WELCOME!

JUNE 19, 2016
• Elissa O’Bien, VP of Membership
• Susan Loynd, MAC Update
• SHRM Panel
• Closing Remarks
What’s Coming to a Town Near You

Elissa O’Brien, SHRM-SCP
Vice President of Membership
Thank You

VOLUNTEERS DO NOT NECESSARILY HAVE THE TIME; THEY JUST HAVE THE HEART.

ELIZABETH ANDREW
Volunteer Structure

SHRM Board of Directors

Membership Advisory Council
- Interface between volunteer leaders and SHRM Board
- One elected representative from each of the five regions

Regional Councils
- Five councils comprised of state council directors in each region
- Provides channels of communication
- Serves as liaison with business leaders and SHRM

State Councils
- Structure for key volunteer leaders in the state to adopt and promote SHRM initiatives
- Channels of communication between chapters and regional councils
- Serves all HR professionals in the state, by promoting chapter membership and local professional development

Local Chapters
- Forum for personal and professional development
- Opportunity for local members to develop leadership skills
- Focus on current HR management issues
- Entry point for introducing HR professionals to SHRM

Staff Leadership / Support

HR Expertise Panels
- Members identify emerging trends in specific topic areas
- Provide expert advice on matters of professional significance
- Provide guidance on public policy issues
- Be on the cutting edge through access to early information on emerging trends and issues
  - Ethics/CSR
  - Global
  - HR Technology
  - Labor Relations
  - HR Disciplines:
    - Organizational Development
    - Compensation
    - Benefits
    - Talent Management
    - Employee Health, Safety & Security
    - Employee Relations
    - Diversity & Inclusion

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SHRM Affiliate Printing Portal

Co-branded, professionally created marketing collateral easily customizable to market membership in your chapter and chapter events.
Chapter Membership Brochure

WHAT IS SHRM?
The Society for Human Resource Management (SHRM) is the largest association for HR professionals, representing more than 285,000 members in over 165 countries.

WHO SHOULD JOIN SHRM?
SHRM is an individual membership organization. Members include individuals with a range of titles and responsibilities:
- President/CEO
- Chief HR Officer
- Chief Human Capital Officer
- VP of HR
- Director of HR
- HR Manager
- HR Generalist
- Supervisor
- Specialist
- Administrator
- Representative
- Coordinator
- Consultant
- Legal Counsel
- Office Manager

“SHRM membership provides me with guidance and advice on everything! Being a member for several years, I can’t imagine not having SHRM to count on.”

ROBERT BRADY | SHRM CHC | SHRM MEMBER SINCE 2013

WHY SHRM MEMBERSHIP?
Think of SHRM as your organization’s go-to expert on all things HR. Business professionals at all levels and functions will benefit from our resources to build an engaging and compliant workplace.

YOUR NEEDS | RESOURCES FOR MEMBERS
- Keep current: HR Magazine®, e-newsletters, online news and research reports
- Stay compliant: State and federal legislative updates and compliance resources
- Seek guidance: How-to guides, toolkits and SHRM’s HR Knowledge Advisors’ personalized help
- Save time: Sample forms, policies, job descriptions and interview questions
- Grow professionally: Free webcasts and member savings on all conferences, seminars, certification preparation and more
- Gain connections: A network of 285,000-plus professionals

All for Only $190 a Year—That’s Just $15.83 a Month!

Join SHRM or learn more at shrm.org/membercenter.

“SHRM offers everything from sample policy templates to research data that can help executives support their company’s strategic efforts. SHRM Membership is indispensable for HR professionals regardless of their education or experience.”

ANGELINA FORTUNE | SHRM CF | SHRM MEMBER SINCE 2010

In addition, you can rely on SHRM to help you stay up-to-date on HR topics like these and more:
- Leave Management, including FMLA, ADA, FFCRA
- FLSA
- Health Care
- Employee Discipline
- Termination
- Performance Management
- Workplace Accommodations
- Immigration Reform
- Cross-Border HR

- Employee Engagement
- Record Retention
- Social Media
- Recruiting
- Workplace Investigations
- Background Checks
- Harassment
- Discrimination and Retaliation
- HR Trends
- Business Leadership

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Easy to Use

• Access the portal via the VLRC
• Select template
• Add customized chapter information
• Preview document
• Place order: 2 options
  – Download the customized pdf for a small fee
  – Order and pay for print copies to be shipped
    • Upload a mail list and send out a mailing through the printer
Timeline

Beta Testing in Q3
Launch in Q4

Interested in being involved in Beta testing?
• Leave your business card with Kristine Hofmann
SHRM Competency Based Education for Chapters

- Series of 1.5 hour programs to address topics based on the SHRM HR Competency Model
- Free of charge for SHRM Chapters and Councils in good standing
- Multi-Media presentation
- Includes easy to use facilitator guide
- Accessible via the VLRC
- Watch for more information coming soon!
First program available Summer 2016: “Five Habits of Destructive HR Leaders”
HR Magazine is looking to highlight the top movers and shakers in HR who are under the age of 30.

