

SHRM Update

Alaska State Council Meeting

February 21, 2015 : Anchorage, AK

Dianna Gould, SHRM-SCP, CAE

Field Services Director

[**AK**, ID, MT, OR, Pacific Council – GU, CNMI. WA, WY]

Bhavna Dave, PHR

Director of Talent

SHRM member since 2005



Monthly SHRM Update (E-Newsletter)



Volunteer Communication

Hot News

Volunteer Leaders' Summit (Formerly SHRM Leadership Conference) Registration Deadline 10/27

Registration is now open for the 2014 Volunteer Leaders' Summit, November 20 - 22 in Washington D.C. Click on [this link](#) for a listing of eligible positions, schedule and registration information. Note: 2015 State Certification Directors are eligible to attend this years' Summit. All attendees will learn more about SHRM's Competency Certification.

Preferred Provider Registration Open

SHRM Chapter/State Council in good standing (per SHAPE Section 1A), are invited to participate in the SHRM Preferred Provider Program for the new SHRM Certification, SHRM Certified Professional (SHRM-CP™) and SHRM Senior Certified Professional (SHRM-SCP™). A SHRM Preferred Provider has the ability to award recertification Professional Development Credits (PDCs) for programs offered by your Chapter or State Council that relate to the SHRM Body of Competency and Knowledge™ (SHRM BoCK™). To register as a Preferred Provider, [click here](#). For more information, [click here](#). Only one submission per chapter/state council is necessary.

SHRM Staff Support Changes

As previously announced, support of SHRM's Student Programs has transitioned to the Field Services Team, to enable us to more effectively serve our student members. This change has also resulted in new state assignments for our Member Engagement Associates (formerly our Regional Administrators.) For a list of which MEA to contact for assistance in your state, [please click here](#).

SHRM Online Promotion Extended thru October!

SHRM's membership special gives all first-time members joining through the online membership application a free SHRM tote bag and \$15 savings by using promotion code 0118. Here are some sample social media postings you can modify and post **TWITTER:** SHRM new member promotion: save \$15 and receive a tote bag! Use code 0118 and join at: [membership.shrm.org](#). **FACEBOOK post:** A great SHRM membership promotion for new members: Join online to get a \$15 discount AND a canvas tote bag! Join at [membership.shrm.org](#) with promo code 0118. **LINKEDIN:** SHRM Membership promotion is extended! SHRM is offering the professional membership special with discounted dues and a SHRM tote bag gift for first-time members. By joining, you can utilize all of SHRM's sample job descriptions, forms, policies and

Bundled E-mail Alerts



You are receiving this e-mail bundle due to your role as a SHRM State Council Director.

Leadership Conference - Registration Closes Oct. 31

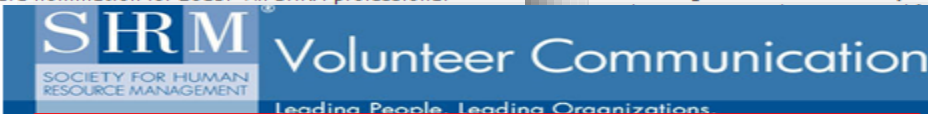
2014 State Council Directors, Membership Directors and District Directors: Plan to join us Nov. 21 – 23 at the Gaylord National in National Harbor, Md. for this year's Leadership Conference. For more information about the Conference, registration and a schedule at a glance, go to [SHRM Leadership Conference](#). Reminders: Attendees must be current SHRM members. Registration is a two-step process. Attendees are responsible for making their own hotel reservation in addition to registering for the conference. Questions? Please contact a member of your [Regional Team](#).

SHRM Pinnacle Award Submissions Due Sept. 9

There's still time to submit a Pinnacle Award nomination for 2013! All SHRM professional chapters and state councils are eligible to receive special recognition in SHRM publications only a few days away, so find out more about application by clicking [HERE!](#)

2014 Young Professionals Advisory Council (YPAC) - Applications Open through Oct. 15

Applications are now being accepted for the 2014 SHRM Young Professionals Advisory Council (YPAC), which runs from Jan. 1 – Dec. 31. Young Professional members, to provide guidance to SHRM for attracting and retaining non-union HR professionals. The YPAC meets virtually on a monthly basis by web conference and to further the mission of SHRM. Term of service is one year (for a maximum of two years) provided that applicants must be a SHRM member, and a Young Professional must be a SHRM member. Members will be selected and



Please plan to join us for these important SHRM volunteer events.

