

SHRM2 19-22 16 ANNUAL CONFERENCE & EXPOSITION

>>> SHRM Volunteer Leader Briefing

WELCOME!

JUNE 19, 2016





- Elissa O'Brien, VP of Membership
- Susan Loynd, MAC Update
- SHRM Panel
- Closing Remarks



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Elissa O'Brien, SHRM-SCP Vice President of Membership

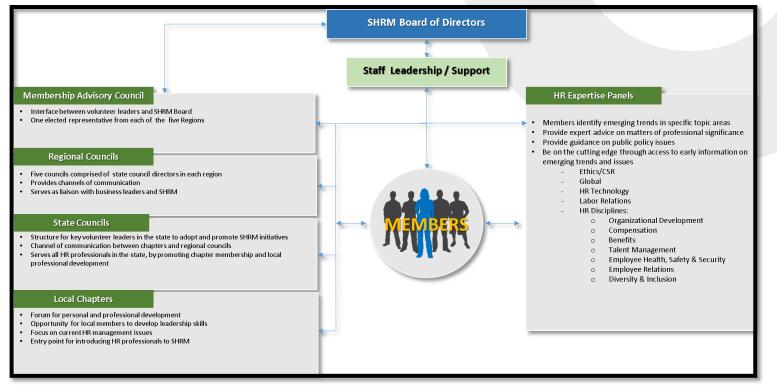






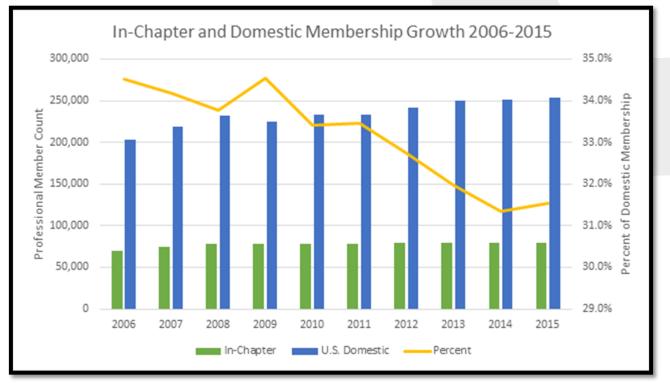






>>>> SHRM Members In-Chapters









SHRM Affiliate Printing Portal

Co-branded, professionally created marketing collateral easily customizable to market membership in your chapter and chapter events.

>>>> Chapter Membership Brochure

<ENHANCE YOUR HR CAREER WITH RESOURCES AND CONNECTIONS NEAR YOU>

<"This area is for a quote to be filled by chapters. The quote area is decently sized & can accommodate a quote up to 25 words">

<MEMBER NAME, SHRM CERTIFICATION MEMBER SINCE DATE>

<About SHRM's local affiliate [insert chapter name] 7 words>

> <Options for</p>

recertification credits>

» <Insight into the local

market changes and

<Chapter Name Benefits>

- » <Editable bullets no more than 24 words for all bullets combined>
- » <Informative meetings trends> on trending HR topics>

<Visit us at [insert chapter URL] to learn more or come attend our next meeting on [insert date.]>

<HEADER: **TWO** OR **THREE** LINES OF TEXT HERE 8-10 WORDS>

<subhead line here 5 words>

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<Event name or any other

<January 1, 2016>

<Event Meeting Place>

<12:00 p.m.>

<123 Address Street>

<City, State 12345>

want to put here>

additional information you

<GREAT HR

MAKES GREAT

ORGANIZATIONS>

Memberships in SHRM & <Chapter Name up to 2 Lines or 3 Lines here for Chapter Name> = A Smart Investment







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#SHRM16

SHRM 2

>>>> Chapter Membership Brochure

WHAT IS SHRM?

The Society for Human Resource Management (SHRM) is the largest association for HR professionals. representing more than 285,000 members in over 165 countries.

WHO SHOULD JOIN SHRM?

SHRM is an individual membership organization. Members include individuals with a range of titles and responsibilities:

- » President/CEO
- Chief HR Officer
- Chief Human Capital
 - » Administrator Officer » Representative
- » VP of HR
- Director of HR
- » HR Manager
- » HR Generalist
- » Legal Counsel » Office Manager

» Supervisor

» Specialist

» Coordinator

» Consultant

"SHRM membership provides me with guidance and advice on everything! Being a member for several years, I can't imagine not having SHRM to count on."

ROBERT BRABO, SHRM-SCP SHRM MEMBER SINCE 2012

WHY SHRM **MEMBERSHIP**?

