

# **THE STUDENT CHAPTER TOOLKIT:**

## **A Guide to Working with SHRM Student Chapters**



## **Acknowledgements:**

This guide was compiled through the efforts of Matthew J. Stollak, Ph.D., SPHR, Ann Meier, Ph.D., PHR, Fraya Wagner-Marsh, Ph.D., SPHR, Cheryl Wyrick, Ph.D., SPHR and Chuck Salvetti. In addition, the authors would like to thank the Society's College Relations volunteers who have provided much guidance in working with our student members.

# Table of Contents

<b>INTRODUCTION</b>	<b>5</b>
<b>WHAT IS SHRM?</b>	<b>5</b>
<b>WHY WORK WITH STUDENTS AND STUDENT CHAPTERS?</b>	<b>5</b>
<b>STUDENT CHAPTER ADVISORS</b>	<b>5</b>
<b>WHO AM I?</b>	<b>5</b>
WHY AM I AN ADVISOR?	6
THE GOOD...	6
...AND THE NOT SO GOOD.	6
IMPACT ON TENURE AND PROMOTION	6
<b>WHEN AM I NEEDED?</b>	<b>6</b>
STARTING A CHAPTER	6
TIME NEEDED TO DEVOTE TO THE STUDENT CHAPTER	7
SCHEDULE OF EVENTS	8
<b>WHAT DO I DO?</b>	<b>8</b>
ROLES AND RESPONSIBILITIES	8
THE CO-ADVISOR'S ROLES AND RESPONSIBILITIES	9
CERTIFICATION	9
ATTENDING STUDENT CHAPTER MEETINGS	10
LINKAGES WITH LOCAL CHAPTERS AND THE CHAPTER LIAISON	10
LINKAGES WITH STATE COLLEGE RELATIONS DIRECTOR	10
IDENTIFYING STUDENT LEADERS	11
RECOGNIZING STUDENT LEADERS	11
SUCCESSION PLANNING	12
<b>HOW DO I DO IT?</b>	<b>12</b>
RECRUITING STUDENTS	12
E-MAIL AND WEB ADDRESSES	12
ENCOURAGING ATTENDANCE AT MEETINGS	13
DEALING WITH NON-PERFORMING STUDENT LEADERS	14
FUNDING	14
SPLITTING RESPONSIBILITIES BETWEEN STUDENTS AND ADVISORS	15
CONDUCTING ELECTIONS	15
HR GAMES	16
MERIT AWARD	16
PHR EXAM PREPARATION	17
<b>STUDENT CHAPTER LIAISONS</b>	<b>18</b>
<b>WHO AM I?</b>	<b>18</b>
<b>WHY AM I A LIAISON?</b>	<b>18</b>
THE GOOD...	18
...AND THE NOT SO GOOD.	18

<b>WHEN AM I NEEDED?</b>	<b>18</b>
<b>WHAT DO I DO?</b>	<b>19</b>
ROLES AND RESPONSIBILITIES	19
<b>HOW DO I DO IT?</b>	<b>20</b>
THE OTHER VOLUNTEERS	20
State College Relations Directors	20
The Student Chapter Advisor	21
The Student Chapter President	21
<b><u>STATE COLLEGE RELATIONS DIRECTORS</u></b>	<b><u>22</u></b>
<b>WHO AM I?</b>	<b>22</b>
<b>WHY AM I A COLLEGE RELATIONS DIRECTOR?</b>	<b>22</b>
THE GOOD...	22
... AND THE NOT SO GOOD.	22
<b>WHAT ARE MY RESPONSIBILITIES?</b>	<b>23</b>
<b>WHEN AM I NEEDED?</b>	<b>23</b>
NOTIFYING ADVISORS OF THE STUDENT CHAPTER INFORMATION FORM DEADLINE	23
NOTIFYING CONSTITUENTS OF AVAILABLE AWARDS AND SCHOLARSHIPS	23
SPEAKING TO STUDENT CHAPTERS	24
ATTENDING STATE COUNCIL MEETINGS	24
ORGANIZING A STUDENT SESSION AT THE STATE HR CONFERENCE	24
STARTING UP A NEW, OR REVIVING AN INACTIVE CHAPTER	24
<b>HOW DO I DO IT?</b>	<b>24</b>
<b><u>LINKS FOR STUDENTS REGARDING SHRM AND THE HRM FIELD</u></b>	<b><u>25</u></b>
<b><u>FORMS AND MANUALS ONLINE</u></b>	<b><u>25</u></b>
<b><u>SHRM CHAPTER DIRECTORIES</u></b>	<b><u>26</u></b>
<b><u>STUDENT CHAPTER FREQUENTLY ASKED QUESTIONS</u></b>	<b><u>27</u></b>
<b>BENEFITS, ELIGIBILITY, AND APPLICATION PROCESS</b>	<b>27</b>
<b>CONVERSION</b>	<b>30</b>
<b>RENEWAL</b>	<b>30</b>
<b>CHAPTER INFORMATION</b>	<b>31</b>
<b>MERIT AWARD</b>	<b>33</b>
<b>AWARDS AND SCHOLARSHIPS</b>	<b>34</b>
<b>ADVISORS</b>	<b>35</b>
<b>HR GAMES</b>	<b>35</b>
<b>ANNUAL CONFERENCE</b>	<b>36</b>
<b>CONTACT INFORMATION</b>	<b>36</b>
I.	

# INTRODUCTION

## WHAT IS SHRM?

**The Society for Human Resource Management (SHRM)** is the world's largest association devoted to human resource management. Representing more than 190,000 individual members, the Society's mission is to serve the needs of HR professionals by providing the most essential and comprehensive resources available. As an influential voice, the Society's mission is also to advance the human resource profession to ensure that HR is recognized as an essential partner in developing and executing organizational strategy. Founded in 1948, SHRM currently has more than 500 affiliated chapters within the United States and members in more than 120 countries (<http://www.shrm.org/about/>).

**SHRM Student Programs** is committed to serving the HR Leaders of Tomorrow by providing the tools necessary to educate and advance the HR profession, build strong and active student chapters, and provide career guidance. Visit us online at <http://www.shrm.org/students>.

## WHY WORK WITH STUDENTS AND STUDENT CHAPTERS?

As noted above, SHRM is dedicated to advancing the human resource profession. Nowhere is this better exemplified than working with students to enhance their education about human resources. To meet this mission, SHRM must “excite people to choose HR as a profession” and “improve the image of HR and the HR professional and the role they play in organizational strategy” (<http://www.shrm.org/about/shrmstrategy/review.asp>).

As HR professionals, you have an excellent opportunity to assist SHRM in this endeavor. In fact, without the help of many ready, willing, and able volunteers, much of what goes on with student programs and student chapters would be severely diminished or cease to exist. It is our hope that this toolkit will help enhance and enrich your volunteer experience.

## STUDENT CHAPTER ADVISORS

*In this section of the toolkit, we explore the role of the student chapter advisor.*

### WHO AM I?

A common misconception is that only faculty members of a particular college or university can serve as a chapter advisor. Certainly, a faculty member as advisor is often the situation; however, SHRM members outside of academics are also eligible to serve as advisors. The advisor serves as the point of contact for the chapter. Since graduating students result in constant membership turnover, the advisor receives all chapter mailings, such as recruiting supplies and awards information, and maintains the chapter history and continuity from year-to-year. The advisor must be a national SHRM member.

The path to becoming an advisor varies. To paraphrase Shakespeare, some are born advisors, some achieve advisorship, and some have advisorship thrust upon them. Some individuals become advisors simply by volunteering. For a few, it may be part of their job description. Still others are asked by a Dean or Chair of their department to serve when previous advisors resign or move to other positions. In the long run, though, it is hoped that all embrace the advisor's role in order to develop students into future HR professionals.

## **WHY AM I AN ADVISOR?**

### ***The Good...***

In a March 2002 survey, current advisors were asked to identify the reasons they enjoyed being a student chapter advisor. A number of themes emerged, the primary reason being the opportunity to work with and interact with students. There is a great deal of satisfaction derived from mentoring students as they develop into HR professionals. A second benefit is bridging the gap between practitioner and academic work. Serving as an advisor creates networking opportunities with practitioners, and the chance to get their perspectives on the latest workplace trends. A third benefit is that serving as an advisor can contribute toward tenure and promotion, especially at teaching and comprehensive institutions. Lastly, advisors receive a discounted SHRM membership fee and discounted SHRM National Conference fees.