Certification CLA Webinar

Wednesday, Sept. 4, 2013

4:00 ET/3:00 CT/2:00 MT/1:00 PT

For the audio portion call: 1-800-745-6370

Audio Participant Code: 200362

To Join The Meeting: <http://shrm.adobeconnect.com/certcla20130904/>

Do you have questions related to Recertification and/or the Approved Providers (AP) Programs? Join the HR Certification Institute 'meet' our recertification and AP program experts and have your questions answered. During this call, we will also be featuring insights about the Institute's certification goals and strategies. For those of you who had missed the 2013 SHRM Annual Conference, we will be sharing with you the Institute's marketing campaigns and initiatives held to drive certification acquisition and retention efforts at the conference. We look forward to having you on the call!

Workforce Readiness CLA Webinar

Tuesday, Sept. 10, 2013

4:00 ET/3:00 CT/2:00 MT/1:00 PT

For the audio portion call: 1-800-745-6370

Audio Participant Code: 200362

To Join the Meeting: <http://shrm.adobeconnect.com/wrcla20130910/>

On this webinar, we'll discuss SHRM's focus on veteran's employment and discuss the long-term unemployed. Please be prepared to share chapter/state council initiatives in these areas.

SHRM Foundation CLA Webinar



You are receiving this e-mail bundle due to your role as a SHRM Chapter President.

Leadership Conference - Registration Closes Oct. 31

2014 State Council Directors, Membership Directors and District Directors: Plan to join us Nov. 21 – 23 at the Gaylord National in National Harbor, Md. for this year's Leadership Conference. For more information about the Conference, registration and a schedule at a glance, go to [SHRM Leadership Conference](#). Reminders: Attendees must be current SHRM members. Registration is a two-step process. Attendees are responsible for making their own hotel reservation in addition to registering for the conference. Questions? Please contact a member of your [Regional Team](#).

SHRM Pinnacle Award Submissions Due @ Midnight ET Tonight

There's still time to submit a Pinnacle Award nomination for 2013! All SHRM professional chapters and state councils are eligible to compete. Winners receive a \$1,000 grant and special recognition in SHRM publications and during the Leadership Conference. The deadline is midnight ET tonight, so find out more about this prestigious award and submit your online application by clicking [HERE!](#)

2014 Young Professionals Advisory Council (YPAC) - Applications Open through Oct. 15

Applications are now being accepted for the 2014 SHRM Young Professionals Advisory Council (YPAC), which runs from Jan. 1 – Dec. 31. Young Professional members, to provide guidance to SHRM for attracting and retaining non-union HR professionals. The YPAC meets virtually on a monthly basis by web conference and to further the mission of SHRM. Term of service is one year (for a maximum of two years) provided that applicants must be a SHRM member, and a Young Professional must be a SHRM member. Members will be selected and

Mark Your Calendars! (late submissions = no SHAPE award)

November 19-21, 2015

SHRM Volunteer Leader Summit; Washington DC

December 1, 2015

(if you transition **mid-year, send it in 15 days before the term starts)**

Chapter Leader Information Form (CLIF) due

State Council Leader Information Form (SCLIF) due

December 31, 2015

Deadline for receipt of SHRM Foundation donation for 2015

January 31, 2016

Chapter 2015 SHAPE Year-End Report due

January 31, 2016

State Council 2015 SHAPE Year-End Report due

SHRM Affiliate Program for Excellence (SHAPE)

Resources for Chapters and State Councils



2014

Sample Core Leadership Area (CLA) Initiatives

Chapter

2014 Chapter SHAPE - Year-End Report Due 1/31/15

- [Planning Workbook](#)
- [Planning Worksheet](#)
- [Year-End Report](#) (online reporting form)

State Council

2014 State Council SHAPE - Year-End Report Due 1/31/15

- [Planning Workbook](#)
- [Planning Worksheet](#)
- [Year-End Report](#) (online reporting form)