Think of SHRM as your organization's go-to expert on all things HR. Business professionals at all levels and functions will benefit from our resources to build an engaging and compliant workplace.

and compliance resources Seek guidance Har Knowledge Advisors' perso help Save time Sample forms, policies, job descriptions and interview que Grow professionally Free webcasts and member sa on all conferences, seminars, certification preparation and m	s	OUR NEEDS
Stay compliant and compliance resources Seek guidance How-to guides, toolkits and SH HR Knowledge Advisors' perso help Save time Sample forms, policies, job descriptions and interview que grow professionally Free webcasts and member sa on all conferences, seminars, certification preparation and m	online	eep current
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professionally on all conferences, seminars, certification preparation and m	estions	ave time
Gain A network of 285.000-plus		
connections professionals		CONTRACTOR CONTRACTOR
All for Only \$190 a Year—That's Just \$15.83 a Month!		

Join SHRM or learn more at shrm.org/membercenter.

"SHRM offers everything from sample policy templates to research data that can help executives support their company's strategic efforts. SHRM Membership is indispensable for HR professionals regardless of their education or experience."

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#SHRM16

ANGELENE FORTUNE, SHRM-CP SHRM MEMBER SINCE 2010

In addition, you can rely on SHRM to help you stay up-to-date on HR topics like these and more:

- Leave Management, Employee including FMLA, ADA, Engagement PDA and CERA Record Retention
- » FLSA
- Health Care
- Employee Discipline » Workplace » Termination
- » Performance » Background Checks Management
- Harassment » Workplace
 - Discrimination and Accommodations Retaliation
- Immigration Reform HR Trends » Cross-Border HR
 - Business Leadership

» Social Media

Investigations

» Recruiting

SHRM Affiliate Printing Portal

Easy to Use

- Access the portal via the VLRC
- Select template
- Add customized chapter information
- Preview document
- Place order: 2 options
 - Download the customized pdf for a small fee
 - Order and pay for print copies to be shipped
 - Upload a mail list and send out a mailing through the printer



SHRM Affiliate Printing Portal



Timeline

Beta Testing in Q3 Launch in Q4

Interested in being involved in Beta testing?

• Leave your business card with Kristine Hofmann





SHRM Competency Based Education for Chapters

- Series of 1.5 hour programs to address topics based on the SHRM HR Competency Model
- Free of charge for SHRM Chapters and Councils in good standing
- Multi-Media presentation
- Includes easy to use facilitator guide
- Accessible via the VLRC
- Watch for more information coming soon!





First program available Summer 2016: "Five Habits of Destructive HR Leaders"







HR Magazine is looking to highlight the top movers and shakers in HR who are under the age of 30.

Visit <u>www.shrm.org/hrmagazine</u> to nominate yourself or a friend by <u>Friday, September 16, 2016</u>.

The nominees will be vetted by SHRM staff, and 30 of them will be highlighted in the December/January issue of HR Magazine.





VLRC

SHRM's Volunteer Leader Resource Center



PE: Einal chock mailed how long should we wait

©SHRM2016

> Chapter Promotion Email Program



Launched in April, 2016

- Promotes chapter membership and events to SHRM at-large members in their local area
- Available to chapters who do not otherwise qualify for the SHRM e-blast program (100% and Super Mega chapters)
- Chapters provide event information and SHRM provides text
 promoting the value of chapter membership
- Chapters may request two emails sent on their behalf within a calendar year
- Contact your Member Engagement Associate for additional information

>>>> Pinnacle Award Submissions

Pinnacle Award Submission Package

Honoring Outstanding Leadership and Professional Excellence in the Field of Human Resource Management

Sponsored by Paychex

+ HR + Retirement + Insurance :

#SHRM10 Recognize outstanding achievements/ initiatives of chapters and state councils.

SHRM 2(9-22)

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Application period is open through September 9, 2016.





Act as subject matter experts:

- Report on emerging trends,
- Participate in media interviews,
- Provide guidance on public policy and more!





