

# 2017 State Council Planning Document

**SHRM Affiliate Program for Excellence**

Dear State Council Leader:

Welcome to the SHRM Affiliate Program for Excellence (SHAPE) planning document. Utilizing the input we've received from you—our volunteers—we have kept SHAPE streamlined to aid in a more efficient completion of the year-end report.

Within this document, your state council can affirm its State Council in Good Standing status by completing Section I. Section II includes items that reflect the state council's use of effective administrative practices in partnership with SHRM. Although Section I is required, we encourage you to complete both sections.

Please use this document as a planning tool for your state council, and consider providing a copy to each leader at your state council's strategic planning meeting.

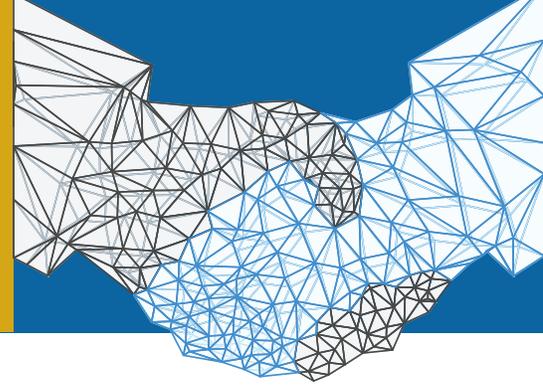
Thanks for all you do as a volunteer leader in support of the HR profession and SHRM. If you have feedback or questions regarding SHAPE, this document, the year-end report or awards programs, please contact your Field Services Director or Member Engagement Associate, who will be happy to assist you.

Elissa C. O'Brien, SHRM-SCP  
Vice President, Membership



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The Society for Human Resource Management (SHRM) is the world's largest HR professional society, representing 285,000 members in more than 165 countries. For nearly seven decades, the Society has been the leading provider of resources serving the needs of HR professionals and advancing the practice of human resource management. SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China, India and United Arab Emirates. Visit us at [shrm.org](http://shrm.org).



## Instructions

This SHAPE document is designed to aid you in developing your plan for the coming year. It is meant to address the calendar year January 1, 2017, through December 31, 2017. Use it as a planning tool to ensure that your state council meets the requirements for financial support and award programs. SHRM provides a wide variety of tools and resources to assist you. Completion of items in Section I is required to be a State Council in Good Standing.

Upon submitting the year-end report, you will receive a receipt confirmation and a copy of your submission for your records. If you do not receive a copy of your submission, contact your Member Engagement Associate (MEA) immediately.

Your Field Services Director (FSD) or Member Engagement Associate (MEA) can answer questions regarding the SHAPE program. They may also provide guidance on accessing the tools and resources available to you.

Your completed 2017 SHAPE Report is due on or before January 31, 2018. All reports must be submitted online, and only those submitted online will be accepted. Reports received after the January 31, 2018, deadline will result in the state council's ineligibility for any award consideration.

The 2017 Year-End Report will be available online in the third quarter.

**SECTION I: STATE COUNCIL IN GOOD STANDING**

**1) We will submit a completed 2018 State Council Leader Information Form (SCLIF) by December 1, 2017, and will ensure that all state council members are SHRM members in good standing during their entire term of office.**

- The State Council Leader Information Form (SCLIF) captures the contact information for your council's board. It allows SHRM to effectively send communications to your board relevant to their volunteer leadership role.
- The form is to be submitted by the deadline even if all board positions have not been filled. Please notify SHRM each time there is a change in your board during the year so that communications are sent to the correct board members. An e-mail notification of those changes is sufficient. You do not have to complete a new SCLIF each time.
- The SHRM bylaws require that all state council members be SHRM members. This requirement should also be stated in your council's bylaws.

**2) We will provide year-end financial results for the period January 1, 2017, through December 31, 2017.**

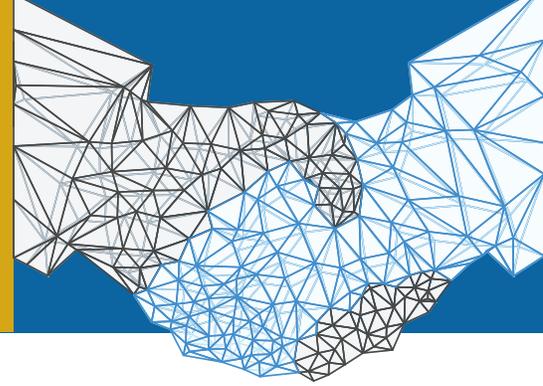
*Total State Council Income for 2017*

*Total State Council Expenses for 2017*

*Net Profit/Loss for 2017 (income - expenses = net profit/loss)*

*Total State Council Assets as of December 31, 2017*

- Reporting of financial results is required by your state council's charter with SHRM.
- SHRM reserves the right to request a copy of your full financial statement to validate the information provided.
- "Total State Council Assets" would include cash, CDs, money-market accounts, the market value of other investments such as stocks or bonds, property owned by the state council such as real estate, etc.
- Watch the filing deadlines and file your tax returns (e.g., federal returns 990, 990-EZ, 990-N) in a timely fashion.