### ***...and the not so good.***

While being an advisor has its advantages, for some it is an activity with few rewards. To be truly successful (i.e., advising a Meritorious or Superior Meritorious chapter) typically requires a significant time commitment, which may mean less time is spent on activities that are deemed more important, particularly in research-oriented universities, where service has little or no impact on achieving tenure. Further, financial support may not be forthcoming from the department or college. Advisors often operate a chapter on a very limited budget, so they may have to assist the chapter in fundraising, sometimes by asking the professional chapter for help. Also, recognition or gratitude for the hard work, whether from students or the university, may not occur. Another challenge for advisors is dealing with student turnover. With graduation every spring, advisors must continually “rebuild” the organization, and that can become tiresome. Apathetic students may also dampen one’s enthusiasm for the role. As one advisor wrote, “it’s frustrating when no one seems to come to meetings, and they have an ‘I don’t care’ attitude.”

### ***Impact on Tenure and Promotion***

As mentioned earlier, for some faculty members, serving as an advisor seems to have limited positive impact on tenure or promotion. While it may count as part of a service component, advising may be perceived as detracting from time spent more scholarly activities, such as publishing research findings. This is particularly true for junior faculty members who have not yet received tenure at research oriented universities.

Dr. Bruce Wonder explores the impact of serving as an advisor on promotion tenure further in a short article that can be found here: <http://www.shrm.org/students/wonder.asp>.

## **WHEN AM I NEEDED?**

### ***Starting A Chapter***

If a student chapter is being newly formed or has been inactive, the chapter must establish or regain affiliation. This requires three things: 1) The college or university should be a four year or graduate institution (although there are some exceptions for a two year college); 2) there are a minimum of eight (8) qualified national student SHRM members; and 3) an advisor must be chosen. More details on these three points are located here: [http://www.shrm.org/students/resources\\_published/StartChapterTOC.asp](http://www.shrm.org/students/resources_published/StartChapterTOC.asp). E-mailing Student Programs at [SHRMstudent@shrm.org](mailto:SHRMstudent@shrm.org) can also provide more information regarding starting a chapter.

Once there are at least eight interested students, the next step is to elect officers and to develop chapter by-laws.

To formally apply for the charter, complete the forms listed in this section, assemble the following information, and mail it to the national office of SHRM.

- Student Chapter Information Form (SCIF)  
([http://www.shrm.org/students/studentchpt\\_infoform.asp](http://www.shrm.org/students/studentchpt_infoform.asp)).
- Student Chapter Profile Form (<http://www.shrm.org/students/form1.asp>).
- Charter Petition, approved by your State Council Director  
(<http://www.shrm.org/students/form2.asp>).  
To identify your State Council Director, click here:  
(<http://www.shrm.org/chapters/councils.asp>).
- Chapter Bylaws.
- Dues & completed applications for at least eight qualified students.
- Information about the college or university verifying its eligibility under the requirements outlined above (e.g., description of the institution and its student body photocopied from the college course catalog).

Petitions cannot be processed until all items listed above have been received. Chapter advisors and student presidents will be notified in writing when approval is granted (allow approximately 2-3 weeks).

After receiving notification of charter approval, a date and time to hold your official chartering ceremony should be selected (For specific ideas on planning your charter presentation click here (<http://www.shrm.org/students/charter.asp#suggs>)). When these plans are finalized, provide written notification of the charter date and time to the student program manager at least two weeks prior to the event.

Upon notification of the charter date, the national office will send charter materials to the advisor. **Important:** Charter information will not be mailed until SHRM receives written notification of the date and time of the chartering ceremony.

### ***Time Needed to Devote to the Student Chapter***

As discussed earlier, one of the constraints on advising a student chapter is the amount of time needed to run the program successfully. How much time is truly needed? In a March 2002 survey of 55 advisors, over 53% of the respondents spend less than 2 hours a week on SHRM chapter activities and approximately 94% spend less than 4 hours a week. While the time reported varies somewhat, the overall commitment for most advisors is not excessive.

## ***Schedule of Events***

**There are a number of important deadlines** to meet and dates to consider when serving as a chapter advisor.

- October 1 – The Student Chapter Information Form must be completed and submitted to SHRM Student Programs. (Final Deadline: October 31).  
[http://www.shrm.org/students/studentchpt\\_infoform.asp](http://www.shrm.org/students/studentchpt_infoform.asp)
- November 30 – The student chapter must have at least 8 national student members by this date.
- March 31 – Advisors should assist students in completing and submitting a Merit Award Application.

### **Other important dates that vary in a given year:**

- Feb - April – State and Regional HR Games are typically held in these months.
- June – The national conference, which includes a national student conference, is typically held in this month.

There are also a number of scholarships available to both undergraduate and graduate students. The various application deadlines can be found at the following link  
[http://www.shrm.org/students/ags\\_published/](http://www.shrm.org/students/ags_published/).

## **WHAT DO I DO?**

### ***Roles and Responsibilities***

- Act as official point of contact for the chapter.** The advisor receives all chapter mailings from SHRM, such as membership rosters, student brochures, and applications. Information and materials should be disseminated regularly to the student officers.
- Ensure chapter continuity.** Oversee transition of officers and training of new officers. Maintain chapter history and records from year to year.
- Work with student chapter liaison to foster leadership and organizational skills** in the student chapter executive board. Attend executive and chapter meetings and offer guidance as needed.
- Screen and sign off on student membership applications.** Since the cost of student membership is subsidized by the Society, only eligible students qualify for the student rate. The advisor's signature on an application represents approval of the applicant as a qualified student.
- Act as advocate for the chapter in school affairs as needed.**
- Maintain a SHRM membership.** Chapter advisors can join or renew at a special dues rate of \$100, \$60 less than the regular professional dues. Many sponsoring chapters will pay the advisor's dues. There is a one-year grace period after becoming an advisor in which to join.



## ***The Co-Advisor's Roles and Responsibilities***

With the demands that are often associated with being a SHRM advisor, more and more advisors are splitting responsibilities with another individual. How advisors split these responsibilities vary from college to college, and there is no "right" way to split these roles. Some of the various ways advisors could divide the role include:

- Sharing in attending different meetings and events.
- Having one co-advisor handle local area SHRM meetings while the other does school meetings.
- Having both attend meetings; one works with the president, the other with committee chairs.
- Filling in when the other advisor has time constraints.
- Having a co-advisor whose only responsibility is to sign applications as needed.

While having a co-advisor may lessen the burden of advising, an issue to discuss includes the advantages for being an advisor. As described earlier, the advisor receives a discounted membership rate compared to what other professional members may pay. In addition, the chapter advisor can attend the national SHRM conference at a significantly discounted rate. These benefits have been extended to the co-advisor.

## ***Certification***

One of the more critical issues is whether or not an advisor should pursue certification. As with co-advisors, there is no "right" answer to this issue. In a recent discussion on the advisor listserv, Dr. Don McDonald posed this very question and the response was quite diverse. Details can be found at the following link <http://www.shrm.org/students/advhraci.asp>.

Some of the reasons to pursue certification as listed by Dr. McDonald include:

- Credibility with students taking your courses in preparation for the field.
- Credibility with practitioners with whom you interact and stay current.
- Credibility with employers for your students to get better hiring opportunities.
- Ability to design course work toward the body of knowledge.
- Ability to advise and prepare students for the content of the certification (PHR) exam.
- Ability to influence students to take the exam who otherwise may not think it is important.

Some advisors believe certification is not necessary. Requiring certification could limit the number of potential advisors. Typically, advisors can demonstrate technical competence in other ways, including teaching classes in the field. In addition, certification may not be valued at the academic institution, where the Ph.D. is the most highly regarded degree.

### ***Attending Student Chapter Meetings***

One of the best ways to demonstrate dedication to being an advisor is regular attendance at chapter meetings. In a March 2002 survey, all advisors reported attending at least some student chapter meetings, with most (62.5%) attending every student chapter meeting.

### ***Linkages with Local Chapters and the Chapter Liaison***

In a March 2002 survey, approximately 86% of student chapter advisors indicated that they know the student chapter liaison from the sponsoring chapter. One of the primary benefits of student membership is the opportunity to interact with experienced professionals in the HRM field. The student chapter liaison holds the best position to facilitate this valuable interaction. He or she is typically a member of the professional chapter that sponsors the student chapter. In those instances where a student chapter does not have a sponsoring chapter, the student chapter liaison may be some HR professional (other than the advisor(s)) who helps students better understand the HR profession. The student chapter liaison communicates information between the professionals and the students, and assists the students in making contact with HR practitioners.