Panels:

- Ethics/CSR
- Global
- Labor Relations
- Technology & HR Management
- HR Disciplines:
 - Total Rewards Talent Acquisition Employee Relations

Employee Health, Safety & Security Diversity Organizational Development

Applications accepted through July 31, 2016





Elissa O'Brien, SHRM-SCP Vice President, Membership 1800 Duke Street Alexandria, VA 22314 703-535-6269 Elissa.Obrien@shrm.org @SHRMElissa





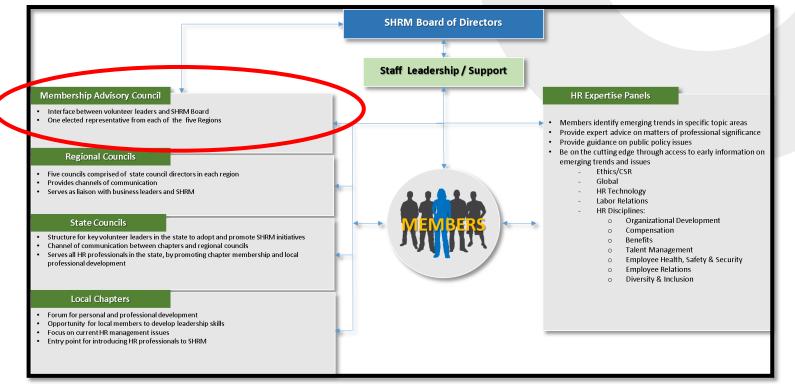
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Membership Advisory Council

Susan Loynd, SHRM-SCP Angie Brawdy, SHRM-SCP Mike Letizia, SHRM-SCP Sharon Sellers, SHRM-SCP Jeff Owens, SHRM-CP













1,150 survey responses

Highlights included:

- Categories of HR services and products SHRM can further define or develop to ensure volunteers and professionals are more successful in their careers;
- The key areas within the Body of Competency & Knowledge, that SHRM should focus on first in the development of training materials;
- Opportunities where SHRM can further enhance an already positive volunteer and membership experience;
- And finally, how SHRM can support volunteers, chapters and state councils to advance the future of our HR profession.

MAC Board Recommendations

- Continue to develop content, tools and resources that support chapter programming in alignment with the BoCK.
- Leverage SHRM's purchasing power to provide technological support for webinars, e-meetings and e-learning.
- 3. Develop career-level and industry-specific resources, and content that supports all HR professionals creating a customized member experience offering content by industry, specialty, geographic region, and career lifecycle.



Member & Chapter Engagement

>>> MAC Board Recommendations

- 1. Develop relationship strategies tailored to the unique needs of chapter affiliates based on geography, size and governance structure.
- We highly encourage the pursuit of a dual membership program, which allows members to join and renew chapter and SHRM membership at the same time.
- 3. We also suggest a comprehensive review of the current affiliate structure to determine if the relationships between entities are sustainable now and in the future.



Chapter & State Council Alignment

>>> MAC Board Recommendations

- 1. SHRM provide resources to develop chapter and state council leaders in tandem with the SHRM Competency Model.
- 2. Align existing tools in the Volunteer Leaders Resource Center with the Competency Model.
- 3. SHRM should begin by focusing on leadership and navigation, then business acumen, followed by relationship management. Additional focus is needed in the *strategy* and *people knowledge* domains.









- SHRM Foundation
- Editorial
- Government Affairs
- SHRM Certification
- Q & A



• SHRM Foundation

- Editorial, Publishing
- Government Affairs
- SHRM Certification
- Q & A





Ashlee Droscher Smith, CFRE Director of Development SHRM Foundation



- SHRM Foundation
- Editorial
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- Q & A



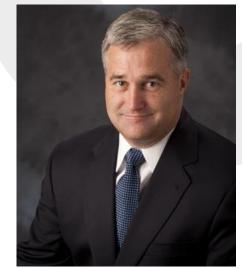


Tony Lee Vice President, Editorial SHRM



- SHRM Foundation
- Editorial, Publishing
- Government Affairs
- SHRM Certification
- Q & A





Michael P. Aitken Vice President, Government Affairs SHRM



• Q & A



- Editorial, Publishing
- Government Affairs
- SHRM Certification





Alexander Alonso, PhD, SHRM-SCP Senior Vice President Knowledge Development, SHRM



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>>> SHRM Foundation

ASHLEE SMITH DEVELOPMENT DIRECTOR, SHRM FOUNDATION

SHRM Foundation celebrates 50!