**3) We will ensure that the current SHRM “AFFILIATE OF” logo is correctly, consistently and prominently displayed in accordance with the Graphics Standards Manual for Affiliates including but not limited to our website, communications, meeting agendas, conference programs, signage and state council PowerPoint templates.**

- The SHRM “AFFILIATE OF” logo is available in the Volunteer Leaders’ Resource Center (VLRC). Several formats are available for download directly from the web site. The correct version includes a registrata (®) symbol in the upper right hand corner rather than the trademark (™) symbol. The Graphics Standards Manual for Affiliates defines the specifics for using the logo.
- You are also required to include hyperlinks from your state council’s website to the SHRM home page: [www.shrm.org](http://www.shrm.org).
- Check all materials for proper use of the logo. Materials to be reviewed include but are not limited to signage, stationery, brochures, newsletter mastheads, meeting agendas, PowerPoint templates, name tags and conference programs. Your council’s website should be included in the review. Preferred “prominent” placement of the logo on your website is “above the fold” for maximum benefit to the council as a SHRM affiliate. SHRM reserves the right to randomly audit your use of the logo.

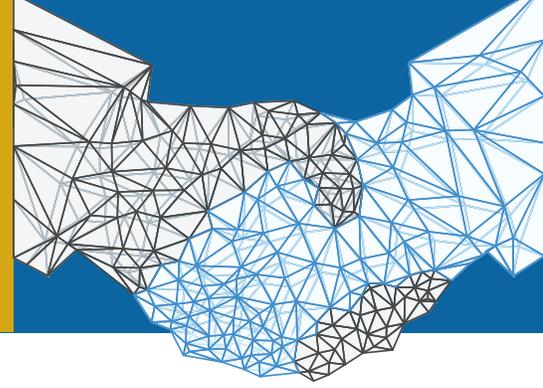
**4) We will utilize the State Council Financial Support Program funds appropriately.**

Appropriate uses for support payments:

- » Attendance at SHRM Volunteer Leaders’ Summit, state council meetings/leadership conference/state conference
- » Educational programming
- » Promotion of the core leadership areas such as Membership, SHRM Certification or College Relations
- » Initiatives to support the SHRM mission
- » Incorporation, legal and tax advice to ensure compliance

**5) We will hold a minimum of two (2) state council board meetings either in person or virtually during the 2017 calendar year. Four (4) are preferred. At least one of the board meetings will include an opportunity for the leadership to transition, conduct strategic planning, conduct succession planning and review the state council bylaws (these may be done simultaneously.)**

- State council board meetings may be held by conference call as long as there is a quorum.
- Ensuring your state council's future involves having a thoughtful and purposeful strategic plan. Strong state council leadership begins with a sustainable leadership succession and transition plan.
- Your state council's bylaws must not conflict with the SHRM bylaws and an annual review conducted by the state council board or designee will ensure your policy and practices are in alignment. Please consult with your Field Services Director (FSD) or Member Engagement Associate (MEA) for the current bylaw review process. You do NOT need to submit your bylaws to SHRM unless you are proposing amendments for approval.



## **SECTION II: RECOMMENDATIONS FOR EFFECTIVE SHRM STATE COUNCIL ADMINISTRATION**

### **1) A state council board member will participate in at least 75% of Regional Council meetings and conference calls.**

- If your state council director is unable to attend a meeting, another state council board member may be appointed to represent the state council at the meeting (whether in person or on a conference call).
- In addition to representing the state council at the meeting, the state council director or representative should report back to the state council/state council board on the state council meeting, thereby ensuring two-way communication.

### **2) We will sponsor a state/regional leadership conference/event for volunteer leaders in the state.**

- Leadership events may be co-sponsored with another state within your region. Your region may hold a qualifying leadership event in lieu of a state event.

### **3) We will provide an opportunity for SHRM staff to present an update on the agenda of each state council meeting and provide them prime booth space and a minimum of 15 minutes of podium time at all state conference events.**

If a state conference event is held, you will be asked to provide the following required information for the event:

In-chapter SHRM members

At-large SHRM members

Total SHRM members: (in-chapter + at-large)

Local members only (LMOs)/nonmembers

Students

Number of “sold” exhibitor booth spaces

- If a SHRM staff member is unavailable, SHRM will provide you with an update to present on its behalf at state council meetings.
- Be sure to contact your Field Services Director (FSD) early in your planning process to provide the date of your event and inquire about his/her availability to attend.

**4) The state council will be represented at the 2017 SHRM Volunteer Leaders' Summit by either the state council director, director-elect or another board member and provide the information back to the state council's board.**

- The Volunteer Leaders' Summit, held in November in Washington, D.C., is intended to prepare volunteer leaders for the coming year. There are opportunities to receive information about your role, learn about various topics related to running your state council, network and celebrate success. State councils are provided several registrations for key roles including hotel nights.
- Please note, every attendee is required to be a SHRM member in good standing.