It is strongly recommended that the student chapter liaison be an active participant on the professional chapter's executive board. This may require a change in the chapter's by-laws, but it will signify the important commitment to support local student members. In cases where chapters have more than one student chapter liaison, one person can be given directorship over the chapter's student program, and can then sit on the chapter's executive board. More information can be found in the section of the toolkit that focuses on the chapter liaison role.

### ***Linkages with State College Relations Director***

In a March 2002 survey of student chapter advisors, a significant majority of advisors did not know their State College Relations Director (CRD). This is anticipated to change with the restructuring of SHRM, which will result in a closer working relationship between advisors and State College Relations Directors.

The State CRD serves as an appointed member of the State Council with responsibility to assist and promote student chapter activities within the state. His or her responsibilities include: 1) serving as a liaison between student chapters within the state and the State Council; 2) promoting the formation of new student chapters within the state by identifying potential sites and working with local chapters to develop these sites; and 3) serving as a communications link between student and National SHRM in disseminating information relative to student programs scholarships, certification, student conferences, etc.

More information can be found in the section of the toolkit that focuses on the State College Relations Director.

### ***Identifying Student Leaders***

Certainly the job of being a student chapter advisor is made easier with a strong board of active and motivated student leaders. The question is how to identify those students willing to volunteer for the role. Some of the ways that advisors have suggested in determining who these leaders may include:

- Asking for volunteers.
- Allowing students to self-select.
- GPA.
- Identifying student leaders in other organizations.
- Networking among business majors.
- Having current officers describe their roles and invite students to attend officer meetings.
- Participation in the chapter; active attendance at meetings.
- Availability.

### ***Recognizing Student Leaders***

While some may argue that service is its own reward, many advisors choose to reward their active leaders in any number of ways. Rewarding student leaders does not have to be an expensive proposition. Some of the methods include:

- Certificates of merit.
- Taking students to lunch at the end of the semester or school year.
- Having an end of the semester appreciation dinner.
- Giving recommendation for university awards.
- Providing job references.
- Scholarships.
- Paying for attendance at a local chapter meeting.
- Paying for attendance to the state or national conference.
- Reporting their leadership to the Dean.
- Plaques.

## ***Succession Planning***

As mentioned earlier, one of the biggest challenges is dealing with the turnover caused by graduation of chapter members. This problem can be compounded by the lack of succession planning for student leaders. In fact, 78% of advisors indicated that they do not have succession planning in place for departing students. Some of the suggestions that were offered include:

- Getting those students not graduating to volunteer.
- Having the past president assist with the new board.
- Electing a president-elect who will be around after the president graduates.
- Mentoring of upcoming potential officers.
- Involving sophomores and juniors (if available) in chapter planning.
- Having the president and executive board members identify potential new leaders.

## **HOW DO I DO IT?**

### ***Recruiting students***

A challenge the advisor sometimes faces is getting additional students to join the chapter. An excellent resource entitled “50 Great Recruiting Ideas For Your Student Chapter” can be found at the following link on the SHRM web site: <http://www.shrm.org/students/50ideas.asp>.

Some of the highlights and other suggested ideas by advisors include:

- Face to face presentations in the classroom.
- Extra credit for classes for joining SHRM.
- Focusing on mentor/protégé efforts.
- Word of mouth.
- Active discussion of the benefits of membership by all faculty members – not just the advisor.
- Faculty advisor presentation to HRM intro course or other relevant classes.
- Relevant speakers about “Hot Issues” (i.e., workplace violence, FMLA, etc.).
- Setting up a booth at a Student Activities Fair.
- Using aggressive student recruiters.
- Raffling off free membership during membership drive.
- Looking outside the business school (where a SHRM student chapter is often housed) to recruit students who may be in other HR-related disciplines (i.e., psychology).

### ***E-mail and web addresses***

To facilitate communication among student chapter officers, SHRM is encouraging each student chapter to create an ongoing chapter e-mail account that will remain the same from year to year. While some campus e-mail systems will not permit this, there are a number of free e-mail services such as Yahoo and Hotmail that would be ideal for a chapter account.

For example, the University of Wisconsin-Whitewater might set up an account as [uwwshrm@hotmail.com](mailto:uwwshrm@hotmail.com). The current chapter officers could access the account now and then pass it on to the incoming officers next year. Chapters can then list their e-mail address on all chapter recruiting materials and newsletters to assist interested students in contacting the group.

Once the account is set up, officers should send their chapter e-mail address to SHRM at [SHRMStudent@shrm.org](mailto:SHRMStudent@shrm.org) so the address can be added to the online student chapter directory. This will provide one consistent chapter contact address for potential members, other student chapters, and national SHRM staff to communicate with student chapters. When the majority of chapters have created a chapter e-mail address, these will then be combined into a student chapter listserv to facilitate communication.

To further encourage chapters to create a unique e-mail address for their chapter, a chapter e-mail address is REQUIRED to complete the merit award application process.

In a March 2002 survey, most advisors indicated that their student chapter has a web site. A list of various student web sites can be found at <http://www.shrm.org/hrlinks/Links.asp?Category=121>.

### ***Encouraging attendance at meetings***

After eight students have joined a chapter; the next challenge is getting other students to attend the meetings. Advisors have a number of options from which to choose:

- Bringing in interesting and relevant speakers.
- Offering extra credit in student's HR classes.
- Sending out e-mail to chapter members or other students who would be interested.
- In-class sales pitches.
- Free food and/or drink.
- Having an agenda.
- Posting agenda on a bulletin board.
- Publicizing the meeting on the chapter web site.
- Peer pressure.
- Announcements in class.

### ***Dealing With Non-Performing Student Leaders***

Occasionally some advisors may encounter a non-performing leader. For example, a president does not schedule or attend chapter meetings, the public relations chair is not publicizing the meetings, or the treasurer is not paying bills. Some suggestions that advisors have offered to counter this problem include:

- Having a private discussion regarding the problem and reiterating the expectations of the position.
- Removing them.
- Finding a replacement.
- Suggesting they transfer to a less visible position.
- Using peer pressure to make them responsible, resign, or be replaced.
- Having a private discussion with them and encouraging them to resign.
- Maintaining the status quo for a year until new leaders are chosen.

### ***Funding***

While an advisor may be working with strong student members who are enthusiastic with lots of ideas, and a clear vision for the chapter, the lack of funding can be an obstacle to many chapters' grand plans. This is a common problem among advisors as 85% indicated that they receive no financial support from the chairperson, department, or colleagues. Further, 39% of chapter advisors indicated that they do not collect dues beyond national SHRM membership. When additional dues are collected, they typically range from \$5 to \$25 per calendar year. Several advisors offered suggestion on generating non-dues revenue:

- Organizing and hosting a half- or full day seminar for HR professionals.
- Asking the supporting chapter or state council for funds.
- Having a bake sale or craft sale at holidays.
- Hosting a car wash.
- Selling t-shirts.
- Hosting a silent auction.
- Raffles/opportunity drawings.
- Hosting HRCI study sessions and asking for donations.

A recent discussion on the SHRM advisor listserv focused on the role of financial support from the supporting professional chapter. Funding support included:

- direct funding for chapter operation, upwards of \$1000.
- fellowships and scholarships ranging from \$250 to \$1000 per semester.
- subsidizing some or all of the cost of attending the sponsoring chapter's breakfast, lunch, or dinner meetings, or other special seminars.
- subsidizing some or all of the cost of a SHRM membership.
- subsidizing some or all of the cost of the certification exam.
- subsidizing travel to the HR Games competition, state conference or the national conference.
- tying funding of the chapter to winning a merit or superior merit award.
- vendor fees from seminars.

The Student Chapter Idea Book (<http://www.shrm.org/students/ideabook/>) also lists ideas for fundraising, hosting workshops and conferences.

### ***Splitting Responsibilities Between Students and Advisors***

Besides possibly splitting responsibilities between co-advisors, it is necessary to decide how to split the responsibilities between the advisor(s) and the student leader(s). How "hands-on" should the advisor be in running the chapter?

