

## **MAC Update – July 2017**

The MAC survey was distributed through the State/Chapter structure, email communications, and also promoted via social media. The survey was designed to collect feedback from members of SHRM and/or a local chapter, not just volunteer leaders. Respondents were from throughout the U.S. and we were very pleased that participation more than doubled from the spring 2016 survey, with 2,452 responses.

Approximately 94% of respondents were local chapter members, including those that are members of a chapter and are not members of SHRM. Of the non-SHRM members, 54% indicated that the number one enticement to join SHRM would be a joint membership option.

Three key themes appeared from the feedback received:

- Strengthen Brand Awareness & Marketing
- Enhance SHRM Support of Chapters
- Enhance SHRM Support of Members

### **Strengthen Brand Awareness and Marketing**

Data and feedback from the members indicated that their awareness of the SHRM brand campaigns was relatively low, with only 31% of survey respondents indicating that they had seen the SHRM commercials. Comments suggested that many individuals do not subscribe to cable or do not watch television.

68% are “very familiar” with the SHRM-CP and SHRM-SCP certifications, while only 38% are “very familiar” with the Competency Model, and only 26% are “very familiar” with the SHRM BoCK.

64% state that their employers value their SHRM Certification. Feedback also revealed that as SHRM continues its efforts to reach the business community to promote SHRM Certification and membership, additional focus is needed to reach small employers, the HR department of one, as well as professionals who perform HR functions as an additional duty.

45% of respondents do not ask for SHRM Certification in job postings.

63% of survey respondents hold a SHRM Certification. Of those who don't, 30% indicated that they did not see a need for it.

Over 95% of certified survey respondents indicate they have recertified or intend to recertify their SHRM Certification. *NOTE: State Councils and Chapters will receive funding from SHRM based on the number of members who recertify.*

### **Enhance SHRM Support of Chapters**

In three separate survey questions a joint membership option, where an individual can join and renew their SHRM and local Chapter membership on one bill is valuable to existing members and may be a way to boost SHRM membership. These survey findings were also supported by feedback from State Council Directors and SuperMega Chapter Presidents.

From a technology perspective, volunteer leaders frequently requested solutions for delivering local programs virtually by leveraging SHRM's purchasing power.

Resources are desired to aid in Chapter and State Council operational functions such as easier self-service access to SHRM membership reports. This mechanism would better enable Chapters to acquire, engage, and retain members.

Competency-based leadership development resources are needed as well as tools to help Chapter leaders understand and promote programing utilizing the Competency Model.

Volunteer leaders expressed appreciation for the simplification of the SHAPE and Excel process.

### **Enhance SHRM Support of Members**

After reviewing SHRM's mission, over 90% of survey respondents "somewhat agree" or "completely agree" that SHRM is successfully performing its mission to serve, advance, and educate HR professionals. For those that are wondering, over 60% "completely agreed."

As an area of focus for the MAC, in our survey we asked several questions on how we as a community can do a better job in attracting and engaging emerging professionals to join SHRM and our local Chapters. We specifically used the term "emerging professionals" to include both young professionals and folks who are relatively new to the profession – either entering from college or transitioning into the field as a second or third career. There was an overwhelming request for the creation of opportunities for emerging HR professionals, including a mentorship program and an alternate cost structure for dues and conferences.

When given a choice of 18 options, almost 50% selected a mentorship program between experienced and emerging professionals as their top choice. Creating alternate cost structures was strongly recommended. This included establishing scholarships and discounts to help with dues, conference fees, and meeting costs for the first five years.

When broadening the questions to learn what respondents considered to be the most beneficial about being a SHRM member, out of a comprehensive list of 24 options, the top four responses were: HR templates and tools, available content on shrm.org, legal compliance resources, and *HR Magazine*. Our conversations with members have clearly shown that they value *HR Magazine* as a tangible tool and prefer this over a digital-only version.

Finally, in our conversations with members, we heard a strong desire for a more personalized, content-driven member experience. Members want to more easily find and receive information that is of value to them for their current position, specialty and industry, as well as company and HR department size. They want to better understand how the SHRM Competency Model applies to them in this stage of their career and how it can be used to guide and inform their career development.

### **Recommendations**

*NOTE: The following recommendations will be reviewed, discussed, and prioritized by the SHRM Board of Directors. Just because these recommendations were made does not mean an immediate change will take place this month or even this year.*

#### **Strengthen Brand Awareness and Marketing**

1. Improve promotion of the business case and value of SHRM membership to potential and existing members and company executives of organizations of all sizes.
2. Develop and promote SHRM Certification as the preeminent HR certification.
3. Conduct research and educate the business community on the connection between the SHRM Competency Model, BoCK, and SHRM Certification and how they correlate to business success.
4. Leverage career development messaging to ensure HR and other business professionals attain current and relevant skills that benefit their organizations through recertification and lifelong learning.

### **Enhance SHRM Support of Chapters**

1. Offer dual membership including the need to have an option of one bill for both local and SHRM membership dues.
2. Provide enhanced technology to help chapters deliver *local programing* through webinars.
3. Develop technology platforms to support Chapter and State Council operations, including status updates.
4. Create additional competency based volunteer leader development tools and resources and improve communication regarding existing resources.

### **Enhance SHRM Support of Members**

1. Establish programs and resources to engage and retain emerging HR professionals, including the development of a mentorship program and reduction of cost-related barriers.
2. Create a personalized membership experience, providing content that is relevant to individual career levels and paths, specialty, company size, and industry.
3. Preserve and improve tangible member-only benefits, such as HR templates and tools, available content on shrm.org, legal compliance resources, and *HR Magazine*.