**5) We will promote the SHRM Annual Conference & Exposition to members within the state and will ensure that our state conference and other major state events (including co-sponsored programs) will not take place between June 1 and June 30.**

- The SHRM 2017 Annual Conference & Exposition will take place June 18-21 in New Orleans, La.
- Promoting the SHRM Annual Conference & Exposition can be accomplished in any number of ways, including sending communications to members and prospects encouraging them to attend, prominently displaying a link on your state council's website home page, and distributing SHRM Annual Conference promotional material at events. Distribution may be electronic.
- SHRM will not send any state council e-blasts during this period, to be defined as June 1 through June 30.

**6) We will support the SHRM Foundation by making a monetary contribution directly from the state council's funds, received by the SHRM Foundation no later than December 31, 2017.**

The SHRM Foundation, the charity affiliate of SHRM, empowers HR professionals to build inclusive organizations where all workers thrive and organizations achieve success. Because of support from donors and sponsors, the SHRM Foundation will award hundreds of scholarships in 2017 to current and future HR leaders, advance the aging workforce initiative, and launch a new initiative about engaging and integrating military veterans into the workplace.

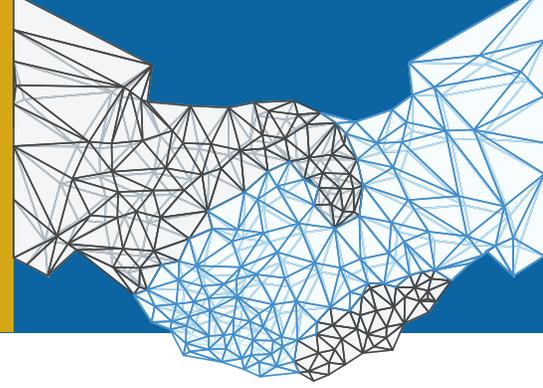
- In addition, your state council can become a SHRM Foundation State Council Champion by making a monetary donation from your council funds and completing the following items:
  - » Encourage board members to join Team Empower by making an individual annual donation of \$30 or more and pledging to volunteer to support the SHRM Foundation's annual initiative.

To learn more about Team Empower, including a list of current team members and volunteer opportunities, visit: [shrmfoundation.org/TeamEmpower](http://shrmfoundation.org/TeamEmpower).

- » Host a fundraising event to benefit the SHRM Foundation.

Please Note: State councils are responsible for their events, including legality and safety of the event

Support resources and additional recognition opportunities are available at [shrmfoundation.org/volunteerleaders](http://shrmfoundation.org/volunteerleaders).



**7) We will actively promote SHRM Certification and Recertification for the SHRM Certified Professional (SHRM-CP®) and SHRM Senior Certified Professional (SHRM-SCP®) by obtaining and/or maintaining the SHRM Recertification Provider status and ensuring that all relevant programs are entered into the online SHRM program database for professional development credits (PDCs).**

**“Relevant programs” is defined as program content aligned to the SHRM Body of Competency and Knowledge™ (BoCK™). Note: The BoCK is available on the SHRM Certification website at [shrmcertification.org](http://shrmcertification.org).**

Your state council can actively promote SHRM Certification and recertification by doing some or all of the suggested activities:

- Have a designated SHRM Certification Champion responsible for educating state council members about the certification program, including requirements for eligibility and recertification. (Having a SHRM Certification Core Leadership Area (CLA) Liaison satisfies this requirement.)
- Hold information sessions within the calendar year on SHRM-CP and SHRM-SCP. Contact your Field Services Director (FSD) if you'd like to invite him/her to support you with these activities.
- Display credential holders' SHRM-CP or SHRM-SCP designations on their name badges at state council events and recognize SHRM-CP and SHRM-SCP credential holders at state council events.
- Offer a SHRM Certification (SHRM-SCP/SHRM-CP) preparation study group and/or a formalized instructional class or partner with a local college or university that offers the SHRM Learning System. Note: State councils can be eligible for the SHRM Learning System State Council Champion Program. For information, visit the Volunteer Leaders' Resource Center (VLRC).

**SHAPE Year-End Report**

The completed online year-end report will be due on or before January 31, 2018. Only those submitted online will be accepted.

Completion of items in Section I is required to be a State Council in Good Standing.

As a reminder, the activities reported in the 2017 Year-End Report must occur during the calendar year January 1 through December 31, 2017.

SHRM reserves the right to audit information provided in the year-end report.

Upon submitting the year-end report, you will receive a confirmation of receipt and a copy of your submission for your records. If you do not receive a copy of your submission, contact your Member Engagement Associate (MEA) immediately.

The 2017 Year-End Report will be available online in the third quarter in the Volunteer Leaders' Resource Center.

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