Student Chapter Advisor and College Relations CLA Webinar

November 17, 2015

Susan Post, SHRM-SCP, CAE
East Division Director
Rachel Rosen
Membership Programs Specialist
Scott D. Ferrin, SHRM-SCP
Field Services Director

Bhavna Dave
Director of Talent
SHRM member since 2005
Agenda

• Welcome
• 2016 Student Case Competition and Student Summit
• Current Status of 2016 Student Case Competition Teams
• Support Programs from professional chapters for Student Chapters/Students Members
• Update on new development groups
  • Student Chapter President Advisory Group
  • Student Chapter Advisory Groups
• Open Discussion
• Next Meeting – January 21, 2015
These 3 events will be top class in supporting the growth of SHRM Students! The following are the dates and locations for the three events:

- East Event - Atlanta, GA - March 4-5, 2016
- Central Event - Omaha, NE - April 1-2, 2016
- West Event - Salt Lake City, UT - April 29-30, 2016

The registration and hotels for all 3 events are open!

http://conferences.shrm.org/2016-case-competition-and-career-summits
Team Eligibility:

- Each school is eligible to have only one Division I team and one Division II team compete per year.
- A maximum of 30 teams can compete in each of the three Case Competition events.
- Any team that registers after capacity has been reached will automatically be placed on a waitlist. If a slot opens up, the team captain will be notified and teams will be invited to compete in the order in which they registered.
- Waitlisted teams will only be added to the competition line-up if a registered team drops out of the competition four weeks or more prior to the event date.
Competing teams are divided into two Divisions, Division I and Division II, and are eligible to compete as follows:

**Division I:** Each team is made up of a minimum of two and a maximum of six undergraduate students, with each undergraduate team member being age 25 or younger as of Jan. 1, 2016.

**Division II:** Each team is made up of a minimum of two and a maximum of six students meeting one of the criteria below:
- The team is made up entirely of graduate students (regardless of age)
- OR
- The team is made up of undergraduate students and at least one team member is age 26 or older as of Jan. 1, 2016.

**NOTE:** A minimum of three teams in each competition Division must compete. If the minimum is not met, the team can still compete in the Case Competition and be judged, but no awards will be given.
Current Team and Attendee Registrations:

East
• Team: 11
• Attendees: 52

Central
• Team: 1
• Attendees: 12

West
• Team: 2
• Attendees: 9
Current Volunteer Registrations:
(Need 85 Volunteers at Each Event)

East
• Total: 52

Central
• Total: 24

West
• Total: 17

### Affiliate Sponsorship Opportunities – Pledge form completed and returned to SHRM no later than December 1, 2015

<table>
<thead>
<tr>
<th>Tier</th>
<th>Sponsor</th>
<th>Description</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tier 1 Sponsor</td>
<td><strong>Connection Zone</strong> <em>(One sponsor per event – East, Central and West)</em></td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td><strong>Tier 1 Application</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Tier 2 Sponsor</td>
<td><strong>Friday Reception &amp; Networking</strong> <em>(One sponsor per event – East, Central and West)</em></td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td><strong>Tier 2 Application</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Tier 3 Sponsor</td>
<td><strong>Meal</strong> <em>(Multiple sponsors per event – East, Central and West)</em></td>
<td>$750</td>
</tr>
<tr>
<td></td>
<td><strong>Tier 3 Application</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Tier 4 Sponsor</td>
<td><strong>Break</strong> <em>(Multiple sponsors per event – East, Central and West)</em></td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td><strong>Tier 4 Application</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Corporate Sponsor—$2,500
(One sponsor per event – East, Central and West)

• Sponsorship of the keynote presentation at one of the three 2016 SHRM Student Case Competition and Career Summit events
• Introduction of the keynote speaker, including 3-5 minutes of podium time to highlight your company
• One company table top display (one 6-foot-long skirted table)
• Company logo and name displayed on the 2016 SHRM Student Case Competition and Career Summit website and on all printed materials
• Opportunity to meet students for employment and internship openings
2015-16 Advisory Councils

Student Chapter Advisors Advisory Council
  • First Meeting on November 6th
  • Reviewed Current Status
  • Completed Start, Stop, Continue

Student Chapter Presidents Advisory Council
  • First Meeting on November 6th
  • Reviewed Current Status
  • Completed Start, Stop, Continue

Next meetings for in January/February 2016

©SHRM 2015
Academic Initiatives

Assurance Of Learning

- YTD Registrations
- Test Window Changes
- Other Activities

http://www.shrm.org/academicinitiatives/aol/pages/default.aspx
2015-16 Merit Program

Mid Year Check-Up

Program Summary:

Section 1: Chapter Requirements (5 maximum points) ALL REQUIRED
Section 2: Chapter Leadership and Operations (16 maximum points)
Section 3: Serving the Future HR Professional (33 maximum points)
Section 4: Advancing the Profession (23 maximum points)

Total anticipated score (77 maximum points)
Key Reminders

Student Chapter Required Forms:

Student Chapter Merit Award Application- DUE April 15th
• ALL chapters must submit a MINIMUM of Section 1

Student Chapter Information Form- DUE June 1st
• Advisor and co-advisor (if one is designated) must be a current SHRM Professional, General, or Associate member as the Chapter Advisor
• Chapter President must be a current SHRM Student Member throughout his/her term of office

Chapter Roster Update Form- DUE October 15th
• Chapters must maintain a minimum of 8 student members with active SHRM memberships.
• Use this form to make changes to your chapter roster throughout the year.
Effective Practice Sharing:

• What has been the best Student/Professional Chapter event for you this fall?