Visit [www.shrm.org/hrmagazine](http://www.shrm.org/hrmagazine) to nominate yourself or a friend by **Friday, September 16, 2016**.

The nominees will be vetted by SHRM staff, and 30 of them will be highlighted in the December/January issue of HR Magazine.
Launched in April, 2016

- Promotes chapter membership and events to SHRM at-large members in their local area
- Available to chapters who do not otherwise qualify for the SHRM e-blast program (100% and Super Mega chapters)
- Chapters provide event information and SHRM provides text promoting the value of chapter membership
- Chapters may request two emails sent on their behalf within a calendar year
- Contact your Member Engagement Associate for additional information
Pinnacle Award Submissions

Recognize outstanding achievements/initiatives of chapters and state councils.

Application period is open through September 9, 2016.
Act as subject matter experts:

- Report on emerging trends,
- Participate in media interviews,
- Provide guidance on public policy and more!
Special Expertise Panel

Panels:
• Ethics/CSR
• Global
• Labor Relations
• Technology & HR Management
• HR Disciplines:
  Total Rewards            Employee Health, Safety & Security
  Talent Acquisition       Diversity
  Employee Relations       Organizational Development

Applications accepted through July 31, 2016
Elissa O’Brien, SHRM-SCP
Vice President, Membership
1800 Duke Street
Alexandria, VA 22314
703-535-6269
Elissa.Obrien@shrm.org
@SHRMElissa
Membership Advisory Council

Susan Loynd, SHRM-SCP
Angie Brawdy, SHRM-SCP
Mike Letizia, SHRM-SCP
Sharon Sellers, SHRM-SCP
Jeff Owens, SHRM-CP
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©SHRM2016
1,150 survey responses

Highlights included:

• Categories of HR services and products SHRM can further define or develop to ensure volunteers and professionals are more successful in their careers;

• The key areas within the Body of Competency & Knowledge, that SHRM should focus on first in the development of training materials;

• Opportunities where SHRM can further enhance an already positive volunteer and membership experience;

• And finally, how SHRM can support volunteers, chapters and state councils to advance the future of our HR profession.
MAC Board Recommendations

1. Continue to develop content, tools and resources that support chapter programming in alignment with the BoCK.

2. Leverage SHRM’s purchasing power to provide technological support for webinars, e-meetings and e-learning.

3. Develop career-level and industry-specific resources, and content that supports all HR professionals creating a customized member experience offering content by industry, specialty, geographic region, and career lifecycle.
1. Develop relationship strategies tailored to the unique needs of chapter affiliates based on geography, size and governance structure.

2. We highly encourage the pursuit of a dual membership program, which allows members to join and renew chapter and SHRM membership at the same time.

3. We also suggest a comprehensive review of the current affiliate structure to determine if the relationships between entities are sustainable now and in the future.
MAC Board Recommendations

1. SHRM provide resources to develop chapter and state council leaders in tandem with the SHRM Competency Model.

2. Align existing tools in the Volunteer Leaders Resource Center with the Competency Model.

3. SHRM should begin by focusing on leadership and navigation, then business acumen, followed by relationship management. Additional focus is needed in the strategy and people knowledge domains.
• SHRM Foundation
• Editorial
• Government Affairs
• SHRM Certification
• Q & A
Agenda

• SHRM Foundation

• Editorial, Publishing

• Government Affairs

• SHRM Certification

• Q & A

Ashlee Droscher Smith, CFRE
Director of Development
SHRM Foundation
Agenda

• SHRM Foundation
• Editorial
• Government Affairs
• SHRM Certification
• Q & A

Tony Lee
Vice President, Editorial
SHRM
Agenda

- SHRM Foundation
- Editorial, Publishing
- Government Affairs
- SHRM Certification
- Q & A

Michael P. Aitken
Vice President, Government Affairs
SHRM

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Agenda

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• Q & A

Alexander Alonso, PhD, SHRM-SCP
Senior Vice President
Knowledge Development, SHRM
ASHLEE SMITH
DEVELOPMENT DIRECTOR, SHRM FOUNDATION
In honor of our 50th anniversary:

- More than 225 scholarships
  - NEW scholarships to Talent Management Conference
  - NEW student and veteran scholarships to SHRM Annual Conference & Exposition
- Final theme of thought leadership initiative
- Four new reports
Join the celebration:

- **GIVE**: join the Give50 Club!
- **SHARE**: spread the word about scholarships and solutions
- **VOLUNTEER**: review application or support local efforts

Visit: shrmfoundation.org/50
SHRM’s past leadership in the TA segment had faded:

- Employment/Recruitment is SHRM’s largest specialty function with 13K+ members, but has been shrinking as a percentage of total membership.
- Membership renewal rate in the Employment/Recruitment category is 76%, lower than the 81% average for other segments.
Yet talent acquisition is a key member concern

When asked about the top business/HR challenges they face in 2016, respondents mentioned them in the following order:

1) Recruitment (Members 68% / Non-Members 61%)
2) Compliance (Members 50% / Non-Members 21%)
3) Other (Members 38% / Non-Members 24%)
4) Training/Learning (Members 29% / Non-Members 11%)
5) Compensation/Benefits (Members 26% / Non-Members 19%)

Source: 2,377 Responses, SHRM Content Needs Assessment, Feb. 2016
Launched Talent Acquisition E-Newsletter:

• 76,000+ Subscribers
• Published twice monthly: alternates with Talent Management e-newsletter
• Dedicated reporter
Added More TA Content to HR Magazine:

• Every issue since last October has included at least one TA story, starting with our ATS Buyer’s Guide
Plus a range of new TA activities across SHRM:

- Knowledge Center is updating or adding 100+ forms, guides, toolkits express requests and more
- Research is updating and creating a range of TA reports, including a new overview report on all TA research
- Conferences increased focus on TA at Talent Management conference in April, and added a TA symposium in Seattle on July 15…with more to come
- Speakers bureau created a new TA presentation, and Elissa, myself and others are presenting it nationally to Chapters and at conferences
- E-Learning is creating and updating a range of courses on TA
- Marketing is conducting focus groups at Annual on a range of TA topics
- And more SHRM-wide as outlined in our 2016 TA Content Plan
A “Year of SHRM Advocacy”

2016 National Conventions
Recent SHRM Advocacy Highlights

✓ Fighting Extreme Changes to Overtime Rules
✓ Preventing Debarment of Federal Contractors
✓ Participating in Global Policy Forums
✓ Increasing in Number of Reach Outs
✓ Moving the Needle on Critical Workplace Policy: Record Number of A-Team Meetings with Legislators
SHRM Public Policy Principles

- Delegation headed to Capitol Hill
- 50 State Councils and over 200 Chapters have signed pledge
- Used as platform for conventions, 2017 Congressional/White House Activities
- www.advocacy.shrm.org
Creating a 21\textsuperscript{st} Century Workplace

The 21\textsuperscript{st} Century Workplace is:

1) **INNOVATIVE:** The 21st Century Workplace provides employers and employees the flexibility to address how, when and where work is accomplished and allows for the design of employee benefit programs that attract and retain employees, while managing the fiscal realities of modern business.

2) **FAIR:** The 21st Century Workplace provides fair employment practices in hiring, training and compensation, regardless of non-job-related characteristics, and encourages practices that meet the goals of the organization and the needs of its employees.

3) **COMPETITIVE:** The 21st Century Workplace gives employers the ability to attract, recruit, hire and train talent, as needed, to remain competitive in a global economy.
SHRM Certification: An Update for 2016

ALEXANDER ALONSO, SHRM-SCP
SENIOR VICE PRESIDENT
KNOWLEDGE DEVELOPMENT, SHRM
Most HR professionals have good grasp of key HR knowledge areas – the focus of legacy generalist HR certifications...

SHRM Certification focuses on the knowledge & competencies that drive performance in the workplace...

SHRM is focusing the HR profession on the need to build the business competencies that ensure workplace success.
How Far Have We Come?

SHRM Body of Competency & Knowledge™

1 Standard
5,000+ Jobs per Month
75,000+ Ways to Earn PDCs

1,700+ Orgs Offering PDCs
25,000+ Examinees
92,000+ Certificants

SHRM 2016
ANNUAL CONFERENCE & EXPOSITION
#SHRM16
Highlights for 2016

- All examinees now receive a customized score report, which provides feedback on their exam performance and identifies areas for further improvement.

- Post-exam surveys indicate that the SHRM-CP and SHRM-SCP exams are highly relevant to the job requirements of HR professionals.

- Expanded content eligible for PDCs

- New e-Learning Library provides convenient, low-cost approach to obtaining ½ of PDC requirements

- SHRM recertification mobile app – 2016 launch

- Automated uploading of SHRM program PDCs

Post-exam surveys indicate that the SHRM-CP and SHRM-SCP exams are highly relevant to the job requirements of HR professionals.
Highlights for 2017

- Revised, more comprehensive BoCK
- 3 behavioral competency clusters
- Exam changes: reduce length of SHRM-SCP exam; 50/50 weighting for HR knowledge/ behavioral competencies
- SHRM Learning System with greatly expanded multi-media, interactive content
- Exam & SHRM Learning System to be available in Spanish
- Currently completing application and anticipating accreditation of SHRM-CP / SHRM-SCP exam
Questions for the Panel?
Closing comments from our panelists

• Resources
• How can you help and get engaged?
• Contact info
Resources available to you:

• **STAFF**: Ashlee, Allie, and the Foundation team

• **BOOTH**: Visit us at #2640

• **WEBINARS & TRAININGS**

• **WEBSITE**: shrmfoundation.org
Ashlee Droscher Smith, CFRE
Director of Development, SHRM Foundation
Ashlee.Smith@shrm.org
703.535.6291
@SHRMFAshlee
Announcing HR Magazine’s 30 Under 30 Feature:

We need nominations from you of HR professionals who fit the following criteria:

- Under age 30
- Work full-time in HR
- Made a unique and significant contribution to the profession such as:
  - Developed and led a large project or initiative in their department, school or organization or in an HR-related volunteer capacity.
  - Took on a leadership role in their department, school or organization or in an HR-related volunteer capacity.
  - “Reverse mentored” older employees.
- To nominate one or more for 30 Under 30, go to [www.shrm.org/hrmagazine](http://www.shrm.org/hrmagazine)
Questions?

We welcome your ideas and suggestions:

Tony Lee

Tony.lee@shrm.org

703-535-6157
What is the SHRM Advocacy Team?

- Ensures the voice of HR is heard by policy decision-makers via a “local network”

- Helps inform legislators of policy impacts upon employers and employees in her/his district

- SHRM members are constituents who develop credible and influential relationships with elected officials

8,276 active A-Team members
## Creating a 21st Century Workplace

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Michael P. Aitken
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Alexandria, VA  22314

+1-703-535-6027 Direct
How Can You Help?

- Extensive Research underway
- Participate in recertification activities
- Serve as a mentor to those seeking certification
- Encourage employers to seek SHRM certifications
- Give us your feedback on all the new features
Alexander Alonso, PhD, SHRM-SCP
SVP, Knowledge Development, SHRM
Alexander.Alonso@shrm.org
Upcoming events to share

Convention Center, Room 154 A/B

Monday, June 20 – 7:30 a.m. - 4:00 p.m.
Tuesday, June 21 – 7:30 a.m. - 4:00 p.m.
Wednesday, June 22 – 7:30 a.m. - noon
Save the Date!

2016 SHRM Volunteer Leaders’ Summit
November 17–19, 2016 | Washington, D.C.

EVENT FEATURES INCLUDE:

› Boot Camp—ideal for first-time attendees
› Welcome reception and SHRM Showcase
› Topic-based sessions by chapter size that you choose depending on your needs
› Foundation HeadShot Lounge

VISIT: CONFERENCES.SHRM.ORG/VLS TO REGISTER

Registration Opens: August 2016
Houston, TX
March 10 – 11, 2017

Portland, OR
March 31 – April 1, 2017

PA (contract pending)
April 21 – April 22, 2017
YPAC

Young Professional Advisory Council

• 15 YPAC members
• Applications for next YPAC each Fall
• Contact Nancy Conway at nancy.conway@shrm.org
Thank You!  

THANK YOU for coming!  
Slides will be posted on the Volunteer Leader Resource Center

State Directors and State Directors-Elect, please proceed to your Individual Regional Council Meetings in the rooms noted below. All rooms are on Level M3.

<table>
<thead>
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