercial, print advertising and digital marketing

o Launched in November 2014

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Employer Benefits

SHRM has developed **powerful talking points** for HR professionals to use when discussing their pursuit of the SHRM-CP or SHRM-SCP with their employers, helping them understand the **value of certification** and **build a business case** for certification and training as a worthwhile investment.

Sample talking points to use when talking to managers:

My knowledge will be current and relevant.	**I will learn practical skills with an impact on my job immediately.**	**These certifications were developed with employers in mind.**

My knowledge and skills will be globally applicable and universally recognized.	**My certification and training is provided by the leading advocate for HR professionals**.

YOUR Career
&
YOUR Choice

Eligibility Requirements

Eligibility Criteria

| Credentials | Less than a Bachelor's Degree* | | Bachelor's Degree | | Graduate Degree | |
	HR-Related Degree	Non-HR Degree	HR-Related Degree	Non-HR Degree	HR-Related Degree	Non-HR Degree
SHRM-CP	3 years in HR role	4 years in HR role	1 year in HR role	2 years in HR role	Currently in HR role	1 year in HR role
SHRM-SCP	6 years in HR role	7 years in HR role	4 years in HR role	5 years in HR role	3 years in HR role	4 years in HR role
	A SHRM-CP credential holder is eligible to sit for the SHRM-SCP exam after successful completion of one three-year SHRM-CP recertification cycle.					

*Less than a bachelor's degree includes: associate's degree; some college; high school or GED

Notes: 1000+ of HR related activity = 1 year of experience; HR experience may be in an exempt or non-exempt capacity; for more information, see SHRMCertification.org.

Our eligibility criteria eliminates barriers, emphasizes the value of formal HR education, and provide an accelerated path from the SHRM-CP to the SHRM-SCP.

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For Existing Certificants

From **January 5, 2015, to December 31, 2015,** holders of a valid HR generalist certification can be eligible to obtain the **SHRM-CP** or **SHRM-SCP**.

Credential holders will complete a simple three-step process:

1. **Agree** to abide by the SHRM Code of Ethics;

2. **Affirm** that you hold a valid HR credential; and

3. **Complete** the online tutorial on HR competencies.

Holders of credentials like PHR & HRBP* will be eligible for:	Holders of senior-level credentials like SPHR, GPHR, & HRMP* will be eligible for:
SHRM CERTIFIED PROFESSIONAL™	SHRM SENIOR CERTIFIED PROFESSIONAL™

You are not required to give up your existing credentials.

Credentials must be earned by January 31, 2015, in order to be eligible for the three-step pathway process.

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*Note: PHR, SPHR, GPHR, HRBP and HRMP are registered trademarks of the HR Certification Institute and are not SHRM certifications.

For Aspiring Certificants

Individuals interested in pursuing certification this year should **continue preparations** and **take an HR general certification exam (e.g. PHR/SPHR/GPHR exam)** prior to January 31, 2015.

- o Took & passed an HRCI exam (Dec 2014-Jan 31, 2015) can complete the simple three-step process.

- o Purchased 2014 SHRM Learning System in 2014 & took the exam it supports, **but didn't pass**, you will be eligible to receive the new version of the SHRM Learning System that supports the SHRM-SCP or SHRM-CP **at no cost.**

- o Purchased 2014 SHRM Learning System in 2014 & decided not to take your exam, you will be eligible to receive the new version of the SHRM Learning System **at no cost** following registration for the May-July 2015 SHRM-CP or SHRM-SCP testing window.

Recertification

To maintain SHRM-CP and SHRM-SCP certification, certified professionals will have three years to acquire 60 PDCs in three categories: Advance Your Education, Advance Your Organization, and Advance Your Profession.

| Category	Description/Examples	Maximum Number of Professional Development Credits (PDCs)
Advance Your Education	Continuing education such as: o Conferences o College courses o Seminars o e-Learning (Instructor-Led and Self-Directed) o Chapter programs o Webcasts o Audiocasts o Podcasts	o No maximum for instructor-led PDCs o Maximum of 30 PDCs for self-paced programs
Advance Your Organization	Work projects endorsed by supervisor which support organizational goals and advance or demonstrate capabilities in one or more HR competency.	o Maximum of 20 PDCs per cycle
Advance Your Profession	Thought leadership and volunteer activities such as: o Professional membership o Volunteer leadership o Speaking at conferences o Writing and Research	o Maximum of 30 PDCs per cycle

All programs that enhance your competencies will qualify for PDCs, giving you great flexibility in designing your professional development plan!