• What has been your best recruitment method for new students this fall?
Student Advisors and College CLA Date:
– January 21, 2016

College Relations CLA Date:
– April 14, 2016

Student Advisor Date:
– March 24, 2016

Save the dates NOW!
Join us for important information!
All Webinars are at 3 pm Eastern Time
Contact Us

Student Programs
Contact shrmstudent@shrm.org for questions related to student chapter operations including:

• Requests for chapter rosters
• Student Chapter Information Forms
• Chapter Merit Award Program

Member Care
Contact 800-283-7476 option 3 for questions related to individual membership including:

• Processing of memberships – new and renewal
• Membership status
• Payment inquiries
• Updating your member profile
• Conference/seminar registration
• Technical questions about the SHRM website
thank you!
Student Programs Contacts

Primary Contact
Scott D. Ferrin, SHRM-SCP
Field Services Director
scott.ferrin@shrm.org
(800) 283-7476 x6453

Susan Post, SHRM-SCP, CAE
Divisional Director East
susan.post@shrm.org
(800) 283-7476 x6201

Find your specific SHRM support in “MEET OUR TEAM” at:
Resources – Student Chapters

SOCIAL MEDIA AND RECRUITING
A new SHRM study finds employers are increasingly reviewing job candidates' social media presence.

TOP NEWS
Coping with Cognitive Declines at Work
Studies on the aging labor force have largely focused on the so-called brain drain of institutional knowledge. But

SHRM CERTIFICATION
SHRM® CERTIFICATION SHRM-CP® AND SHRM-SCP®
Businesses Want More HR Leadership
SHRM and HR Pros Accept the Challenge! Nearly 60,000 HR professionals have

HR TALK
Exempt/Non Exempt Classification
Exempt Employee and Salary Deductions
Employees Badmouthing Company on Facebook
Teleworking/Child Care
Open Office – Where Does HR Fit?
Finding New Restaurant Employees

©SHRM 2015
Student Programs

The Society for Human Resource Management's Student Program was created in 1965 to promote mutually beneficial interaction between HRM students and practitioners. Since the first chapter was chartered more than 40 years ago, the student program has experienced tremendous growth. The program now includes over 200 affiliated student chapters and more than 15,000 student members.

Membership Center

Join SHRM as a Student Member
Renew Your Student Membership
Convert to Professional Membership
Advisor Membership
Student Membership FAQs
Student Member Benefits
Update your Contact Information/Profile

Student Member Resources

Learning Resources: Case Study Student Workbooks
Career Center
SHRM StudentFocus

HIGHLIGHTS

Questions?
Contact us
Meet our team

Student Chapters

Student Chapter Information Form
DUE JUNE 1st

2014-2015 Merit Award Planning Workbook - NOW available!
All chapters must submit a minimum of section 1 by April 15th.
Use the Chapter Roster Update form to submit roster changes.

Chapter Advisor Webinars

Recorded Webinars
August 28, 2014 Webinar

Upcoming Advisor Webinars
November 13, 2014 @ 3:00pm EST
Resources – Student Chapters

Student Member Resources

- Learning Resources: Case Study Student Workbooks
- Career Center
- SHRM StudentFocus
- Student Conferences
- Case Competition Information
- SHRM Foundation Scholarships

Chapter Advisor Resources

- Chapter Advisor Webinars
- Recorded Webinars
  - August 28, 2014 Webinar
- Upcoming Advisor Webinars
  - November 13, 2014 @ 3:00pm EST

Exams & Scholarships

- Register for the SHRM Assurance of Learning Assessment
- SHRM Foundation Scholarship Period - NOW OPEN. Apply by November 1st.

Internships

- SHRM Alliance with Internships.com
- Visit the SHRM internships.com page to take advantage of SHRM's partnership with Internships.com and find your next internship! As a SHRM student member, you get a FREE premium membership and access to exclusive HR Internships across the country.
Resources – Student Chapters

Student Chapter Resources:

Student Chapter FAQs
Virtual Student Chapter FAQs

Membership Applications:

- Student Chapter Advisor Application - Discounted membership of $100
- Converting to SHRM Professional Membership After Graduation - Savings of $210!
- SHRM Professional Membership Application Form

Chapter Resources and Materials:

- 2015 Recruitment Flyer
- Chapter Operations Manual - tips on starting your year, chapter governance, and fundraising
- Student Chapter Idea Book - sample programs and events from student chapters
- Student Chapter Affiliation Manual - outlines the requirements, benefits, and steps of affiliating
- Creating a Mentor Program Guide
- SHRM Affiliation Logo Use - Guide on properly displaying and using the "Affiliate of" logo
- Chapter Awards
- Directory of Student Chapters
- Leadership Succession Planning

For recruiting guides and promotional materials, please visit our Chapter Recruiting Page.

