

# **Membership Advisory Council (MAC)**

## **June 2016 Report**

### **Theme: Chapter Engagement, Alignment, Education & Competencies**

Our Spring 2016 MAC survey included over 1150 responses from SHRM's most highly engaged members. More than 94% are SHRM members with 85% belonging to their local chapters. Sixty-five percent of the respondents are volunteers at either a state or chapter level.

#### **Chapter & Member Engagement**

Members continue to see education and networking as key drivers in their engagement with SHRM. Members report the importance of both a local face-to-face network of peers and virtual delivery methods. Data continues to show members expect a personalized and interactive website experience. Senior level and established HR professionals are looking for advanced content offerings. Members identify volunteer opportunities at the state and local level as a key element of engagement.

#### **Alignment & Support of Chapters & State Councils**

Volunteers express that the top three needs related to alignment and support with chapters and state councils are:

- Education, training and resources on the SHRM Competency Model and BoCK;
  - How to identify competency based education for chapters and state councils
  - Leveraging the SHRM Competency model to develop local volunteer leaders
- A method for members to join chapters at the time of renewing SHRM membership
- An annual membership dues discount for local chapter members who are SHRM members (join/renew)

Further SHRM communication is desired in order to enable effective chapter and state council relationships and leadership development. Through survey results and conversations, volunteers continue to request technological solutions that will improve the transfer of membership data from SHRM and the local chapters and vice versa.

#### **Education & Competencies**

Volunteers are requesting assistance in developing chapter programming to align with both the behavioral competencies and the knowledge domains. In order of preference, members ranked the behavioral competencies and skills they were most interested in learning more about for their personal and professional development. The top three requested are: Leadership & Navigation, Business Acumen, and Relationship Management. Strategy was ranked the highest knowledge domain for their personal and professional development.

#### **Affiliate Concern in the PacWest**

Before the MAC presented our recommendations and suggestions to the Board, we took a moment to address the current issue impacting several states in the Pacific West region. We commended SHRM and thanked them for their agility and decisive approach in this matter. Volunteers in the PacWest region and across the country applaud SHRM's ability to forego usual and customary procedures and operations in this unique and troubling situation. This issue has the potential to distract and disrupt our volunteers from their primary focus and strategies of advancing the profession and serving their

professionals. SHRM's swift action has afforded the MAC the opportunity to keep our message positive and preserve the attention of volunteers on the good work being done in their regions.

As PacWest Mac rep, and President of a local SHRM affiliate near the San Francisco Bay area, I have heard from numerous volunteer leaders who are extremely thankful and appreciate how quickly SHRM responded to what is perceived by many as a threat and an affront. SHRM's actions are reinforcing its commitment to supporting its affiliates in good standing and quelling fear and anxiety about the future. This agility and decisive approach has garnered confidence and fueled loyalty across the region.

### **Recommendations Presented to the SHRM Board:**

#### **Chapter & Member Engagement**

1. SHRM continue to develop content that supports chapters in their programming in alignment with the BoCK.
2. Provide resources, education and guidance on virtual delivery options for programming.
3. Develop career level and industry specific resources and content that support all HR professionals.

#### **Alignment and Support of Chapter and State Councils**

1. Develop a strategy that is tailored to the unique needs of chapter affiliates based on size, specifically SuperMega chapters.
2. Implement and rollout a Dual Membership program, which allows members to join and renew both chapter and SHRM membership at one time.
3. SHRM should continue to support and develop the volunteer structure of chapters and state councils, which leads to continued member engagement.

#### **Education & Competencies**

1. Provide resources to develop chapter and state council volunteer leaders in alignment with the SHRM Competency Model.
2. Develop additional resources and training opportunities focusing on Leadership & Navigation, Business Acumen, and Relationship Management.
3. Focus additional content development around the Strategy and People knowledge domains.