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SHRM Certification Web

SHRM Certification Web Site
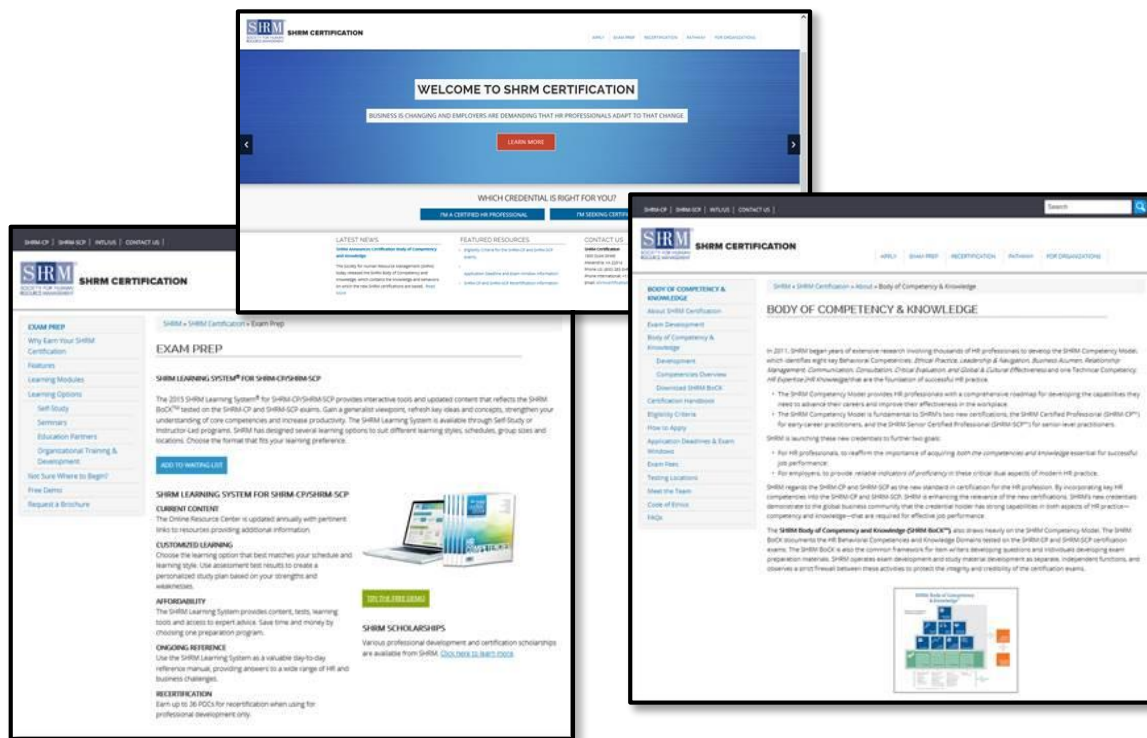
In November, we launched a new SHRM certification website -- SHRMCertification.org -- that provides comprehensive information on the SHRM-CP and SHRM-SCP program, and will serves as an entry point for candidates, certificants, and Preferred Providers.

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Shrmcertification.org

Additional Collateral
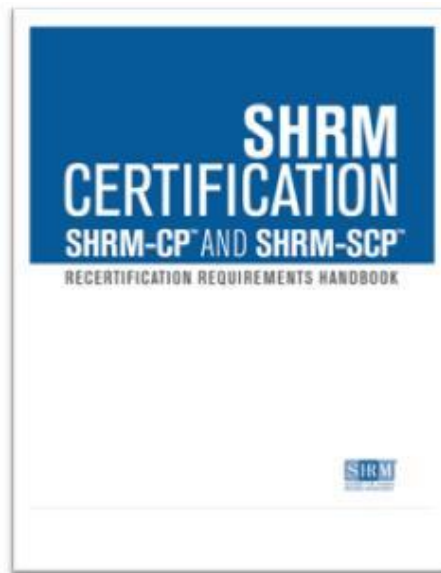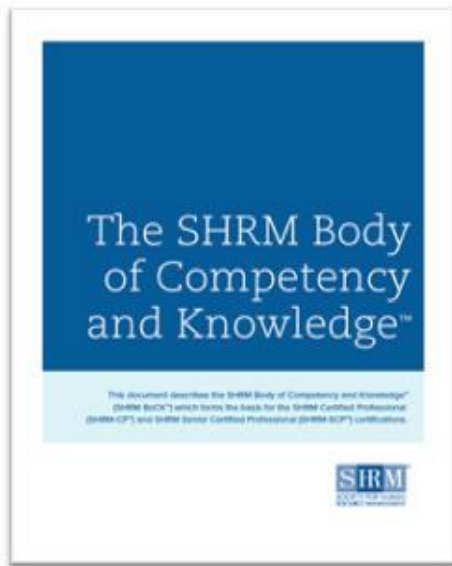
Building Momentum

SHRM has achieved many **key milestones** in recent months.

200+ — Colleges, universities & training firms have partnered with to offer SHRM-CP/SHRM-SCP certification preparation

50 — State councils are serving as Preferred Providers

500+ — Chapters are serving as Preferred Providers

PHRMA is a Preferred Provider

Benefits of Anchorage SHRM as a Preferred Provider

SHRM has established the **SHRM Preferred Provider Program** to give organizations that offer education, training and/or other HR-related Competency and Knowledge programming the opportunity to award PDCs, without pre-approval by SHRM, during a 2-year period.

Benefits

- Award PDCs for individual programs without pre-approval from SHRM
- Market as SHRM Preferred Provider; use Preferred Provider seal on materials
- Include program offerings in a searchable database
- Listed in a directory of SHRM Preferred Providers

Qualifications

- Resources, facilities, and administrative support
- Offer appropriate high-quality programming
- Address the HR Competencies and/or Knowledge Domains outlined in the SHRM BoCK
- Describe learning objectives and Competencies/Knowledge areas to be taught
- Program lead must have proven expertise in the field
- Operating for one year and previously offered training

Example Topics for Competency Programming

COMPETENCIES

Leadership & Navigation
- Improving negotiation effectiveness
- Leading change

Ethical Practice
- Business ethics
- Dealing with unethical behavior or conflicts of interest

Business Acumen
- Advancing business acumen
- Understanding organizational metrics

Relationship Management
- Customer relationship management
- Managing internal and external relationships

Consultation
- Effective consultation
- Applying creative problem solving

Critical Evaluation
- Critical thinking
- Data analysis

Global & Cultural Effectiveness
- Cross-culture and cross-border issues
- Global strategic leadership

Communication
- Communicating up, down and across the organization
- Constructive feedback for developmental opportunities

Example Topics for Knowledge Programming

HR KNOWLEDGE

People
- Talent management
- Recruitment and selection techniques
- Retention techniques
- Job analysis
- Employee engagement
- Compensation and benefits
- Conflict management
- HR metrics
- Change management
- Training and development
- Remuneration data analysis
- Understanding external labor market factors

Organization
- Balanced scorecards philosophy
- Motivational theories
- Organizational behavior theories
- HR organizational structure and design
- Understanding individual differences and perceptions
- Needs assessment techniques
- Succession planning
- Employee relations
- HRIS
- Data analytic techniques

Workplace
- Global mindset techniques
- Visa and work permit considerations
- Managing international assignments
- Emotional intelligence
- Glass-ceiling prevention
- High- and low-context cultures
- Drug prevention
- Duty of care
- Safety auditing techniques
- Terrorism prevention and responses
- Privacy concerns
- Corporate citizenship and governance programs and legislation
- Legal update

Strategy
- Goal-setting approaches
- Quality assurance techniques
- Strategic management considerations
- SWOT and environmental scan techniques

Questions?

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