

September 2017 SHRM Update

Below is a list of some of the most current things we are doing for you; our valued volunteer leaders and members:

“What’s New at SHRM” Presentation Available Now

This presentation is a great tool to help create awareness of SHRM benefits for your members. Be sure to add slides about dates for upcoming State Conferences and Chapter Programming. Show this presentation while members arrive and during a meal in advance of your meetings or conferences. The slides will automatically advance and repeat. The information contained is based on SHRM updates that are timely for each quarter. The presentation can be found [here](#).

Apply now for a SHRM Foundation Innovation Award!

Annually the SHRM Foundation honors SHRM chapters and state councils that host innovative or activities that help to advance the SHRM Foundation's vision of empowered HR professionals building inclusive organizations. Seven awards will be delivered with one to each chapter size, one state council, and one chapter or council with a project to support the aging workforce. Deadline to apply is October 13, 2017 and applications are currently being accepted via the [online application portal](#). Learn more about past winners on the [SHRM Foundation’s recognition page](#) or contact the Foundation team at Ashlee.Smith@shrm.org.

SHRM is an Amazon Affiliate – Book sales are now processed through Amazon. When you see a “Buy from amazon.com” button in the SHRMStore, you will be taken to the books page on Amazon to make the purchase. This offers you:

- Access to all HR titles on Amazon
- Multiple formats, including e-book and audio
- Use of your Prime Account to complete the transaction

For example, you can get the **very popular** Employee Handbook Builder (for all 50 states) for only \$350. If you have any questions on the new affiliate model, please email us at SHRMStore@shrm.org.

\$\$ Recertification \$\$

As a reminder, SHRM Chapters in good standing are eligible for enhanced financial support based on the number of SHRM members who recertify between January 1, 2017 and December 31, 2017. We are here to help you. For those chapters and state councils who are not currently taking advantage of the SHRM free hosted website benefit, we have developed a recertification icon (it is already on the SHRM-hosted websites). You can put this on your website and it will take you directly to the SHRM recertification portal. All you have to do is save and image below to your website which has already been hyperlinked for you.



Planning your State Conference or Chapter Programming for 2018? We are excited to announce the second competency-based workshop in-a-box in the series will be available November, 2017. HR Analytics & Me – Why Can’t We Be Friends?!? provides an introduction to HR analytics – what they are, their prevalence and applications, and how they evolve as analytic functions mature. It will be an outstanding educational program which will help your members identify key business challenges within their organization and how to use HR analytics to address the challenge. SHRM Certified participants will be eligible for PDCs upon completion. We will provide you with all the resources you will need – from an easy to use facilitator’s guide to program

materials for attendees and an evaluation. You just need the facilitator. And don't forget the "Five Habits of Destructive HR Leaders" is available for your use as well. Questions? Please contact Laurie McIntosh at Laurie.McIntosh@shrm.org.

New SHRM Membership Benefits Coming Soon!

The new SHRM Member Discounts Program offers savings for every part of your life. SHRM members can take advantage of benefits and discounts on travel, personal services, insurance, professional services and small business services. As a benefit of your SHRM membership, you'll have access to discounts on: Whirlpool, Avis, UPS, Geico, Office Depot, Lenovo, Wyndham Hotel Group, TSYS and so much more. Encourage your members to Join or Renew today to take advantage of this program once it launches.

The screenshot shows the SHRM member dashboard. At the top is a dark navigation bar with tabs: HR TODAY, RESOURCES & TOOLS, LEARNING & CAREER, EVENTS, and COMMUNITIES. A search icon is on the right. Below the navigation bar is a breadcrumb trail: 2 ▼ MEMBERSHIP DUES. The main content area has a header image of two people in an office. Below the image is the section title "Current Members". A list of services is displayed in a light gray box: "Update Your Profile" (with a person icon), "Out of Work?" (with a calendar icon), "% Member Discount Program" (with a percent sign icon), "? Membership FAQs" (with a question mark icon), "Print Your Membership Card" (with a card icon), and "Print Your Member Certificate" (with a gear icon). On the right side of the dashboard is a vertical "Feedback" button with a star icon.

When Work Works: Be the employer of choice in your area

A blue banner with the text "See Top U.S. Employers!" in white. A small number "7" is visible on the right side of the banner.



The **Guide to Bold New Ideas** is a **free** searchable tool that profiles promising and innovative practices from When Work Works Award winning employers who are making work "work" better for both the bottom line and for employees

Go to: <http://www.whenworkworks.org/search-recipients>



- **Free Workflex Guides** include best practices and case studies from companies who have made **work** for their organization and employees
- **Available guides are: healthcare, manufacturing, retail, small business, telework, and a manager's guide**

Free Downloads:

<http://www.whenworkworks.org/be-effective/guides-tools/workflex-guides>

SHRM Affiliate Hosted Website: How Can the News Feature Be Used?

- Create press releases, save the date notices, announcements, reminders, etc.
- Create the news item once and it displays on the News page and the Affiliate News section on the homepage automatically
- Under the Affiliate News section on the homepage, you can choose to display from 1 to 5 news items

How to create a news item – please go to <https://hosting-chapters.shrm.org/news/2017/08/software-spotlight-news-feature> for more details.

SHRM Student Engagement Strategy Updated

Exciting changes to student programming were announced at SHRM's Annual Conference this past June. A comprehensive review was conducted to better understand what compels our student members to be engaged, including feedback from student members and advisors, and the resulting changes include:

- Transitioning SHRM's three national Case Competition and Career Summits to locally-held HR competitions hosted by states and utilizing SHRM-provided toolkits and resources
- Developing several new and enhanced virtual and in-person engagement opportunities for student members
- Identifying increased opportunities to locally connect student and professional members through our existing state/local networks and student chapters.

You can find out more about the [Student Engagement Strategy on the SHRM website](#). Look for more announcements and support information coming soon!

Remember PAC WEST is the BEST and it is because of you.

Cheers from,

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