For example, in a March 2002 survey, 77.8% indicated that the advisor should have **some** responsibility for maintaining the membership of the student organization, while 13.3% indicated that the advisor should have **no** responsibility, and 8.9% said that the advisor bears **full** responsibility for maintaining membership.

In elaborating on their answers, many advisors stated that it varies depending on the sophistication and maturity of student leaders, their request for assistance and the assessment of chapter needs. For some, the belief stands that unless you have highly motivated students, SHRM will not be successful. The advisor(s) should be totally immersed in the process, ensuring a valuable and valid experience for members of all levels of commitment. The advisor needs to be a stabilizing influence to make certain that continuity functions will be performed. For others, the philosophy is more "hands-off;" to let the students run the chapter, with limited help and advice. As a result, advisors have to find a delicate balance between being involved and letting students guide the work.

### ***Conducting Elections***

In a March 2002 survey, 52% of advisors indicated that their elections for student leaders occurred in the Spring (April-June), 34% held their elections in the Fall (August-November), and 14% held their elections in the Winter (December-March).

## ***HR Games***

The HR Games consist of a one- or two-day series of matches between teams of up to three students each representing various SHRM student chapters. Using a game similar to the board used on the Jeopardy TV quiz show, student teams answer HR questions similar to those found on the PHR certification exam. The teams that earn the most points win their matches and progress to the next round. The team that wins the final match of the day becomes the overall champion.

For those advisors who enter their chapter in the HR Games competition, 14.6% took a very active role in preparing his or her students by meeting weekly for practice. Twenty-four percent of advisors met with the students a few times to quiz them. Seventeen percent played a minimal role letting students prepare on their own.

The avenues by which students participate in the HR Games come from many directions. The primary method most chapters use (65%) is to let students choose on their own. Some other ideas include:

- Holding tryouts.
- Having an application procedure.
- Encouraging volunteers.
- Taking the top three senior HR students by GPA.
- Observing the students in class, have practice games, and invite specific students.

More information about the HR Games can be found at:

<http://www.shrm.org/students/hrgames/>  
[http://www.shrm.org/students/hrgames/howto\\_manual.asp](http://www.shrm.org/students/hrgames/howto_manual.asp)

## ***Merit Award***

The annual Merit Award program recognizes chapters for outstanding activities and programs in four broad areas:

- Chapter support to the professional development of members.
- Chapter support of SHRM.
- Chapter support of the profession.
- Professional operation of the chapter.

All SHRM student chapters are invited to submit an entry and chapters can earn awards regardless of their size. In the fall, a Merit Award application is sent to each chapter's advisor. The application should be used as a tool for planning activities throughout the year. In the spring, the application is completed by listing the chapter's activities in the appropriate categories and assigning the proper point value. Completed applications and documentation are then submitted to SHRM by the end of March for review. All active chapters that accumulate the required number of points are awarded either a Merit or a Superior Merit Award plaque in May.

More information about the Merit Award can be found by clicking on the following link:

<http://www.shrm.org/students/meritaward/>.



## ***PHR Exam Preparation***

Human resource certification is the symbol of professional achievement. Beyond experience and education, the PHR or SPHR designation signifies that one has mastered the HR body of knowledge. The Human Resource Certification Institute (HRCI) maintains the nationally recognized standards set by individuals working in the profession.

Two levels of certification are available: Professional in Human Resources (PHR) and Senior Professional in Human Resources (SPHR). The PHR examination is generally considered appropriate for HR professionals with two to four years of exempt-level HR work experience and the SPHR is appropriate for those with at least six years of exempt-level HR experience.

Students and recent graduates are eligible to take the PHR exam at a reduced rate no earlier than one year before their graduation and no later than one year after it. Passing students/recent graduates must pay the balance of the exam fee once they have graduated and documented two years of exempt-level HR work experience. Student/recent graduate candidates are not eligible to take the SPHR certification exam. A current student or recent graduate who already has two years of exempt-level work experience may not take the exam under the student category.

Students and advisors interested in taking the PHR exam can find more information at <http://www.hrci.org>.

Currently, only about 5% of advisors require their students to take the PHR exam. To prepare students for the exam, 62% of advisors rely on the college or university curriculum. Another 24% hold specialized meetings, and 19% offer some form of preparatory course. The percentages add up to greater than 100% as some advisors or the student chapters might offer a combination of these methods. Some other types of training include:

- Study group assistance whenever and however they want it.
- Having an advanced HR course which may involve working through sample PHR questions.
- Attending local study groups.
- Having the professional chapter offer prep courses.
- Meeting with the students in the weeks prior to the exam.

# STUDENT CHAPTER LIAISONS

*In this section of the toolkit, we explore the role of the student chapter liaison.*

## WHO AM I?

You are a professional member of a local SHRM chapter whose volunteer role includes serving as the link between the professional chapter and one or more student chapters at nearby colleges or universities. You probably serve on your chapter's board of directors either as a committee chair or sub-committee chair.

Your path to this position may be varied. You may have volunteered for this role because you have a connection with a local school, you are a former student chapter member or this was an open board role. It doesn't really matter as long as you are enthusiastic about your profession and SHRM.

## WHY AM I A LIAISON?

### *The Good...*

There is a great deal of satisfaction derived from mentoring students as they develop into HR professionals. In fact, many relish the role and do not wish to leave it when their term ends. A second benefit is bridging the gap between practitioner and being a student. A third positive reason for taking on this role is that it gives you an opportunity to give back to your profession by helping prepare the HR professionals of tomorrow.

### *...and the not so good.*

To do this role well will require persistence on your part, because you will probably find yourself struggling with the difference between your professional chapter's term of office and the college calendar.

Typically, professional chapters operate on a calendar year and you take your new role on in January. If you try to contact your student chapter(s) faculty advisor in January, you may find the school is on break and the advisor is unavailable. Or the term is just starting and the advisor is overwhelmed and slow to return your phone calls. Many liaisons find they get comfortable in their roles in late spring, which is toward the end of the academic year. However, students and the advisor tend to have visions of summer break and/or graduation on their minds and the activities of the SHRM chapter become less of a priority. At many schools, contact with advisors or students is extremely difficult during the summer; advisors may not be teaching, and chapters tend to be inactive during this time.

Several chapters require a two-year term as liaison to counteract the scheduling difficulties.

## WHEN AM I NEEDED?

This is a question chapter liaisons frequently ask. It may seem like you aren't really needed at all. However, liaisons are needed to represent student chapter interests on the board of the parent/local chapter. Your role is particularly important when the student chapter advisor does not serve on the board.

Students and their advisor will need you at times consistent with the academic year. You'll be successful if you understand their calendar and the events and deadlines built into the student program. A good place to start is by obtaining a school calendar, which at most universities is available on their web site. Be aware of exam schedules and term breaks.

Check the schedule of HR classes, too. For example, you may find that the reason there is never students at your professional chapter meetings is because your meetings conflict with their employment law class. Build your plans around the school schedule and be sensitive to the demands on the students and their advisor that are associated with the beginning and end of terms.

You may want to attend one student chapter meeting at the beginning of the term, so that you can introduce yourself to the student chapter officers and the advisor. This way, you can identify the appropriate individuals to contact, the goals for the chapter, and how the professional chapter can be supportive. It may also help to request a parking pass, so that access to meetings on congested campuses will not be difficult.

You may also want to check the deadlines for student activities and events on the student web pages on the SHRM site. Use these to help you plan your work with the students. Although you do not have a formal role in these events, here are some of the critical dates for student chapters:

- October 1 – The Student Chapter Information Form must be completed and submitted to SHRM Student Programs (Final Deadline: October 31).
- November 30 – The student chapter must have at least 8 national student members by this date.
- March 31 – Advisors should assist students in completing and submitting a Merit Award Application.

Other important dates that vary in a given year:

- Feb - April – State and Regional HR Games are typically held in these months.
- June – The national conference is typically held in this month.

There are also a number of scholarships available to both undergraduate and graduate students. The various application deadlines for these scholarships can be found at the following link ([http://www.shrm.org/students/ags\\_published/](http://www.shrm.org/students/ags_published/)). If you, as a chapter liaison have this information as you build your plans, you will find less frustration and more gratification as you work with student chapters.