EARS

In honor of our 50th anniversary:

- More than 225 scholarships
 - NEW scholarships to Talent Management Conference
 - NEW student and veteran scholarships to

SHRM Annual Conference & Exposition

- Final theme of thought leadership initiative
- Four new reports



Join the celebration:

- GIVE: join the Give50 Club!
- SHARE: spread the word about scholarships and solutions
- VOLUNTEER: review application: or support local efforts

Visit: shrmfoundation.org/50





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TONY LEE VICE PRESIDENT, EDITORIAL, SHRM





SHRM's past leadership in the TA segment had faded:

- Employment/ Recruitment is SHRM's largest specialty function with 13K+ members, but has been shrinking as a percentage of total membership
- Membership renewal rate in the Employment/ Recruitment category is 76%, lower than the 81% average for other segments





Yet talent acquisition is a key member concern

When asked about the top business/HR challenges they face in 2016, respondents mentioned them in the following order:

1) Recruitment (Members 68% / Non-Members 61%)

2) Compliance (Members 50% / Non-Members 21%)

3) Other (Members 38% / Non-Members 24%)

4) Training/Learning (Members 29% / Non-Members 11%)

5) Compensation/Benefits (Members 26% / Non-Members 19%)

Source: 2,377 Responses, SHRM Content Needs Assessment, Feb. 2016





Launched Talent Acquisition E-Newsletter:

- 76,000+ Subscribers
- Published twice monthly: alternates with Talent Management e-newsletter
- Dedicated reporter





DOL Overtime Rule Will Challenge Recruiting New regulations governing overtime pay will have a significant impact on recruitment, employers say, from scaling back hirin

impact on recruitment, employers say, from scaling back hiring to rebranding roles that have been downgraded from salaried to hourly.

SHARE () (D)

HR Has an Emerging Role in Battling Sex Trafficking

During her darkest days, the young woman had no job, and drugs and alcohol became a constant. That changed when she entered Hire Hope, a program that provides life skills and other training and job opportunities for former sex trafficking victims.

SHARE () to 🖸

Advertisement



RECRUITING



These Are the Competencies Your Recruiters Need Skills gaps and talent shortages have made it difficult in recent years for employers to hire the staff they need, and attracting candidates gets even tougher when a company's recruiters don't have the necessary skills.

Netflix Encourages Hiring Managers to Be Recruiters

Netflix's hiring process is just as innovative as its famously intense "freedom and responsibility" culture—one without performance reviews, expense approvals or many guidelines at all.





Added More TA Content to HR Magazine:

 Every issue since last October has included at least one TA story, starting with our ATS Buyer's Guide

SOCIETY FOR HUM RESOURCE MANAGEM			Th	is Week's 5 H	HR Must-Haves. C	lick Here
HR TOPICS & STRATEGY	LEGAL ISSUES & PUBLIC POLICY	TEMPLATES & SAMPLES	HR STANDARDS & COMPETENCIES	RESEARCH & METRICS	EDUCATION & CERTIFICATION	CONFERENCES
« SECTIONS	SHRM » Publica Love Your ATS	ations » HR Ma	gazine » Past Issues :	» 2015 » Octob	per 2015 » 7 Reason	s to

7 Reasons to Love Your ATS

Vol. 60 No. 8

Thanks to recent advances, the long-maligned applicant tracking system may now be more help than

headache.

By Dave Zielinski 10/1/2015





For many years, corporate recruiters have loved to hate their applicant tracking systems. The promise of a sleek digital interface, robust analytics, automated responses and sophisticated search tools never really materialized, leaving companies and candidates frustrated and wishing for more. And the cost of upgrading an applicant tracking system (ATS) gave HR







Plus a range of new TA activities across SHRM:

- Knowledge Center is updating or adding 100+ forms, guides, toolkits express requests and more
- Research is updating and creating a range of TA reports, including a new overview report on all TA research
- Conferences increased focus on TA at Talent Management conference in April, and added a TA symposium in Seattle on July 15...with more to come
- Speakers bureau created a new TA presentation, and Elissa, myself and others are presenting it nationally to Chapters and at conferences
- E-Learning is creating and updating a range of courses on TA
- Marketing is conducting focus groups at Annual on a range of TA topics
- And more SHRM-wide as outlined in our 2016 TA Content Plan



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>>> SHRM Government Affairs

MIKE P. AITKEN VICE PRESIDENT, GOVERNMENT AFFAIRS

Mathematical States Advocacy Day Preparatory Webinar

A "Year of SHRM Advocacy"







2016 National Conventions

FIND YOUR BREAKTHROUGH MOMENT

















MAD Advocacy Day Preparatory Webinar

Recent SHRM Advocacy Highlights



- ✓ Fighting Extreme Changes to Overtime Rules
- ✓ Preventing Debarment of Federal Contractors
- ✓ Participating in Global Policy Forums
- ✓ Increasing in Number of Reach Outs
- Moving the Needle on Critical Workplace Policy: Record Number of A-Team Meetings with Legislators



>>>> Advocacy Day Preparatory Webinar

SHRM Public Policy Principles

- Delegation headed to Capitol Hill
- 50 State Councils and over 200 Chapters have signed pledge
- Used as platform for conventions, 2017
 Congressional/White House Activities
- www.advocacy.shrm.org









Mathematical States Advocacy Day Preparatory Webinar

Creating a 21st Century Workplace

The 21st Century Workplace is:



1) INNOVATIVE: The 21st Century Workplace provides employers and employees the flexibility to address how, when and where work is accomplished and allows for the design of employee benefit programs that attract and retain employees, while managing the fiscal realities of modern business.

