Michael P. Aitken
Meredith Nethercutt

Strengthening the HR Profession: Moving Forward with SHRM Government Affairs
SHRM Advocacy Issues

**Tax and Benefits**
- Employer Provided Education Assistance (Section 127)
- Retirement Security

**Civil Rights**
- ENDA
- Paycheck Fairness Act

**Health Care**
- Affordable Care Act

**HR PUBLIC POLICY ISSUES**

**Immigration**
- Employment Verification
- Visas, Trusted Employer

**Employment**
- Americans with Disabilities Amendment Act
- Labor Trafficking

**Workplace Flexibility**
- Healthy Families Act
- FMLA
- Voluntary Approaches

**SHRM Advocacy Issues**
SHRM Advocacy in Action: 2017 Highlights

SHRM on “speed-dial” with policy makers in 2017:

• SHRM received over 170 “Reach Outs” from public policy makers.
• Testified 8 times in front of congressional committees
• Testified 3 times before federal agencies
• Testified 5 times at the state level
• Invited to 10 congressional roundtables
• Invited to 10 federal agency roundtables

Leslie Christ, SHRM-CP, (pictured on the far left), Crystal Frey, SHRM-SCP, (seated next to Leslie) testifying at House Subcommittee on Workforce Protections

Frank Cania, SHRM-SCP, serving as a witness before the House Committee on Small Business

Nancy McKeague, SHRM-SCP, testified before the House Subcommittee on Health, Education Labor and Pensions
Support Federal Voluntary Workplace Flexibility!

Workflex for All
Engage Now

HOW YOU CAN MAKE A DIFFERENCE

TAKE ACTION:

Contact Congress! Help Grow Support for Voluntary Workflex Legislation

Easily Email Your U.S. Representative Now

Place a quick Call to Your U.S. Representative

Quickly Raise Awareness of and Support for #Workflexbill on Twitter

Post a Message to Your U.S. Rep’s Facebook Page in Support of SHRM-Led Voluntary Workflex Bill

Share Your Story with SHRM on Workplace Flexibility Legislation

- Submit a blog post describing how federal workplace flexibility legislation will impact the HR profession, employers and employees in your local area.
- Share your personal HR story with SHRM of how federal workplace flexibility legislation will impact your organization.
- Get “Social!” Learn how to express your support for the Workflex in the 21st Century Act (#WorkflexBill) on Instagram, Twitter and/or Facebook.

Meet with Your Members of Congress
Click HERE for guidance on how to effectively schedule and conduct a face-to-face meeting with your lawmaker in the district.

Have you discussed workplace flexibility legislative efforts with your lawmaker? Let SHRM know.

WORKFLEX IN THE 21ST CENTURY ACT

#SHRMVLS Advocacy Day in Washington, DC Through a WI Advocacy Captain’s Eyes

Society for Human Resource Management
Help SHRM! Express your support for the Workflex in the 21st Century Act (#WorkFlexBill) on Instagram, Twitter and/or Facebook.

Get Social for Workplace Flexibility!
Get Social for Workplace Flexibility!
SHRM Advocacy Team: Advancing the Profession

- Ensures the **voice of HR is heard** by policy decision-makers 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

**9,900+ Active A-Team Members!**

**700+ Advocacy Captains!**
Grow SHRM’s A-Team!

**SHRM A-Team: Countdown to 10,000+**

- Not yet a member of the A-Team? **Join today!**
- Recruit through your HR networks and local SHRM chapter
- Request SHRM A-Team promotional brochures, giveaways for upcoming meetings
- Encourage fellow HR pros to join online at [advocacy.shrm.org](http://advocacy.shrm.org)
- Post about the Countdown to 10,000 effort on social media
- Hold contests, provide giveaways to encourage registrations!
YOUR VOICE + YOUR STORY = RESULTS

Only YOU Can Tell Your Story
When congressional staff were asked what influences their Member of Congress, they reported that constituent voices matter most!

94% of staff said that constituents are the most influential.

Make Your Voice Resonate
Congressional staff report that the most helpful information constituents could provide in meetings often isn’t conveyed. What information are they looking for?

- Information about impact of bill or issue on the district or state
- Constituent’s reasons for supporting/opposing the bill or issue
- Personal story related to the bill or issue

Stand Out from the Crowd
Research your legislator, come prepared, rehearse your pitch.

Average number of daily meetings held by a Member of Congress: 13

Continue to Build on the Relationship Back Home
Washington, DC or District meetings? 71% of House Chiefs of Staff say their Member of Congress has “no preference” on where is best to meet constituents.
Recent State Advocacy Efforts

*Approximately 50 percent of state and chapter partners host state lobby days*
SHRM’s Premier Advocacy Event

2018 SHRM
EMPLOYMENT
LAW &
LEGISLATIVE
CONFERENCE
MARCH 12 - 14, 2018
WASHINGTON, D.C.
REGISTER NOW

ADVOCACY DAY
Advocacy Day is an opportunity to shape future policies and amplify HR’s voice on Capitol Hill.

LEARN MORE
### Annual A-Team Engagement Events

#### Congressional District Work Days

#### A-Team Quarterly Planning Webinars

#### SHRM Advocacy Events in Washington, D.C.

#### Social Media Engagement Opportunities
THANK YOU