## **WHAT DO I DO?**

### ***Roles and Responsibilities***

**Your responsibilities include three general functions:**

- 1. Serve as a contact point for the student chapter with the professional chapter.** You provide the faculty advisor and student leaders with one contact for communication with the professional chapter. If the students want speakers for their meetings, opportunities to job-shadow, company tours, or information on chapter or state funded scholarships, you are their go-to person.

- Notify the Student Programs Manager at SHRM that you are the designated student liaison from your chapter.** You will then be added to the mailing list to receive student program information.

**2. Provide resources to the student chapter.** In this role, you go to your chapter board and request support for the student programs. These requests may come from the students or they may be part of your plan to support them. You may also receive information from your State College Relations Director about scholarships or student events that you can pass on to your student chapter.

- **Become knowledgeable about the Society's national student membership program and the services it provides.** The best place to start on this responsibility is the student home page on the SHRM web site: <http://www.shrm.org/students/>

- **Work with existing chapters to educate the chapter advisor and students** to the advantages of membership in the Society. Share with the students how SHRM membership has benefited you.

- **Work with the student chapter advisor to foster leadership and organizational skills in student chapter executive board.**

- **Attend student chapter meetings and provide guidance as necessary.** Some liaisons find it helpful to attend business meetings, but not speaker meetings. They find they can have the most impact in assisting the students when they can provide information that may influence a chapter decision.

**3. Develop or provide networking opportunities for the students.** In this role, you want to encourage and enable students to attend and participate in professional chapter activities. You will work with other board members to ensure that students are integrated into their plans too. For example, if your chapter is planning a program on business casual policies and decides to have a “fashion show”, you could suggest that the students serve as models. Students can also help tabulate survey results for your research committee. Be on the look out for ways to promote your students and allow them contact with your members beyond the monthly professional chapter meeting.

- **Seek to establish new student chapters at local colleges and universities** offering majors or concentrations in human resources, business, management, industrial psychology or related subjects.

## **HOW DO I DO IT?**

There are a number of resources to help you plan your activities with your student chapters. These resources include both other volunteers and published resources supplied by SHRM Student Programs.

### ***The Other Volunteers***

You would be surprised how many other professionals in your chapter and across the state are interested and eager to help students in some way.

### **State College Relations Directors**

Your state council should have a functional board member devoted to student programs. Ideally, this person has already served as a chapter liaison and knows your challenges and needs. The State College Relations Director can connect you with your counterparts throughout the state. Contacting these volunteers gives you an opportunity to share ideas so you don't have to “reinvent the wheel”.

In addition, the State College Relations Director should be planning a State HR Games competition for the students. This program is explained in detail on the SHRM Student web site (<http://www.shrm.org/students/hrgames/>). You can help your State College Relations Director recruit your student chapters to participate in this exciting program and you can take on one of the volunteer roles at your state games.

Your State Council may also have budgeted for scholarship money. You want to be sure your students have an opportunity to compete for these scholarships.

There may also be a student event at your state conference. The State College Relations Director will be involved in the planning process for this and can provide information for you to encourage your student chapter to attend.

### **The Student Chapter Advisor**

The advisor provides the continuity for the student chapter. The strength of the chapter and its success is generally tied to the time and dedication available from the Chapter Advisor. Building a cooperative working relationship with the Advisor is your first step to success. As soon as you know you are going into the Chapter Liaison role, introduce yourself to the Advisor. Make plans to get together so that you can learn about the student chapter, its plans, strengths, and challenges. Working closely with the Advisor will assure that you will have less frustration and more enjoyment working with the student chapter.

### **The Student Chapter President**

The leaders of the student chapter are essentially your primary customer. It goes without saying that you need to know your customer and his/her expectations to perform successfully. In the students' eyes, you are the professional they are working to become. Any time and attention from you is going to be welcomed. The students will let you know what they need.

# STATE COLLEGE RELATIONS DIRECTORS

*In this section of the toolkit, we explore the role of the State College Relations Director.*

## WHO AM I?

The State College Relations Director (CRD) serves as an appointed member of their state council with responsibilities to assist and promote student chapter activities within their state. You are one of potentially 50 State CRDs. You may be in California, dealing with many student chapters, or in Mississippi, handling only 3 or 4 student chapters. Regardless of the number, you are bound together in providing assistance to the state council, student chapter liaisons, chapter advisors, and students.

## WHY AM I A COLLEGE RELATIONS DIRECTOR?

### *The good...*

As with the chapter advisor and the chapter liaison, the benefits are similar and multifold. It is an opportunity to interact with the HR Leaders of Tomorrow, and advance the profession. You may have a strong state council whom supports working with students wholeheartedly. Ultimately, you took the position because you felt you could make a difference in the lives of students.

### *... and the not so good.*

One challenge is maintaining contact with the various student chapters. If you are starting the position in the fall, new chapter presidents may be elected and you may not have the appropriate e-mail addresses to reach them. Advisors may be busy starting up the new semester and may not be quick in returning your e-mails or phone calls, or there is an altogether new advisor who does not know the position or you exists. This problem is magnified by the due date of October 1 for the Student Chapter Information Form, which contains the appropriate advisor and chapter president information. You are anxious to get involved, but you may just be getting the information you need in November.

You are also less hands-on than an advisor or, perhaps, a student chapter liaison. As a result, some of the intrinsic benefits accrued from working with students may be diminished. As budgets tighten, there may be limited funding to assist chapters in their activities.

As noted in the Chapter Advisor section, awareness is also an obstacle. A majority of advisors are unaware of who is their State College Relations Director. Even with such knowledge, contact with the College Relations Director is often minimal.

While this section is more detailed, it is by no means suggesting that the negatives outweigh the positives. Rather, there are some unique challenges that needed to be identified.

## WHAT ARE MY RESPONSIBILITIES?

The State College Relations Director should:

- **Serve as a liaison between student chapters within the state and the state council**
- **Promote the formation of new student chapters** within the state by identifying potential sites and working with local chapters to develop these sites.
- **Serve as a communications link** between student chapters and the SHRM College Relations Committee and SHRM in disseminating information relative to student programs, scholarships, certification, student conferences, etc.
- **Encourage participation of student chapters in HR Games** on the state and/or regional level.
- **Coordinate a state student conference or promote student activities at professional conferences** within the state, region, or the SHRM Annual Conference and Exposition.
- **Work with both student chapter advisors and local chapter presidents to encourage student participation in local professional chapter meetings.**
- **Encourage professional chapters and your state council to offer assistance to student members** through scholarship programs, internships, special student activities, or sponsorship at local meetings or at the state or national conference.
- **Encourage professional chapters and your state council to develop recognition programs for student chapter advisors** including, but not limited to, sponsorship at local, state, or the national conference.
- **Provide guidance and direction to student chapter advisors and student chapter liaisons** relative to organization of new chapters, integration of the Student Merit Award Program into student chapter activities, and opportunities for incorporation of student and professional chapter goals.
- **Encourage student participation in SHRM publications such as the on-line ECHOES newsletter as well as in national awards programs.**

## WHEN AM I NEEDED?

You are needed throughout the academic year. Some important activities you may wish to undertake include:

### ***Notifying Advisors of the Student Chapter Information Form Deadline***

In late October, the Chapter Info Form is due to the Student Programs manager, and you may wish to send a gentle reminder to your advisors to submit it.

### ***Notifying Constituents of Available Awards and Scholarships***

There are numerous scholarship opportunities provided by SHRM. These include the SHRM Foundation Scholarship (application deadline in October), the Lisa Burke, SPHR Scholarship (March), the SHRM Leonard R. Brice, SPHR, Undergraduate Leadership Award (March), and the SHRM Foundation Graduate Leadership (March). Students, advisors, and liaisons often need reminding that such scholarships are available and when the deadline occurs. More information regarding these awards can be found by clicking here ([http://www.shrm.org/students/ags\\_published/](http://www.shrm.org/students/ags_published/)).

If one works with a particularly deserving advisor, you may wish to nominate him or her for the Advisor of the Year award. The deadline for application is typically in March. Your state may also have available scholarship money. This money may go unused if students are unaware of its existence.

### ***Speaking to Student Chapters***

Student chapters are always looking for quality speakers throughout the school year and this is an excellent opportunity to interact with the students. In addition, student chapters are rewarded with merit points on their merit award application when they have a representative from SHRM speak at a meeting. Be sure to notify student leaders and advisors that you are willing to come speak or sit in at a meeting.