2015

Chapter

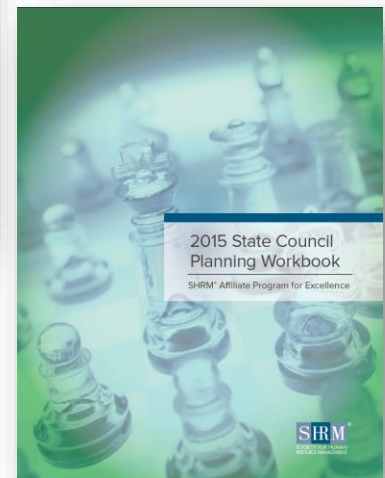
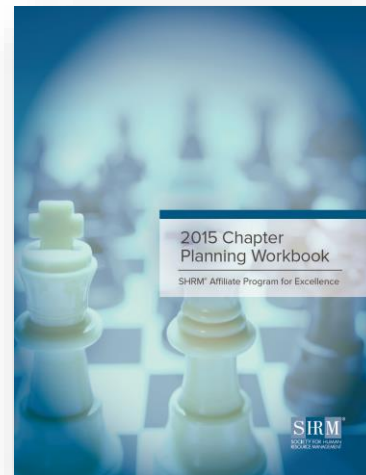
2015 Chapter SHAPE - Year-End Report Due 1/31/16

- [Planning Workbook](#)

State Council

2015 State Council SHAPE - Year-End Report Due 1/31/16

- [Planning Workbook](#)



The [Idea Center](#) has moved online! We moved the Idea Center from the SHAPE Planning Workbook starting with 2012. The online version replaces the version previously found in the appendix of the planning workbook. The online version includes samples of initiatives reported in the 2010 and 2011 SHAPE Year-End Reports. We've expanded the number of initiatives being shared and placed them in spreadsheets for your convenience. Check out the online [Idea Center](#) in the

State Council Name Badges

SHRM will provide the name badges for each 2015 State Council Member, including the chapter presidents' (be sure to include the chapter presidents' names in your state council roster/order at <http://www.shrmrcbawards.com/>). After you place your order, you'll receive a proof within about 5-days for your approval; and, it takes approximately 10-days for production.

We do not provide the name badges for chapter board members; however, the chapter boards do have the option to purchase them through the same vendor: <http://www.shrmrcbawards.com/>.

2015 SHRM Student Case Competition & Career Summit

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Registration Now Open!

The All New 2015 SHRM Student Case Competition and Career Summit!

SHRM is pleased to announce some exciting enhancements to its Student Case Competition and Career Summits for 2015. “The Regional Student Conference and Case Competition” has been replaced by the new “**SHRM Case Competition and Career Summits**.” The events have been redesigned to be more relevant to our student members as they prepare for their careers in HR. The enhanced Student Summit will include onsite mentoring, networking opportunities, and the Case Competition.

The Case Competitions and Career Summits will take place in three locations throughout the country. In a departure from previous years, Case Competition teams can select where they would prefer to compete.

Teams are competing for a **\$2,500 cash award** and a **complimentary registration** for their team and advisor to attend the **SHRM Annual Conference & Exposition in Las Vegas in 2015**.

2015 SHRM Student Case Competition & Career Summit

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Registration Now Open!

The All New 2015 SHRM Student Case Competition and Career Summit!

LOCATIONS/DATES

East Division, Baltimore, Maryland; March 20-21, 2015

Central Division, Cincinnati, Ohio; April 24-25, 2015

Western Division, Ontario, California; March 13-14, 2015

** Students and advisors will still receive a discounted rate to attend.*

[Registration for the three Summits and Case Competitions is now open!](#)

For more information about the SHRM Case Competition and Career Summits, go to www.shrm.org/studentconferences

For general student related questions, please contact a member of your [regional support team](#) or SHRMstudent@shrm.org.

2015 SHRM Student Case Competition & Career Summit

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Registration Now Open!

The All New 2015 SHRM Student Case Competition and Career Summit!

2015 Volunteer Positions Available:

Summit Ambassador

Case Competition - Judging Room Coordinator

Case Competition - Oral Presentation Judge

Case Competition - Final Oral Presentation Judge

Career Development - Mentoring Coordinator

Career Development - Mentor

Case Competition - Written Presentation Judge (Virtual)

**Online Volunteer
Registration now open:**

West Division:

[West Student Summit -
Volunteer Registration](#)

East Division:

[East Student Summit -
Volunteer Registration](#)

Central Division:

[Central Student Summit -
Volunteer Registration](#)

SHRM 2015 Annual Conference & Exposition

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Volunteer Leaders' Discount



<http://annual.shrm.org/>

In appreciation of your hard work and support as a SHRM Volunteer Leader, SHRM is pleased to again offer you a discounted conference registration rate. The discounted rate for the SHRM 2015 Annual Conference & Exposition will be **\$1,180**. This is the lowest individual rate for the 2015 Conference -- but act fast to make sure you don't miss the deadline.