Student Chapter Required Forms:

- Student Chapter Merit Award Application - ALL chapters must submit a MINIMUM of Section 1 - DUE April 15th
- Student Chapter Information Form - DUE June 1st
  - Advisor and co-advisor (if one is designated) must be a current SHRM Professional, General, or Associate member as the Chapter Advisor
  - Chapter President must be a current SHRM Student Member throughout his/her term of office

*Please note: Advisor contact information will be put on the Student Chapter Directory so potential chapter members know who to contact about joining a chapter.
SOCIAL MEDIA AND RECRUITING

A new SHRM study finds employers are increasingly reviewing job candidates' social media presence.

TOP NEWS

Coping with Cognitive Declines at Work

Studies on the aging labor force have largely focused on the so-called brain drain of institutional knowledge. But

SHRM CERTIFICATION

SHRM® CERTIFICATION

SHRM-CP™ AND SHRM-SCP™

Businesses Want More HR Leadership

SHRM and HR Pros Accept the Challenge!

Nearly 60,000 HR professionals have

HR TALK

Exempt/Non Exempt Classification

Exempt Employee and Salary Dedications

Employees Badmouthing Company on Facebook

Teleworking/Child Care

Open Office – Where Does HR Fit?

Finding New Restaurant Employees

View all discussions »
Volunteer Leaders' Resource Center

Welcome to the Volunteer Leaders' Resource Center! This site is designed to assist you in your role as a SHRM volunteer leader.

2015-16 Membership Marketing Brochure *New!*

State Council Operations Survey Results *New!*

SHRM Annual Conference Volunteer Leader Briefing Slides

SHRM Radio/TV Ads

How to Promote Certification

Latest SHRM Certification CLA Webinar (March 26, 2015)

SHRM Preferred Provider Resources

Chapter Champions Program

SHRM Competency Model Brochure (Dec. 2, 2014)

State Council Certification Director Job Description

Chapter Certification Director Job Description

CEO Update (June 3, 2014)

2015 Volunteer Leader Event Calendar

For volunteer news and articles, read the SHRM Update.
Resources – College Relations

VOLUNTEER RESOURCES
- Affiliate Successful Practice Center
- Awards and Scholarships
- Chapter Locator
- Core Leadership Areas
- Get to Know About SHRM Volunteer Leaders
- Graphics Manual
- Locate SHRM's Regional Team for Your Area
- Resources for Affiliating as a New Chapter
- Resources for Chapter Management Professionals
- Resources for Chapters
- Resources for SMA Special Interest Chapters and Groups
- Resources for State Councils
- Resources for Student Chapters
- Speaker Resources
- Using the Volunteer Leaders' Resource Center
- Volunteer Opportunities
- Webcasts for Volunteer Leaders
SHRM's Core Leadership Areas

There are seven areas SHRM has determined critical – or core – to the success of achieving its mission to Advance the Profession and Serve the Professional: College Relations, Diversity, Government Affairs, HR Certification Institute Certification, Membership, SHRM Foundation and Workforce Readiness. SHRM strongly encourages the inclusion of volunteer leadership roles on the chapter boards and state councils for each of these Core Leadership Areas (CLAs).

State councils and chapters are vital to this effort and can demonstrate success by working collaboratively with SHRM in defining goals, creating alignment between SHRM goals and state council/chapter goals and implementing effective support initiatives in these core leadership areas. Tools to assist you in your volunteer leadership role can be found by clicking on the appropriate CLA area link below.

2015 Core Leadership Area Conference Call and Webinar Event Schedule - [click here]

- College Relations
- Diversity
- Government Affairs
- HR Certification
- Membership
- SHRM Foundation
- Workforce Readiness
Resources – College Relations

College Relations Core Leadership Area

Resources for CLA Volunteers

2015 Core Leadership Area Conference Call and Webinar Event Schedule
2015 Regional SHRM Case Competition & Career Summits
Benefits of Serving as a Student Chapter Advisor (online article)
Case Competition and State HRGames
College Relations Bulletin Board
College Relations Director Position Descriptions
  Chapter
  State Council
Creating a Student Mentor Program
Give Student Chapter a Subscription to HR Magazine
How to Start a Student Chapter
Organizing an Internship Program
Role of the Student Chapter Advisor
Role of the Student Chapter Liaison
Student Chapter Resource Center
Student Chapter Toolkit
Student Programs Web Site
Student Scholarship Opportunities
Students and Professionals: Working Together
Webinars/Webcasts for College Relations CLA Volunteer Leaders
Working with Students

©SHRM 2015