### ***Attending State Council Meetings***

As the State College Relations Director, you are often the voice of the students. As a result, you should communicate the activities of the various student chapters at the state council meetings. It is an excellent opportunity to promote student chapters and their accomplishments (i.e., merit and superior merit award winners, HR Games results, and scholarship recipients). It is also an opportunity to get monetary support and to gather volunteers for student activities (i.e., funding for the state student conference, judges for the HR Games).

### ***Organizing a Student Session at the State HR Conference***

This is an excellent opportunity to meet with students, advisors, and others interested in student programs. A strong example is the session held by the State College Relations Director of Texas at the HR Southwest Conference each October. The CRD talks about the HR Games and student leadership conference held every spring, recipients of the HR Southwest scholarships are introduced, and students are invited to share some of the best practices their chapters undertake.

### ***Starting Up a New, or Reviving an Inactive Chapter***

The State College Relations Direction often plays a central role in the development of new or inactive chapters. Throughout the year, contact colleges and universities in the state, as well as the professional chapters in proximity to those schools, to gauge whether another student chapter could be viable.

## **HOW DO I DO IT?**

- 1. Make yourself known.** Contact Student Programs ([SHRMStudent@shrm.org](mailto:SHRMStudent@shrm.org)) or the previous incumbent for a list of e-mail addresses or other relevant contact information for the current chapter advisors and student chapter presidents. Send an e-mail introducing yourself to the advisors, students, and liaisons. You are a major conduit of information regarding student programs, particularly at the state level. As a result, you need to be sure others are aware of your existence and ability to positively affect student chapter operation.
- 2. Mind the calendar.** Be aware of the important dates in the SHRM calendar. Make sure your constituents are aware as well.
- 3. Look around you for support.** One of the beautiful things about being involved with student programs is that everyone wants to see the students and student chapters succeed. As a result, don't be afraid to ask for assistance in fulfilling your role.



## **LINKS FOR STUDENTS REGARDING SHRM AND THE HRM FIELD**

1. Student Membership benefits (<http://www.shrm.org/students/benefits.asp>)
2. Certification (<http://www.hrci.org>)
3. SHRM Learning System (<http://www.shrm.org/learning>)
4. SHRM e-Learning (<http://www.shrm.org/elearning>)
5. SHRM Academy (<http://www.shrm.org/shrmacademy>)
6. HR Toolkits (<http://www.shrm.org/hrtools/toolkits>)
7. HR Links (<http://www.shrm.org/hrlinks>)
8. Research (<http://www.shrm.org/hrresources/articles>)
9. HR as a Career ([http://www.shrm.org/students/getstart\\_published](http://www.shrm.org/students/getstart_published))
10. Networking Resources ([http://www.shrm.org/students/networking\\_published](http://www.shrm.org/students/networking_published))
11. Internships ([http://www.shrm.org/students/intern\\_published](http://www.shrm.org/students/intern_published))
12. HR Governmental Affairs (<http://www.shrm.org/government/>)
13. HR Current Affairs ([http://www.shrm.org/hrnews\\_published/](http://www.shrm.org/hrnews_published/))

## **FORMS AND MANUALS ONLINE**

- 50 Great Recruiting Ideas (<http://www.shrm.org/students/50ideas.asp>)
- Advisor of the Year Application (<http://www.shrm.org/students/advawdfm.asp>)
- Award and Scholarship applications ([http://www.shrm.org/students/ags\\_published/](http://www.shrm.org/students/ags_published/))
- Careers in HR Brochure ([http://www.shrm.org/students/getstart\\_published/CMS\\_003145.asp#P-4\\_0](http://www.shrm.org/students/getstart_published/CMS_003145.asp#P-4_0))
- Certification Information Handbook (<http://www.hrci.org/handbook/>)
- Student Chapter Information Form ([http://www.shrm.org/students/studentchpt\\_infoform.asp](http://www.shrm.org/students/studentchpt_infoform.asp))
- Chapter By-Laws (sample) (<http://www.shrm.org/students/startingchapter.asp#sample>)
- Creating a Mentor Program (<http://www.shrm.org/students/mentorprogram.asp>)
- HR Games How-to Manual ([http://www.shrm.org/students/hrgames/howto\\_manual.asp](http://www.shrm.org/students/hrgames/howto_manual.asp))
- Membership application – conversion (<http://www.shrm.org/students/conversion.asp>)
- Membership application – professional (<https://sapphire.shrm.org/memonline/pmemapp.cfm>)
- Membership application – student (<http://www.shrm.org/students/memberinfo.asp>)
- Merit Award application – student chapter (<http://www.shrm.org/students/meritaward/>)
- Officer installation ceremony (<http://www.shrm.org/students/charter.asp#ceremony>)
- Organizing an internship program (<http://www.shrm.org/students/01InternBk2.pdf>)
- Robert’s Rules of Order (<http://cyberbuzz.gatech.edu/apo/robert.html>)
- SHRM Code of Ethical and Professional Standards in HRM (<http://www.shrm.org/ethics/>)

## **SHRM CHAPTER DIRECTORIES**

- Directory of Student Chapters & College Relations Volunteers (<http://www.shrm.org/shrm-schapters/>)
- Links to Student Chapter Web sites (<http://www.shrm.org/hrlinks/shrm-col.asp>)
- Links to Professional Chapter Web sites (<http://www.shrm.org/chapters/>)

# STUDENT CHAPTER FREQUENTLY ASKED QUESTIONS

## BENEFITS, ELIGIBILITY, AND APPLICATION PROCESS

- **How do we handle student membership applications?**
- **What are the dues for student membership?**
- **What telephone number should I use to fax my student application?**
- **How long does it take for my membership to become active and when will I receive my membership card?**

Completed membership applications should first be reviewed and signed by the chapter advisor to indicate that the applicant is an eligible student. Next, be sure to write your chapter number in the space provided (some chapters fill in this space before distributing applications). This ensures that your members will be assigned to the correct chapter. Be sure to include a copy of your current course schedule. Take a moment to review the payment amount. National student dues are currently \$35 per year. If your chapter collects local dues in addition to national dues, have the applicants write two separate checks, one to the local chapter and one to SHRM. Then forward the SHRM check with the application to the national office and keep the local dues for your chapter. Applications sent without payment or with incorrect payments will not be processed and will be returned to the applicants.

Applications and payments should be sent immediately to:  
Society for Human Resource Management  
P.O. Box 79482  
Baltimore, MD 21279-0482

\*It takes 4-6 weeks for new members to begin receiving services

To expedite the process, you may fax the information to (703) 535-6490. This should reduce processing to 2-3 weeks.

For more information:  
Phone: 703-548-3440  
TDD: 703-548-6999  
E-mail: [SHRMStudent@shrm.org](mailto:SHRMStudent@shrm.org)

Join online at <http://www.shrm.org/students/bufferpage.asp>

- **I need my membership I.D. number sooner. Is there any way to get this?**

About three weeks after you've mailed your application, you can call us. If you are in our database, we will be able to give you your I.D. number.

- **I am working on a school project and need an I.D. number to access your web site. How can I get this if my membership is in process?**

We can set you up with a temporary guest I.D. as long as you request this when you submit your application. If we are unable to verify that you have applied for membership, we cannot supply you with a guest ID. Contact the Student Programs department for more information.

- **Why am I not receiving any magazines or newsletters?**

We may have an incorrect address in our system. We can update this for you.

- **I never received my membership card or magazines, but my check cleared the bank (or credit card was charged). What happened?**

We may have an incorrect address in our system. We can update this for you and have a new membership card sent. Contact the Student Programs department for assistance.

- **If my college considers me a full-time student, am I eligible for membership?**

We base this requirement on credit hours, not full-time versus part-time status. You must have a minimum of 6 credits. If you are taking less than 9, but more than 6 credits you must submit a copy of your course registration.

- **Why do I need to send you a copy of my course registration?**

Your course schedule helps us to verify your enrollment.

- **My advisor told me that his/her signature was verification of my student status. Why am I being asked to send a course schedule?**

We still request a copy of your current course registration for verification, in addition to the advisor's signature.

- **Should we send applications to SHRM with individual checks?**

It is preferable to send an individual check or money order with each application. Sending a group chapter check with a group of applications makes more work for the chapter and makes it difficult to track payments in the event of a future problem or question on an application. Plus, holding applications until one group check is created will cause unnecessary delays in the start of membership services for your applicants. If your chapter collects local dues in addition to national dues, have the applicants write two separate checks, one to the local chapter and one to SHRM. Then forward the SHRM check with the application to the national office and keep the local dues for your chapter.