2) FAIR: The 21st Century Workplace provides fair employment practices in hiring, training and compensation, regardless of non-job-related characteristics, and encourages practices that meet the goals of the organization and the needs of its employees.

3) COMPETITIVE: The 21st Century Workplace gives employers the ability to attract, recruit, hire and train talent, as needed, to remain competitive in a global economy.





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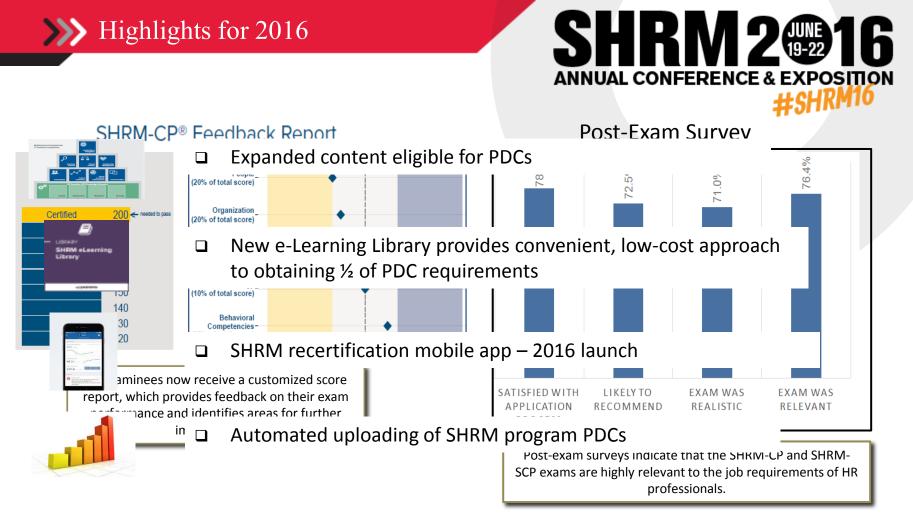
>>> SHRM Certification: An Update for 2016

ALEXANDER ALONSO, SHRM-SCP SENIOR VICE PRESIDENT KNOWLEDGE DEVELOPMENT, SHRM



SHRM is focusing the HR profession on the need to build the business competencies that ensure workplace success.





>>>> Highlights for 2017





- **D** Revised, more comprehensive BoCK
- □ 3 behavioral competency clusters



Exam changes: reduce length of SHRM-SCP exam; 50/50 weighting for HR knowledge/ behavioral competencies

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 SHRM Learning System with greatly expanded multimedia, interactive content



• Exam & SHRM Learning System to be available in Spanish



 Currently completing application and anticipating accreditation of SHRM-CP / SHRM-SCP exam





Questions for the Panel?







Closing comments from our panelists

- Resources
- How can you help and get engaged?
- Contact info

>>>> SHRM Foundation's ready to help!



Resources available to you:

- **STAFF**: Ashlee, Allie, and the Foundation team
- **BOOTH:** Visit us at #2640
- WEBINARS & TRAININGS
 WEBSITE: shrmfoundation.org





Ashlee Droscher Smith, CFRE Director of Development, SHRM Foundation Ashlee.Smith@shrm.org 703.535.6291 @SHRMFAshlee



SHRM2 SHRM16

Announcing HR Magazine's 30 Under 30 Feature:

We need nominations from you of HR professionals who fit the following criteria:

- Under age 30
- Work full-time in HR
- Made a unique and significant contribution to the profession such as:
 - Developed and led a large project or initiative in their department, school or organization or in an HR-related volunteer capacity.
 - Took on a leadership role in their department, school or organization or in an HRrelated volunteer capacity.
 - "Reverse mentored" older employees.
- To nominate one or more for 30 Under 30, go to <u>www.shrm.org/hrmagazine</u>



W Questions?

