The rise of Competency in HR and the SHRM Competency Certification

August 6, 2015

Nancy Miller, SHRM-SCP, Alaska State Council Director
Molly Webb, SHRM-CP, AK SC Certification Director
Dianna Gould, SHRM – SCP
PW Field Services Director

Bhavna Dave, SHRM-CP
Director of Talent
SHRM member since 2005
ALASKA SHRM STATE COUNCIL

Nancy Miller, SHRM-SCP, SPHR
Alaska State Council Director
Today’s Agenda

• SHRM Overview - Mission
• SHRM Organizational structure for volunteer leaders
• SHRM Regional map
• SHRM Field Services Director & MAC Rep
• Alaska State Council Board of Directors
• Four Alaska SHRM Chapters
• Important Event – Alaska State Conference
• SHRM Certification Summary

PPT slides will be posted on
http://alaska.shrm.org/certificate
SHRM Overview

SHRM’s Mission

SHRM is the global HR professional organization that exists to:

- Build partnerships
- Provide a global community to share expertise & create innovative solutions
- Provide thought leadership, education, & research
- Be an advocate on the most critical issues facing workplaces & the human resource profession
Volunteer Leadership Structure

SHRM® Board

- Membership Advisory Council
- Regional Councils
- State Councils
- Local Chapters

Members

HR Expertise Panels
- Ethics/CSR
- Global
- Diversity & Inclusion
- HR Technology
- Labor Relations
- HR Disciplines:
  - Organizational Development
  - Compensation
  - Benefits
  - Talent Management
  - Employee Health, Safety & Security
  - Employee Relations

Staff Support
SHRM Volunteer Leader Structure

SHRM's Five Geographic Regions
SHRM Field Services Director and Member Advisory Council Rep

Pacific West - Field Services Director

**Dianna Gould, SHRM-SCP, CAE**
Field Services Director – Pacific West Region
AK, ID, MT, OR, WA, WY
Pacific Council (Guam & N. Mariana Islands)
[Dianna.Gould@shrm.org](mailto:Dianna.Gould@shrm.org)

Pacific West - Member Advisory Council (MAC) Rep

**Michael Letizia, SHRM-CP, PHR-CA**
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Alaska SHRM State Council - Board of Directors

Nancy Miller, SPHR, SHRM-SCP – Director
Anne Sakumoto, PHR – Director-Elect
Patty Hickok, SPHR, GPHR, SHRM-SCP – Past-Director, Communications, Membership
Mary Hilcoske, CLM, SPHR – Secretary/Treasurer
Kim McKinley, SPHR, PMP – Professional Development Director
Patricia Mitchell, SPHR, SHRM-SCP – Diversity Director
Dr. Charla Brown - College Relations Director
Ben Krisher, PHR – Legislative Director
Ann Flister, SPHR, SHRM-SCP – Workforce Readiness Director
Dr. Dave Rambow – SHRM Foundation Director
Molly Webb, PHR, SHRM-CP – Certification Director
Alaska SHRM 100% Chapters

Anchorage Chapter (Chapter # 0200 – Anchorage area)
Chapter President: Patty Billingsley, SHRM-SCP
Home page: http://shrmalaska.shrm.org/

Northern Alaska Chapter (Chapter #0453 – Fairbanks area)
Chapter President: Sallie Stuvek, SPHR
Home page: http://alaska.shrm.org/northernalaska

Southeast Alaska Chapter (Chapter #0357 – Juneau area)
Chapter President: Jeanna Wittwer, PHR
Home page: http://juneaushortm.shrm.org/

Mat-Su Valley Chapter (Chapter #0533 – Palmer area)
Chapter President: Russell Black
Home page: http://matsu.shrm.org/
Important Event - You won’t want to miss!

2015 Alaska SHRM State Conference

REGISTER TODAY!

14 HRCI & SHRM CREDITS (9 BUSINESS)
http://alaska.shrm.org/conference
Alaska SHRM State Council Certification Director

Molly Webb, SHRM-CP, PHR

Dianna Gould, SHRM-SCP
Dianna.gould@shrm.org
Why Become SHRM–Certified?