Please don't miss out on your chance to register. To receive the discounted rate for Volunteer Leaders, be sure to **register by April 17, 2015**. [Registration online](#) is quick and easy! Visit the Annual Conference web site. While there, check out keynote speakers Sheryl Sandberg and Marcus Buckingham! If you prefer, you may register by using the [paper registration form](#).

Save the Date!

2015 SHRM Volunteer Leaders' Summit

November 19-21, 2015

Washington Marriott Marquis
901 Massachusetts Avenue
Washington, DC 20001

A few things about the 2014 Summit you just attended:

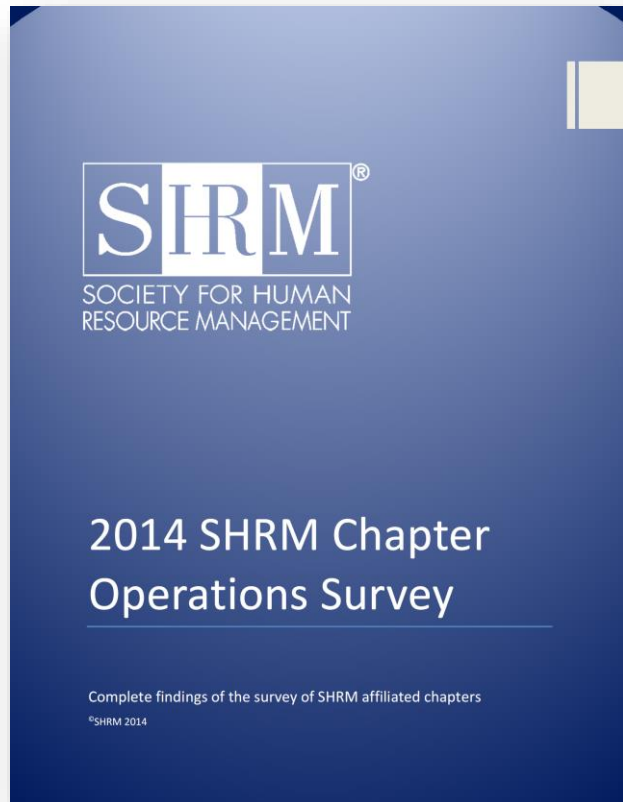
The Program ID for the Summit is 225834. You will be awarded 2.25 general recertification hours from HRCI for attending this event.

The Program ID for the Capitol Hill Briefing and Visits is 225836. You will be awarded 4.75 general recertification hours from HRCI for attending this event.

For those who attended both, you will need to submit both program ID codes.

For additional information about the 2014 Summit, go to:

<http://conferences.shrm.org/volunteer-leaders-summit>



The results are in!

The findings of the **2014 Chapter Operations Survey** fielded earlier this year are now available.

The [published report is available for download](#) in PDF on the VLRC.

The report includes comparisons to findings in our 2012 report as well.

Check it out!

Chapter Bylaws - Review and Revisions

<http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Pages/CHAPAdmin.aspx>

RESOURCES FOR CHAPTERS

Affiliate Successful Practice Center

Awards and Scholarships

Chapter Locator

Core Leadership Areas

General Information about SHRM Volunteer Leaders

Graphics Manual

SHRM Leadership Conferences

Locate SHRMs regional team for your area

Resources for Affiliating as a New Chapter

Resources for Chapter Management Professionals

Resources for Chapters

Resources for SMA Special Interest Chapters and Groups

Resources for State Councils

Resources for Student Chapters

Speaker Resources

Using the Volunteer Leaders' Resource Center

Volunteer Opportunities

Webcasts for Volunteer Leaders

SHRM » Communities » Volunteer Resources » Resources for Chapters

Administration/President/President-Elect/Secretary

Resources for Your Chapter

► Orientation for Chapter Presidents - Pre-recorded webinar (27 minutes)

► 2012 and 2013 SHRM Affiliate Program for Excellence (SHAPE)

► Award Programs (*The Excel Awards, Pinnacle, Scholarships, etc.*)

► Bylaws

► Bylaws Checklist for Chapters

► Model Bylaws for Chapters

► Revising Bylaws Webinar (PowerPoint only or Webinar with Sound)(April, 2011)

Chapter Activities Checklist by Month

Chapter Affiliation Requirements

Chapter-by-Size Conference Call and Webinar Event Schedule

(Exclusively for Chapter Presidents)

► Chapter Charter

► Template Document

► Chapter Charter FAQs

► Chapter Code of Conduct

► Chapter Leader Information Form (*Create a username and password as you begin your form.*)

► Chapter Leader Position Description

► Full listing

► President

► President-Elect

► Secretary

• Conflict of Interest Policy (Sample Courtesy of IRS)

► Directory of Chapter Management Professionals Used by SHRM Chapters

► E-blast Request (*for Super Mega chapters ONLY*)

► E-blast Request (*for 100% chapters ONLY*)

► Effective Meetings

Be sure to initiate your review with the current version of bylaws on file at SHRM HQ!