We welcome your ideas and suggestions:

Tony Lee

Tony.lee@shrm.org

703-535-6157

MAD Advocacy Day Preparatory Webinar

What is the SHRM Advocacy Team?

- Ensures the voice of HR is heard by policy decisionmakers via a "local network"
- Helps inform legislators of policy impacts upon employers and employees in her/his district
- SHRM members are constituents who develop credible and influential relationships with elected officials



Council for lobal Immigration

8,276 active A-Team members

SHR





2 (JUNE 19-22)

ANNUAL CONFERENCE & EXPOSITION





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Advocacy Day Preparatory Webinar



Creating a 21st Century Workplace

Alabama	Alaska	Arizona	Arkansas	California
Complete	Complete	Needs 3 (9)	Complete	Needs 9 (53)
Colorado	Connecticut	Delaware	Florida	Georgia
Complete	Complete	Complete	Need 6 (27)	<i>Complete</i>
Hawaii	Idaho	Illinois	Indiana	lowa
Needs 2 (2)	Complete	Needs 6 (18)	Needs 1 (9)	Needs 1 (4)
Kansas	Kentucky	Louisiana	Maine	Maryland
Complete	Complete	Needs 4 (6)	Complete	Complete
Massachusetts	Michigan	Minnesota	Mississippi	Missouri
Needs 3 (9)	Needs 7 (14)	Needs 5 (8)	Complete	Needs 4 (8)
Montana	Nebraska	Nevada	New Hampshire	New Jersey
Complete	Complete	Needs 1 (4)	Complete	Needs 8 (12)
New Mexico	New York	North Carolina	North Dakota	Ohio
Needs 2 (3)	Needs 14 (27)	Needs 6 (13)	Complete	Needs 5 (16)
Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina
Needs 1 (5)	Complete	Needs 7 (18)	Complete	Complete
South Dakota	Tennessee	Texas	Utah	Vermont
Complete	Needs 5 (9)	Needs 8 (36)	Needs 1 (4)	Complete
Virginia	Washington	West Virginia	Wisconsin	Wyoming
Needs 2 (11)	Complete	Needs 3 (3)	Needs 3 (8)	Complete



Mocacy Day Preparatory Webinar





Michael P. Aitken Vice President Government Affairs mike.aitken@shrm.org

Twitter: @SHRMVPAitken

1800 Duke Street Alexandria, VA 22314

+1-703-535-6027 Direct











□ Extensive Research underway



- □ Participate in recertification activities
- Serve as a mentor to those seeking certification
- Encourage employers to seek SHRM certifications
- Give us your feedback on all the new features





Alexander Alonso, PhD, SHRM-SCP SVP, Knowledge Development, SHRM Alexander.Alonso@shrm.org





>>>





Upcoming events to share



Prize Drawings

Refresh. Relax. Recharge.

Convention Center, Room 154 A/B

Monday, June 20 – 7:30 a.m. - 4:00 p.m.

Tuesday, June 21 – 7:30 a.m. - 4:00 p.m.

Wednesday, June 22 – 7:30 a.m. - noon



Catch up with your fellow volunteers Refreshments Volunteer Ribbons

©SHRM2016







Registration Opens: August 2016

2016 SHRM Volunteer Leaders' Summit

November 17–19, 2016 | Washington, D.C.

EVENT FEATURES INCLUDE:

- > Boot Camp-ideal for first-time attendees
- > Welcome reception and SHRM Showcase
- > Topic-based sessions by chapter size that you choose depending on your needs
- > Foundation HeadShot Lounge

VISIT: CONFERENCES.SHRM.ORG/VLS TO REGISTER

Leading People. Leading Organizations.









Houston, TX *March 10 – 11, 2017*







PA (contract pending) April 21 – April 22, 2017





Young Professional Advisory Council

- 15 YPAC members
- Applications for next YPAC each Fall
- Contact Nancy Conway at nancy.conway@shrm.org

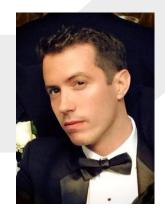
















SHRM2 SHRM2 SHRM10 SHRM10

THANK YOU for coming! Slides will be posted on the Volunteer Leader Resource Center

State Directors and State Directors-Elect, please proceed to your Individual Regional Council Meetings in the rooms noted below. All rooms are on Level M3.

REGION	MEETING ROOM		
Northeast Region	Union Station		
North Central Region	Chinatown		
Pacific West Region	Mount Vernon Square		
Southwest Central Region	Ledroit Park		
Southeast Region	Judiciary Square		