- Up-to-date knowledge and competencies in relevant domains: People, Organization, Workplace, Strategy, HR Competencies
- Practical skills to impact performance – relevant & credible certification that receives widespread employer support
- A universal standard and global brand for HR certification that will be recognized worldwide
- Associated with the world’s largest HR association with 66 years of credibility, 275,000 members, 160 countries, and many top thought leaders’ input
SHRM has published a variety of brochures, guides, & handbooks on all aspects of the SHRM certification program – which can be accessed via SHRMCertification.org

Those of interest to individuals:
- The SHRM BoCK
- SHRM Certification Handbook
- SHRM Recertification Handbook
For Those Currently Certified –
Online Tutorial Pathway

FREE in 2015 for HR Certified Professionals

- If you are a current holder of an HR generalist certification* in good standing and you obtained your certification by Jan. 31, 2015, you are eligible to obtain SHRM-CP or SHRM-SCP via the Online Tutorial Pathway.

- You must complete the Pathway by Dec. 31, 2015.

- You will not lose or have to give up any of your current credentials in order to obtain the new SHRM Certification.

shrmcertification.org

©SHRM 2015
For Those Currently Certified –
Online Tutorial Pathway Process

The Process:

It’s Easy to Get Started

STEP 1: Go to shrmcertification.org/pathway

STEP 2: Create an account and select “Online Tutorial Pathway.”

STEP 3: Affirm that you hold a valid HR credential.

STEP 4: Enter current certification details: certification name, issue date and expiration date.

STEP 5: Agree to abide by the SHRM Code of Ethics.

STEP 6: Access and complete the Online Tutorial focusing on the SHRM Competency Model via the link sent to your e-mail.

STEP 7: Receive your SHRM-CP or SHRM-SCP once you complete the pathway process, and begin a three-year recertification cycle.

You will not lose or have to give up any of your current credentials in order to obtain the new SHRM certification.
What is Covered in the Pathway:

- An Introduction to the SHRM Competency Model: This is an educational program that focuses on the eight behavioral competencies found in the SHRM Competency Model and the SHRM BoCK.

- An Opportunity to Rate Your Proficiency: The tutorial comprises five modules, including an interactive tool to create an individual Competency Self-Portrait, as well as an opportunity to experience the scenario-based questions on the SHRM certification exams.

- An (Unscored) Demo of Exam Question Formats: The scenarios and question examples are not scored, but rather serve to provide exposure to how SHRM is assessing competencies in our exams.

- You can stop in the middle of the tutorial and pick it up again at a later date.

- You have 10 days to complete the tutorial.

**If you started it, never finished it, and want to, contact Dorothy.Knapp@shrm.org**
Once You have Completed the Tutorial:

- You will receive an e-mail saying you will receive notification that the certification has been granted within 48-72 hours.

- You could be audited at this point. SHRM will want to see verification of your credential – certificate, notice of passing, scanned picture showing your HR generalist credential type and dates of validity.

- You will receive an e-mail showing that the certification has been granted; a certificate and pin will follow.

- After receiving your confirmation e-mail, you will begin a three-year recertification cycle.
**APPLICATION PROCESS**

Applying for the exam is a simple process taking you from initial selection all the way to scheduling your exam with Prometric.


2. Create a user account.

3. During an open registration window, select SHRM-CP or SHRM-SCP Certification exam.

4. Complete the application form with your eligibility, job and demographic information.

5. Sign the affirmation statement agreeing to abide by:
   - SHRM Code of Ethics
   - SHRM Privacy Policy
   - Policies and procedures outlined in the Certification Handbook

6. Pay for your exam.

7. Upon verification and/or audit, you will receive an Authorization to Test (ATT) letter via e-mail within ten business days.