- **I am enrolled in a Human Resources Management Certificate Program. Am I eligible for student membership?**

No. Students must be enrolled in a degree-seeking program, like a Bachelor's degree, taking a minimum of six credits per term.

- **What should we tell a student who wants to join but is not eligible for national membership?**

If an applicant does not meet the necessary qualifications for national student membership, they can still join and participate in SHRM. Give them the following three options:

- Join the Society as a regular, associate, general, or professional member and then participate in the student chapter activities and/or the local professional chapter.

- Join your chapter as a “local-only” member. Pay local dues and participate in student chapter activities (If your chapter offers this option).
- Subscribe to SHRM publications. If the applicant does not want to pay the \$160 membership fee, but still wants to learn about the HR profession, suggest that they subscribe to the HRMagazine for \$70 per year. Contact the SHRM Publications Department (<mailto:hrmag@shrm.org>) for more information on subscriptions.

- **If there is no SHRM chapter at my school, can I still be a member of the Society?**

Yes. You will be considered a “student member-at-large” meaning you are not assigned to a student chapter. If student chapters exist at neighboring campuses, you are welcome to participate in their activities with the consent of that chapter. To join as a member-at-large, simply write “5000” in the chapter number space on the application.

- **Will membership in SHRM help me find a job after graduation?**

Yes. Job search books and placement studies all agree that 60-70% of jobs are found through personal contacts, or networking. Becoming part of SHRM gives you access to our network of more than 175,000 members, 500 professional chapters, and 390 student chapters nationwide. While SHRM does not offer formal job placement assistance, we do offer the opportunity to meet and build relationships with the HR professionals who represent potential employers. Many of our student members have obtained entry-level jobs and internships, that were never advertised to the public, through the connections they made as active members of SHRM.

- **I am working in HR, but I am also a student. Should I join as a student or a regular member?**

Regular (Professional) membership is designed to meet the needs of people currently working in the HR field, while student membership is designed for individuals just exploring human resources and preparing to enter the profession. If you plan to use the membership to assist you in your work as a HR practitioner, we recommend that you join as a regular member to gain full access to all services and benefits. The two memberships are different.

- **What are the differences between student and professional membership?**

Student Membership	Professional Membership
Cost: \$35	Cost: \$160
HR Magazine Subscription	<i>HR Magazine</i> Subscription
Full access to the SHRM web site	Full access to the SHRM web site
Access to Member Directory Online	Access and listing in Member Dir. Online**
Bibliographies from Info Center only	Full access to the Information Center**
<i>Echoes</i> student newsletter	<i>HR Legal Report</i> **
Special \$80 rate for 1st year of professional membership	<i>Mosaics</i> diversity newsletter**
	<i>Workplace Visions</i> HR issues newsletter**

\*\*Benefits not included with student membership

- **What are the eligibility requirements for student membership?**

Since the student dues rate is subsidized by the Society, the SHRM Board of Directors has established qualifications for acceptance as a national student member. You are eligible for student membership if:

- You are enrolled in the equivalent of at least six (6) credit hours per term in a degree-seeking program.
- Your coursework, taken or planned, supports an interest in Human Resource Management.

- **Do I have to join at the beginning of a semester or quarter?**

No. The membership does not run on a calendar year. It is based on the anniversary date of your membership. You can join the Society anytime throughout the year and you will receive a full 12 months of service from that time. Please allow 4-6 weeks for your application to be processed.

## **CONVERSION**

- **How do graduating student members convert their memberships to professional status?**

A special offer is made to student members who are graduating. They can upgrade their membership to a regular SHRM associate, general, or professional membership for half-price. A regular membership costs \$160, but for student members, the first year is just \$80. To take advantage of this offer, students must fill out a special student conversion application (<http://www.shrm.org/students/conversion.asp>), and they must apply within three months of the expiration date of their student membership. Example: a student member graduates in May and their membership expires in June. They can apply for conversion in July, August, or September, three months after the expiration date (not the graduation date).

- **What happens if I graduate while I'm a student member, do I lose the remaining months on my membership?**

Only if you convert to professional membership. Please be advised that your student membership will cease and your professional membership will begin upon receipt of your conversion application. Otherwise, your membership will run to your normal expiration date.

## **RENEWAL**

- **How do students renew their memberships?**

Students can renew their memberships in one of two ways:

- Return a renewal invoice with payment.
- Fill out a new student membership application and check off "renewal" on top.

Both methods have the same result. If a student receives an invoice and he/she is still a student, or will be graduating but beginning a graduate program, the student may renew as a

student member. If the member is no longer a student when their membership expires, or is about to graduate, the member should choose the conversion option and convert their membership to full professional status at the half-price rate. Click here (<http://www.shrm.org/students/conversion.asp>) for more information on converting to full membership.

## CHAPTER INFORMATION

- **What does a SHRM student chapter do?**

SHRM student chapters have regular meetings, usually weekly or bi-monthly, with scheduled programs designed to help members learn more about HR and the real world of business. Elected student officers run the chapters with the assistance of a chapter advisor and sponsoring professional SHRM chapter members. Chapters invite local business people to speak to the members about current developments in the business world and how they will impact future workers. Beyond the regular meetings, chapters organize a variety of activities including company tours, student conferences, resume-writing and interviewing workshops, fundraisers, internship programs, and social events. These activities allow you to learn more about HRM while building relationships with local professionals and other students and of course, having fun!

- **What is my chapter number?**

A complete list of all student chapters and numbers is posted on the SHRM student web site ([www.shrm.org/students](http://www.shrm.org/students)). If you are unable to locate the chapter number, just leave the space blank on your application and SHRM will complete it for you. If there is no student chapter at your school, you may join as a student member-at-large. Please write in 5000 as your chapter number.

What does the chapter need to do in order to be recognized as active by the national office?

To be recognized as an active, affiliated SHRM student chapter, your chapter must first have completed the affiliation process and received a chapter charter. After receiving a charter, the group must maintain membership of at least 8 national members as of November 30<sup>th</sup> each year. In addition, a Student Chapter Information Form must be submitted each year by October 31<sup>st</sup> to notify the national the national office of chapter contact information and current officers. Participation in the annual Merit Award competition is strongly encouraged, though not required to maintain your charter. If your chapter has been inactive for an extended period (typically longer than 2 years), it may be necessary to complete the affiliation process again to re-charter the chapter. Contact Student Programs ([SHRMStudent@shrm.org](mailto:SHRMStudent@shrm.org)) if you are in this situation.

- **Can we use the SHRM logo?**

Yes. As an affiliated chapter, you are entitled to use the SHRM logo for chapter newsletters, correspondence, posters, T-shirts, etc. However, with this privilege comes the responsibility to use the logo correctly. Here are some guidelines for its use:

- Reproduce the logo only from camera-ready artwork provided by SHRM. Do not modify the design in any way.

- The logo may only appear in the colors 100% black, 100% blue (Pantone 282) and 100% gray (Pantone 424). The background may be any color, but the “HR” must “reverse out” meaning it will also be the background color.
- The logo must always appear with the registrada symbol (®) which identifies it as a registered trademark.
- You may not use the logo on business cards, as this implies SHRM’s endorsement of the individual or organization. Instead, use the statement “Member, Society for Human Resource Management.”
- Your student chapter is expected to prominently display the SHRM logo and clearly indicate their affiliation with SHRM on all chapter communication pieces (in addition to the chapter official logo, if you have one). SHRM has provided a SHRM logo with the words *AFFILIATE OF* above the logo for chapters to satisfy this requirement (<http://www.shrm.org/graphicsguide/affilof2.jpg>)

Note: Be careful not to mislead people with statements on business cards such as “President, Society for Human Resource Management.” If you want to include your position as a chapter officer, be sure to state it clearly (e.g., “President, University of Texas student chapter, Society for Human Resource Management”).

- **Why are members still listed on our chapter roster who have already graduated?**

When a student joins the Society, they receive twelve full months of membership regardless of when they graduate. Students appearing on your roster still have active student memberships even though they graduated during the membership year. Those students will be included in your chapter’s membership count until their memberships expire or they convert to regular membership.

If you do not wish to have them included in your membership count or listed on your roster, contact the national office with the students’ names and membership numbers and ask to have them assigned “member-at-large” status. This means they will still be national members, but they will no longer be recognized as members of your chapter.