If you do not have a copy of the current version, contact your Member Engagement Associate(MEA), formerly known as the Regional Administrator.

Send 3 things to your Field Services Director (FSD) by email

- **Summarized listing** of the major changes, in bullet format
- **“Marked up” copy** showing the changes
- **“Clean, Final” version** to be signed by SHRM

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SHRM Chapter Membership Requirements as of January 1, 2012

100%-Chapters

- Minimum of **25** SHRM members
AND
- **100%** SHRM membership

Non-100%-Chapters

- Minimum of **25** SHRM members
AND
- **51%** SHRM membership

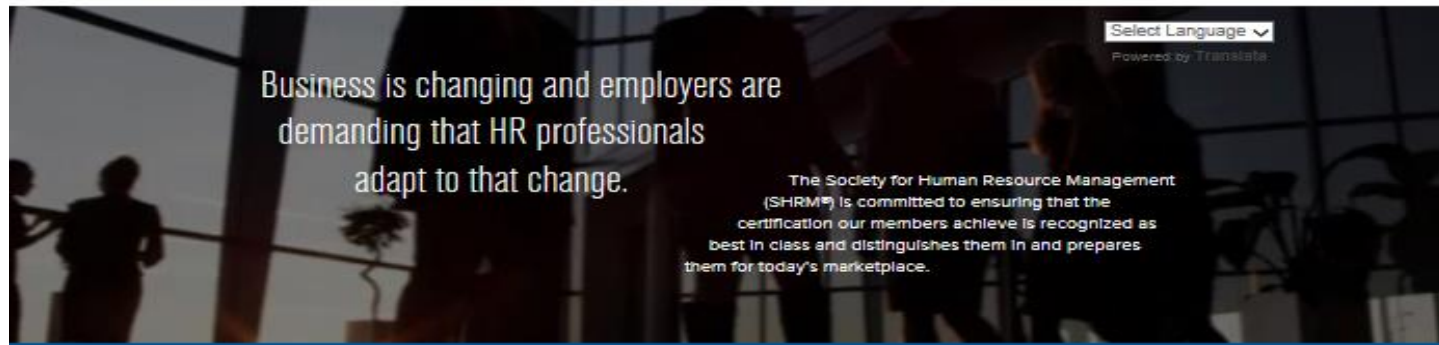
Applies to all existing and new chapters - no grandfathering. Chapters not currently meeting new affiliation requirements will have a five-year period to do so (by **December 31, 2016**).

**2 years
to meet the requirements**

Dues Changes as of January 1, 2015

As of January 1, 2015

- Student membership rate increased from \$35 to \$40 after many years of no increases.
- Professional membership also moving from \$185 to \$190.
 - Use promotional code **0118** to offer a \$15 discount to first-time, new SHRM members.


[HOME](#)
[KEY BENEFITS](#)
[HERE'S WHAT HR PROFESSIONALS ARE SAYING](#)
[WHICH CREDENTIAL IS RIGHT FOR YOU?](#)
[TIMELINE](#)
[FREQUENTLY ASKED QUESTIONS](#)
[TEAM](#)
[KEEP IN TOUCH](#)


INTRODUCING SHRM CERTIFIED PROFESSIONAL (SHRM-CP™) AND SHRM SENIOR CERTIFIED PROFESSIONAL (SHRM-SCP™)

EVOLUTION OF HR

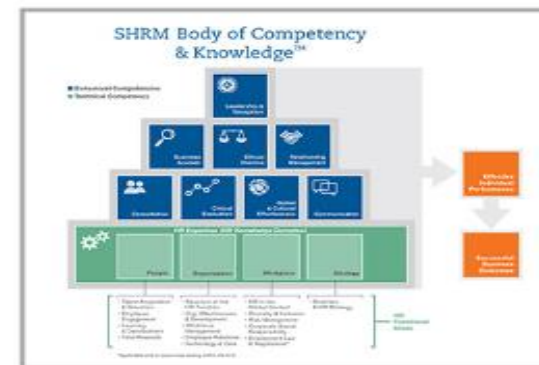
Business leadership has changed over recent decades. We now live and work in a global economy, in which geographic borders are virtually non-existent, and innovation, agility and strategy are critical success factors. The HR profession operates at the core of this global economy, ensuring the alignment of organizational strategy with a high-performing workforce. The new SHRM credentials, SHRM Certified Professional (SHRM-CP) and SHRM Senior Certified Professional (SHRM-SCP), address these new roles.