8. Schedule your exam with SHRM’s test delivery vendor at [prometric.com/shrm](http://prometric.com/shrm) or call 888.736.0134.
Create a User Account:

shrmcertification.org/apply
In order to be eligible to sit for the SHRM-CP or SHRM-SCP exam, an applicant must meet the specific educational and work experience criteria, outlined below:

### Eligibility Criteria

<table>
<thead>
<tr>
<th>Credential</th>
<th>Less than a Bachelor’s Degree</th>
<th>Bachelor’s Degree</th>
<th>Graduate Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HR-Related Degree Non-HR Degree</td>
<td>HR-Related Degree Non-HR Degree</td>
<td>HR-Related Degree Non-HR Degree</td>
</tr>
<tr>
<td>SHRM-CP</td>
<td>3 years in HR role 4 years in HR role</td>
<td>1 year in HR role</td>
<td>Currently in HR role 1 year in HR role</td>
</tr>
<tr>
<td>SHRM-SCP</td>
<td>6 years in HR role 7 years in HR role</td>
<td>4 years in HR role 5 years in HR role</td>
<td>3 years in HR role 4 years in HR role</td>
</tr>
</tbody>
</table>

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.

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* Less than a bachelor’s degree includes: working toward a bachelor’s degree; associate’s degree; some college; qualifying HR certificate program; high school diploma; or GED.
SHRM-CP/SHRM-SCP TESTING WINDOWS

**Spring Window:** May 1 to July 15, 2015

<table>
<thead>
<tr>
<th>APPLICATIONS ACCEPTED</th>
<th>REGULAR APPLICATION DEADLINE</th>
<th>LATE APPLICATION DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 5</td>
<td>Mar. 13</td>
<td>Apr. 17</td>
</tr>
</tbody>
</table>

**Winter Window:** Dec. 1, 2015 to Feb. 15, 2016

<table>
<thead>
<tr>
<th>APPLICATIONS ACCEPTED</th>
<th>REGULAR APPLICATION DEADLINE</th>
<th>LATE APPLICATION DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 1</td>
<td>Oct. 16</td>
<td>Nov. 13</td>
</tr>
</tbody>
</table>

*Closed*  
*Now accepting applications*  

[shrmcertification.org/apply](http://shrmcertification.org/apply)
## SHRM-CP and SHRM-SCP Exam Fees

<table>
<thead>
<tr>
<th>Exam Fees</th>
<th>SHRM Member Price</th>
<th>Nonmember Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam Fee (SHRM-CP &amp; SHRM-SCP)</td>
<td>$300 USD</td>
<td>$400 USD</td>
</tr>
<tr>
<td>Application Processing Fee (nonrefundable)</td>
<td>$50 USD (included in exam fee)</td>
<td>$50 USD (included in exam fee)</td>
</tr>
<tr>
<td>Late Application Fee (nonrefundable)</td>
<td>$75 USD</td>
<td>$75 USD</td>
</tr>
<tr>
<td>Retest Fee</td>
<td>Full exam fee</td>
<td>Full exam fee</td>
</tr>
</tbody>
</table>

[shrmcertification.org/apply](http://shrmcertification.org/apply)
Testing for Competencies

SAMPLE QUESTION

This is a sample situational-judgment question. It does not mimic the exam format. Read the SITUATION below, and then click NEXT to view the QUESTION and RATIONALE.

SITUATION

Rebecca, the team lead in the accounting department, is having performance issues. You have been asked to meet with Rebecca to discuss performance issues raised by her team. During review of the 360-degree feedback reports, it’s clear that many accountants on Rebecca’s team continue to be dissatisfied with the way she treats them. They see Rebecca as rude, abrupt, and unwilling to listen to them. They are afraid to disagree with her because she berates them for voicing their opinions. These aren’t the first complaints that have been received about Rebecca’s disrespectful treatment of employees. She consistently gets low performance ratings on her people management skills. Although she is a top performer in every other respect, she needs to change the way she interacts with her team.

Situational Judgment Questions
Multiple Choice
Best answer – 2 points
2nd best answer – 1 point

shrmcertification.org
## Breakdown of Percentages on Exam

<table>
<thead>
<tr>
<th>SHRM-CP</th>
<th>SHRM-SCP</th>
</tr>
</thead>
<tbody>
<tr>
<td>(160 Items)</td>
<td>(180 Items)</td>
</tr>
<tr>
<td>35% Behavioral Competencies</td>
<td>50% Behavioral Competencies</td>
</tr>
<tr>
<td>20% People</td>
<td>10% People</td>
</tr>
<tr>
<td>20% Organization</td>
<td>10% Organization</td>
</tr>
<tr>
<td>15% Workplace</td>
<td>10% Workplace</td>
</tr>
<tr>
<td>10% Strategy</td>
<td>20% Strategy</td>
</tr>
</tbody>
</table>
Both exams will contain Knowledge- and Competency-based questions:

- **SHRM-CP**: 160 items
  - 90 knowledge
  - 40 situational judgment
  - 30 “field test” items

- **SHRM-SCP**: 180 items
  - 90 knowledge
  - 60 situational judgment
  - 30 “field test” items

Breakdown of Testing-Time:

- Introduction & Instructions: 12 minutes
- Exam Questions: 3 hours and 40 minutes
- Survey: 8 minutes

- Each section shows a countdown timer on the screen, and each section is separate and time-independent. Minutes do not “roll-over”, if a candidate spends less time in the introduction, extra minutes are not rolled-over to the exam portion.
The 2015 SHRM Learning System addresses all elements of the SHRM BoCK & provides comprehensive online learning & instructional aids, accessible by print and e-reader formats.
Recertification Timetable

- Earn 60 Professional Development Credits (PDCs) within a three-year period that ends on the last day of the credential holder’s birth month.

Pathway or Take Exam: May 2015

Three-years; 60 PDCs: May 2018

Recertification Deadline: Last day of birth month after 3 years

Birth Month: September

Recertification Deadline: September 30, 2018

Recertification Fee = $100/SHRM Members
                 $150/Nonmembers
SHRM's streamlined approach to recertification includes:

- 60 Professional Development Credits (PDCs) based on the SHRM BoCK;
- Credits awarded for Advance Your Education, Advance Your Organization, and Advance Your Profession;
- Greater emphasis placed on job-related experiences and projects;
- No distinction between Strategic & General Business Credits; and
- State Councils, Chapters, and Educational Partners in good standing are eligible to become Preferred Providers at no cost.

Once you earn the new SHRM credentials, you will begin a three-year recertification cycle.
### Qualifying Credit-Earning Activities

<table>
<thead>
<tr>
<th>PDC Category</th>
<th>Description / Examples</th>
<th>PDC Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advance Your Education</strong></td>
<td>Continuing education activities, including:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Conferences</td>
<td></td>
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<td></td>
<td>- Seminars</td>
<td></td>
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<td></td>
<td>- College/university courses</td>
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<td></td>
<td>- e-Learning (instructor-led and self-paced)</td>
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<td></td>
<td>- Videoconferences</td>
<td></td>
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<td></td>
<td>- Webcasts</td>
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<td></td>
<td>- Audiocasts</td>
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<td></td>
<td>- Podcasts</td>
<td></td>
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<tr>
<td></td>
<td>- Books and e-Books</td>
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<tr>
<td></td>
<td>- Chapter programs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Instructor-led: No maximum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Self-paced: 30 PDCs</td>
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</tr>
<tr>
<td><strong>Advance Your Organization</strong></td>
<td>Supervisor-endorsed work projects that:</td>
<td>20 PDCs</td>
</tr>
<tr>
<td></td>
<td>- Meet or support organizational goals and demonstrate or advance capabilities in one or more HR Competencies</td>
<td></td>
</tr>
<tr>
<td><strong>Advance Your Profession</strong></td>
<td>Thought leadership and volunteer activities that contribute to the development of the HR profession and the community, including:</td>
<td>30 PDCs</td>
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<td></td>
<td>- Professional membership</td>
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<td></td>
<td>- Volunteer leadership</td>
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<td></td>
<td>- Speaking at conferences</td>
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<td></td>
<td>- Research, writing and publishing</td>
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Three years to acquire 60 PDCs

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

shrmcertification.org/recertify
Professional Development Credits (PDCs)

- Chapters and State Councils will be allocating PDCs to programming using the following example:
  - 1-hour educational program = 1 PDC
  - 1-hour-and-15-minute concurrent conference session = 1.25 PDCs
  - 3-hour e-Learning course = 3 PDCs

*Welcomes, introductions, meals, and breaks do not count as educational time and must be omitted from the total program count.

There is no distinction of credit type (strategic/general) for SHRM PDCs.
Tracking PDCs

Go to portal.shrmcertification.org
Tracking PDCs

Go to portal.shrmcertification.org
Refer to the SHRM BoCK to Align Courses

Download at shrmcertification.org/SHRMBOCK

<table>
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<th>PDC Category</th>
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<td></td>
<td>- Research, writing and publishing</td>
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</tr>
<tr>
<td></td>
<td>- 20 POCs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- 30 POCs</td>
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</tbody>
</table>

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How to Enter PDCs:

Your Profile

Name Change Request
Profile Update

Certification Details

SHRM-SCP Certification | Active
Current Cycle Start Date: 11/19/2014
Current Cycle End Date: 3/31/2018
Certified Since: 11/19/2014

<table>
<thead>
<tr>
<th>PDC Type</th>
<th>Maximum Allowed</th>
<th>PDCs Earned</th>
<th>Eligible PDCs Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advance Your Education</td>
<td>60.00</td>
<td>3.50</td>
<td>3.50</td>
</tr>
<tr>
<td>Advance Your Organization</td>
<td>20.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Advance Your Profession</td>
<td>20.00</td>
<td>1.00</td>
<td>1.00</td>
</tr>
</tbody>
</table>

4.5 of 60 PDCs

The date in which you can apply for recertification is 11/19/2015.
Tracking PDCs

Enter Sessions or an Activity ID:

Educational PDC Program Details

Activity ID Number

Search

Program Start Date
05/15/2015

Activity Name
First Break All the Rules

Provider
HR Florida State Council, Inc.

Program Completion Date
05/15/2015

If Other or Not Listed, Enter Provider [optional]

Speaker/Presenter [optional]
Marcus Buckingham

Program Type [optional]
Conference

PDCs
1.25

Cancel Submit
Next Steps

- Get SHRM-Certified!
  - Currently certified:
    - Take Online Tutorial Pathway
  - Seeking Certification for the First-Time:
    - Apply for SHRM Exam and prepare for the exam with SHRM Learning System.
- Review SHRM BoCK at shrmcertification.org/SHRMBOCK.

Your HR career is in your hands!
Knowledge + Behavior = SUCCESS

shrm.org/competencies
Competency 1: Human Resource Expertise

Definition

The knowledge of principles, practices, and functions of effective human resource management.

Sub Competencies

- Strategic Business Management
- Workforce Planning and Employment
- Human Resource Development
- Compensation and Benefits
- Risk Management
- Employee & Labor Relations
- HR Technology
- Global and International Human Resource Capabilities
- Talent Management
- Change Management

Behaviors

(These are behaviors demonstrated by individuals at the highest level of proficiency on the indicated competency)

- Remains current on relevant laws, legal rulings, and regulations
- Maintains up-to-date knowledge of general HR practices, strategy, and technology
- Demonstrates a working knowledge of critical human resource functions including:
  - Strategic Business Management;
  - Workforce Planning and Employment;
  - Human Resource Development;
  - Compensation and Benefits;
  - Risk Management (including safety, environmental health, quality, security, etc.);
  - Employee and Labor Relations;
  - HR Technology; and
  - Global and International HR.
- Prioritizes work duties for maximum efficiency
- Develops and utilizes best-practices
- Delivers customized human resource solutions for organizational challenges
- Seeks professional HR development
- Seeks process improvement through numerous resources
- Utilizes core business and HR-specific technologies to solve business challenges

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Proficiencies by Career Level
SHRM Competency Model – Example of information on www.shrm.org
Our Chapters and State Councils are working hard on SHRM Certification too!

Great reasons to join a local chapter:
– Quality programming in your local area
– Networking with other HR professionals in your market
– Helping the chapter to grow membership to offer more for you!
Thank You!

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MWebb@ciri.com
Dianna.gould@shrm.org
703.535.6267