- **Why are some of our chapter members not listed on the roster we received from SHRM?**

Members missing from a chapter roster are usually due to one of three factors:

- The student is a member of the local chapter but is not a national SHRM member. Only national student members are listed on the rosters generated by SHRM.
- The student just applied for membership within the last 4-6 weeks. If an application was received recently by the national office, the membership may not have been recorded in the database yet, so the member would not appear in the chapter listing. (If applications are held for days or weeks by the local chapter, this will further delay processing)
- The student is a national member, but is not coded to the correct chapter. If no chapter number is provided on the application, members are sometimes assigned to the wrong chapter by mistake.

This can easily happen at schools with several chapters at different campuses, or at schools with both a graduate and undergraduate chapter of SHRM. To prevent this, be sure to note



the correct chapter number on the application before mailing it to SHRM. If you suspect that members have been assigned to the wrong chapter, please contact the Student Programs Manager ([SHRMStudent@shrm.org](mailto:SHRMStudent@shrm.org)) to have the records correct.

- **Can students from other schools without chapters participate in our chapter activities?**

Yes, if approved by your chapter. Students from other schools will not be officially counted as members of your chapter, but they are welcome to participate in your activities if your chapter members feel it is appropriate. If there is sufficient interest in SHRM at another school, encourage the students there to begin their own SHRM chapter.

- **I need to order student chapter supplies. How can I do this?**

Student chapter supplies, including student membership application forms, can be ordered by calling Student Programs at x6085 or directly from our web site at <http://www.shrm.org/students/default.asp?page=supplies.html>.

## **MERIT AWARD**

- **What is a Merit Award?**

The annual Merit Award program recognizes chapters for outstanding activities and programs in four broad areas:

- Chapter support to the development of members.
- Chapter support of SHRM.
- Chapter support of the profession.
- Professional operation of the chapter.

All SHRM student chapters are invited to submit an entry and chapters can earn awards regardless of their size. In the fall, a Merit Award application is sent to each chapter's advisor. The application should be used as a tool for planning activities throughout the year. In the spring, listing the chapter's activities in the appropriate categories and assigning a point value to each completes the application. Completed applications and documentation are then submitted to SHRM by the end of March for review. All active chapters that accumulate the required number of points are awarded either a Merit or a Superior Merit Award plaque in May. Contact the Student Programs Manager ([SHRMStudent@shrm.org](mailto:SHRMStudent@shrm.org)) for more information.

- **Why should my chapter apply for a Merit Award?**

Completing a Merit Award application is a way to review and evaluate your chapter's progress towards its goals. Just as a company has a mission statement, your chapter should have a unifying purpose. Winning a Merit or Superior Merit Award provides you with national recognition for a job well done. Plan to participate this year and enjoy the following rewards:

- National recognition.** Feel the pride that comes with being part of an award-winning chapter. Winners are publicized in Echoes, to the professional chapters, and at the Society's annual conference. Professional SHRM members participate in a similar Merit Award program, so they understand the value of this accomplishment.

•**Opportunity to share what you've learned.** Successful programs reported in Merit Award entries are communicated to other chapters through the "Idea Book" (<http://www.shrm.org/students/ideabook/>). Your experiences could help other students enrich their chapter programming.

•**School recognition.** Demonstrate the accomplishments of your chapter in a tangible way to other student organizations on campus. Display your award plaque for everyone to see.

•**Satisfaction of doing your best.** Anything worth doing is worth doing well. Develop the habit of doing your best in all the activities you undertake. This quality is impressive to potential employers.

- **Do you have any tips for successfully completing a merit award?**

Yes. For more information on how to complete a merit award, click here (<http://www.shrm.org/students/merit.asp>)

- **How do I get a copy of the Merit Award application?**

Merit Award applications are mailed out to chapter advisors each spring and fall. The application can also be printed out or copied to a Word or Word Perfect file by clicking here (<http://www.shrm.org/students/meritaward/>).

- **What is the deadline for the Student Chapter Merit Award?**

The Student Chapter Merit Award must be postmarked by March 31 of each year.

## **AWARDS AND SCHOLARSHIPS**

- **Where can I receive an application to apply for the student leadership awards?**

You may download one online from student programs at [www.shrm.org/students](http://www.shrm.org/students).

- **What is the deadline for student leadership award applications?**

Student award applications must be postmarked by March 1. Applicants must be national student members prior to February 1 to be eligible.

- **What are the eligibility requirements for the leadership awards?**

- You must be an SHRM® national student member prior to February 1 of each year.

- Undergraduate applicants must be full-time students who have completed their sophomore year and have maintained at least a "C" average.

- Graduate student applicants must have completed their first nine hours of graduate work while maintaining at least a 3.25 average on a 4.0 scale.

- **Does the Student Programs Department administer the Sons & Daughters Scholarship?**

No. For information on this scholarship, please contact Lydia Fox in the Finance Dept. at x6007. Student Programs administers the Leonard Brice Undergraduate Leadership Award and the Graduate Student Leadership Awards in conjunction with the SHRM Foundation.

## **ADVISORS**

- **I filled out a Student Chapter Information Form last year. Why do I have to do it again?**

This form allows Student Programs to identify changes in contact information and current officers. It enables Student Programs to send e-mail and snail mail to the correct addresses and to monitor whether a student chapter is inactive. In addition, the SCIF is tied to submission of a merit award as well as the discounted SHRM membership for advisors and the discounted registration rate for the national conference. The SCIF can be found here ([http://www.shrm.org/students/studentchpt\\_infoform.asp](http://www.shrm.org/students/studentchpt_infoform.asp)) and can be completed and submitted on-line in less than 5 minutes.

- **I am not a faculty member. Can I still be an advisor?**

Absolutely! While the typical advisor is a faculty member, he or she can come from other professions. Check with the college or university, however. Some schools require that an employee affiliated with the school advise a student organization. Also, it is strongly recommended that the advisor be a national SHRM member.

- **Where can I find more information on being a chapter advisor?**

You can find a wealth of information to help in your role as chapter advisor by going to the student programs web site at [www.shrm.org/students](http://www.shrm.org/students).

## **HR GAMES**

- **What are the HR Games?**

The HR Games consist of a series of matches between teams of up to three students each from various SHRM student chapters. Using a game board similar to the board used on the Jeopardy TV quiz show, student teams answer HR questions similar to those found on the PHR certification exam. The teams that earn the most points win their matches and advance to the next round. The team that wins the final match of the day becomes the overall champion.

- **How can our student chapter participate?**

If your SHRM student chapter is interested in organizing a team to compete or in hosting a competition, contact the Student Programs department.

## ANNUAL CONFERENCE

- **Is there a discounted rate for students or chapter advisors to attend the SHRM Annual Conference?**

Yes! An early registration rate is available from mid-November until mid-April. The rate is raised a small increment from mid-April until approximately the first of June. After June 1<sup>st</sup>, registration is accepted only on-site for an additional small increment. Even if you register on-site, it is at a significant discount compared to the regular registration rate.

- **Where can I get a copy of the student/advisor conference registration form?**

Visit the student programs web site at [www.shrm.org/students](http://www.shrm.org/students). We can also email or fax you a copy of the form if necessary.

- **Where can I get more information on the Annual Conference?**

For student conference information, visit the student programs web site at [www.shrm.org/students](http://www.shrm.org/students). For general conference information, visit [www.shrm.org/conferences](http://www.shrm.org/conferences).

## CONTACT INFORMATION

This FAQ still hasn't answered my question(s). What should I do?

Contact:

SHRM Student Programs  
Chuck Salvetti, Student Programs Manager  
Maureen Flaherty, Student Programs Coordinator

1-800-283-SHRM  
extension 6084  
extension 6085

Student Programs email:  
Chuck Salvetti:  
Maureen Flaherty:

[SHRMStudent@shrm.org](mailto:SHRMStudent@shrm.org)  
[csalvetti@shrm.org](mailto:csalvetti@shrm.org)  
[mflaherty@shrm.org](mailto:mflaherty@shrm.org)

Student Programs fax:

703-739-0399

This FAQ will be updated whenever necessary. If you are unable to find an answer to a member inquiry in this FAQ, please call Chuck Salvetti, Student Programs Manager, at extension 6084 or email [SHRMStudent@shrm.org](mailto:SHRMStudent@shrm.org).