As the leading advocate for HR professionals worldwide, providing HR research and education, SHRM launched an unparalleled study to define not only the knowledge, but also the competencies required of today's HR leaders. The result of this rigorous research was the SHRM Competency Model which forms an important foundation for the new SHRM new SHRM Certification.

NEXT-GENERATION HR CERTIFICATION – SHRM-CP & SHRM-SCP AVAILABLE IN 2015

The new SHRM Certification recognizes that HR professionals are at the core of leading organizational success:

- It is built on one singular SHRM Body of Competency and Knowledge™ (SHRM BoCK™) designed to elevate the HR profession around the world.
- It tests the HR professional's competency—the ability to put that knowledge to work through critical thinking and application.



We have a fantastic landing page that hosts the marketing resources Chapters/State Councils can download and use immediately.

The URL is www.shrmcertification.org/learning/chaptermarketing.

We have also provided details on how to use each of these tools. A few to mention:

- **Tile ad:** That you can post on your sites to promote Certification prep.
- **Testimonial video:** Files to download one of our videos to post on your site. (more are coming!)
- **SHRM Certification Presentation:** That was given by several folks during the SHRM Volunteer Leaders' Summit, in November. Per your request, we've updated it and added talking points for you to present info during meetings, if SHRM staff isn't available.
- **And more!**

We will continue to add new tools to this page as we create them!

We have also posted updated resources in the SHRM Certification Toolkit on the [VLRC](http://www.shrmcertification.org).

SHRM Competency Certification :: Resources on the Volunteer Leaders Resource Center (VLRC)

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www.shrm.org/vlrc

Volunteer Leaders' Resource Center

SHRM Certification Webinar (Dec. 11, 2014) **New**
Certification Marketing Resources **New**
SHRM Certification Handbook
SHRM Recertification Handbook
SHRM Preferred Provider Resources
SHRM Competency Model Brochure (Dec. 2, 2014)
SHRM Body of Competency & Knowledge Graphic (Sept. 2014)
SHRM Certification Update Webinar (Oct. 21, 2014)
State Council Certification Director Job Description **New**
Chapter Certification Director Job Description **New**
CEO Update (June 3, 2014)
SHRM Certification FAQ



2014 Volunteer Leader Event Master Schedule

For volunteer news and articles, read the *SHRM Update*.

SHRM Update

SHAPE

Welcome to the Volunteer Leaders' Resource Center! This site is designed to assist you in your role as a SHRM volunteer leader.

Volunteer Leader Events - Week of 1/12

No events are scheduled for this week.

Important Dates and Deadlines

2014 SHAPE Year-End Reporting forms in the [SHAPE Center](#) - **Due 1/31/15** - Chapters and State Councils

If your officer terms follow the calendar year (i.e., start January 1), the [Chapter Leader Information Form \(CLIF\)](#) was due December 1st

If you have any changes in your volunteer leaders during the year, report them to your [Regional Administrator](#)

SHRM Chapters and State Councils will also be eligible for enhanced chapter support based on the number of SHRM certified members at the end of 2015 and 2016.

- State Councils will earn \$10 for every SHRM National member in the state who is SHRM certified on December 31, 2015
- Chapters in good standing will earn \$20 for every SHRM National member who designates the chapter as his/her primary and who is SHRM certified on December 31, 2015
- Incentive program will continue in 2016 as well
- Payments will be made in **January 2016** and **January 2017**

Thank you!

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We're here to help you!



Dianna Gould, SHRM-SCP, CAE
Field Services Director
AK, ID, MT, OR, Pacific Council – GU,
CNMI, WA & WY
Dianna.Gould@shrm.org



Kim Goodwin
Member Engagement Associate
Kimberly.Goodwin@shrm.org

www.shrm.org/vlrc

Reasons to Consider: