

2012 SHRM AFFILIATE PROGRAM FOR EXCELLENCE (SHAPE) – STATE COUNCIL PLANNING SUMMARY

Objectives:

- Focuses on increasing the visibility and effectiveness of affiliates while meeting the needs of local HR professionals and businesses in the community.
- Strengthens affiliates connection to SHRM from a business perspective by outlining requirements to measure alignment and engagement.
- Raises the bar of excellence for affiliates and provides a tiered recognition system

Section I – Basic Requirements			
No.	Requirement	Due Date	Person Responsible
1.1	Submit a completed 2013 State Council Leader Information Form (SCLIF) by 12/1/12.		Patty Hickok
1.2	All state council members must be a member of SHRM during term of office.		
1.3	Ensure that the state conference other major educational events (including co-sponsored programs) with greater than 200 attendees do not take place “around” the SHRM Annual Conference & Exposition. <i>(Black-out period: 6/1-30/12)</i>		
1.4	Provide year-end financial results for period of 1/1/12 – 12/31/12 <i>(see workbook for format)</i> .		Patty Billingsley
1.5	Ensure that current SHRM “AFFILIATE OF” logo is correctly, consistently and prominently displayed on printed materials, publications, products, and web sites.		Patty Hickok
1.6	Hold a minimum of two (2) state council meetings during the calendar year 2012.		
1.7	State Council Director or state council designee participates in at least 50% of regional council meetings and conference calls.		
1.8	Provide an opportunity for SHRM staff to present an update at each state council meeting.		
1.9	Review state council’s bylaws annually and update as needed.		
1.10	Encourage all chapters in the state to submit a completed 2012 Year-End Report by the designated deadline.		
1.11	Utilize the State Council Financial Support Payment Program funds appropriately.		
1.12	Sponsor a state/regional leadership conference/event for volunteer leaders in the state.		
1.13	Conduct an annual leadership transition meeting, an annual planning meeting and create/review the leadership succession plan.		

Section II – Community-Based State Council Initiatives			
	Requirement	Due Date	Person Responsible
• <i>Must have at least one Membership initiative plus one other.</i> • <i>May have up to two initiatives per topic area.</i>	In support of the HR profession and community, develop and implement a strategic initiative in Membership Growth and Retention and a minimum of one additional topic area from those listed: College Relations; Government Affairs/Advocacy; Diversity & Inclusion; Workforce Readiness; or self-defined area other than those listed prior. <i>(Two initiatives are required for any award level. Please see the award-level definitions for the exact number of completed initiatives required for each level.)</i>		
Membership Initiative			Kathryn Strle
Other initiative Topic Area: <u>Workforce Readiness</u>	Alaska participated in the “When Work Works” initiative. We were a target state for 2012, and we held a webinar presented by Lisa Horn in March. We followed up with an article published in our state-wide publication, The Council Prospector, written by Lisa Horn (SHRM). We have continued education on workplace flexibility by posting various articles on our social media accounts. We are creating a program for 2013 in order to promote the Sloan Awards in Alaska.		Laurie Becwar

Section III – SHRM Affiliate Engagement			
No.	Requirement	Due Date	Person Responsible
3.1	Promote the SHRM Annual Conference & Exposition within the state.		
3.2	Provide prime booth space and a minimum of 15 minutes podium time to SHRM staff if you hold a state conference or statewide event in lieu of a conference.		
3.3	Develop and/or maintain a current state council web site.		
3.4	Make a monetary contribution from the state council’s funds to the SHRM Foundation in 2012.		Patty Billingsley
3.5	Promote HR Certification Institute certification and recertification as a means of increasing the number of certified professionals in the state.		

Section IV – Measures of Success

The completion of all items in **Section I: Basic Requirements** is *required* for all State Councils to remain in good standing with SHRM. Regardless of award eligibility, each State Council is responsible to complete and submit a year-end report verifying compliance with Section I.

SHRM Excel Awards

Bronze Award	Silver Award	Gold Award	Platinum Award
Successfully completing all requirements listed in Section 1, 2, 3.	Successfully completing all requirements listed in Section 1, 2, and 3 plus: - Develop and implement one additional State Council initiative in Section 2 (a total of three initiatives). Additional Initiative: Due Date: Person Responsible: - Develop and implement a plan to increase SHRM in-chapter membership in the state. Due Date: Person Responsible: - Promote SHRM Annual Conference & Exposition to state council leaders to encourage attendance. Due Date: Person Responsible: - Promote utilization of SHRM Learning System for certification preparation within the state. Due Date: Person Responsible:	Successfully completing all requirements listed in Section 1, 2, and 3 plus: - Develop and implement two additional State Council initiatives in Section 2 (a total of four initiatives). Additional Initiative: Due Date: Person Responsible: Additional Initiative: Due Date: Person Responsible: - Promote SHRM Annual Conference & Exposition to state council leaders to encourage attendance and ensure at least one state council member attends the event. Due Date: Person Responsible: - Ensure the state is represented at 75 percent of regional council meetings and conference calls. Due Date: Person Responsible:	Successfully completing all requirements listed in Section 1, 2, and 3 plus: Develop and implement three additional State Council initiatives in Section 2 (a total of five initiatives). Additional Initiative: College Relations The Alaska SHRM State Council has been aggressively working towards creating more awareness on student membership, benefits and scholarships and outreach to other communities. We obtained funding, developed program policies and application forms for the first-ever scholarship for Student members. We increased student membership by XX%; etc Due Date: Person Responsible: Additional Initiative: Certification The Alaska SHRM State Council obtained funding, developed program policies and application forms for the first-ever scholarship towards HRCI certification. We created a Certification tab on our website, promoted certification preparation courses including the SHRM Learning Courses. In addition, we conducted 6 HRCI pre-approved webinar programs to assist members throughout the state, including rural areas, with obtaining recertification credits. [Patty] can add info about attendance to webinars, increase from 4/yr to 6/yr, stats on increase in certified members Due Date: Person Responsible: Sallie Stuvek Additional Initiative:

		• <i>Develop and implement a plan to increase SHRM in chapter membership in the state resulting in the achievement of "Membership Star" status.</i> Due Date: Person Responsible: • <i>Promote utilization of the SHRM Learning System for certification preparation within the state.</i> Due Date: Person Responsible: • <i>Qualify as a 2012 SHRM Foundation State Council Champion.</i> Due Date: Person Responsible:	Checking to see if all work done under Financial can be used as an initiative. Also exploring whether Diversity, Legislative or SHRM Foundation can develop some initiatives for the year Due Date: • Person Responsible • Patty Hickok to coordinate with these positions • <i>Promote SHRM Annual Conference & Exposition to state council leaders to attend and ensure at least two state council members attend the event.</i> Due Date: 6/30/12 Person Responsible: Patty and Jeanne  • <i>Promote utilization of the SHRM Learning System for certification preparation within the state.</i> Due Date: 11/30/12 – need to do it for next period as well Person Responsible: Sallie Stuvek  • <i>Develop and implement a plan to increase SHRM in chapter membership in the state resulting in the achievement of "Membership Super Star" status for 2012.</i> Due Date: July 15, 2012 (Development) Person Responsible: Kathryn Strle • <i>Qualify as a 2012 SHRM Foundation State Council Champion and 100 percent of state council members make individual donations of at least \$25 each to the SHRM Foundation in 2012.</i> Due Date: need to send donation Person Responsible: Karen Zemba/Patty Billingsley • <i>Ensure the state is represented at 100 percent of regional council meetings and conference calls.</i> Due Date: Person Responsible: Patty H 
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