Together Forward

Elissa O’Brien
SHRM-SCP
SHRM Chief Membership Officer
Elissa O’Brien, SHRM-SCP

2018 Membership Division Focus
THANK YOU
VISION
Preeminent and globally recognized authority on HR and workplace issues

MISSION
Serve the HR professional, and advance and lead the HR profession
Membership Strategy

SHRM will continue to grow total membership focusing on both acquisition and retention strategies to solidify its position as the largest and most recognized HR professional society.

Leading & elevating the profession with thought leadership, research, and advocacy and through relevant content and education at every level.

Expand SHRM’s footprint in key areas beyond the traditional HR generalist.

SHRM affiliated chapters and state councils to deliver local in-person professional development. Networking, and engagement opportunities.
Value of SHRM Membership/Being Relevant

1. Personalized Content
   Stories and products based on your HR interests from mySHRM

2. Bookmarking
   Save helpful tools and articles with a personalized notes option

3. U.S. Federal, State & Local Compliance Resources
   Keep you up to date on legal changes

4. Free Webcasts
   Weekly deep dives into the topics that matter

5. HR Magazine* & e-Newsletters
   Award-winning news on HR topics delivered to your door or inbox
   *Student & global online members only

6. Ask An HR Advisor
   Call, chat or email your question to an HR Expert

7. Online Member Community
   Ask questions and discuss the latest in HR with the SHRMConnect community

8. Discounts on SHRM Educational Offerings
   Conferences, seminars, certification-prep, books and more

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Thousands of Tools
Help do your job faster

- **481** Interview Questions
- **726** Job Descriptions
- **362** Sample Policies
- **604** Spreadsheets, Presentations, & HR Forms
- **241** Express Requests
- **986** Q&As & How-Tos
SHRM & Chapters in Partnership

Opportunities to grow
Competency based education and delivery of affordable educational programs

Opportunities to develop leadership skills and give back to the profession

Important distribution channel for SHRM’s products and programs that lead the profession

On-site support for SHRM’s Annual Conference (Over 800 local volunteers)

Serves as local HR subject matter experts by fulfilling media requests through SHRM

Embraces and Promotes SHRM’s Strategic Initiatives to further advance the HR Profession

Provides an extension of SHRM’s brand locally

SHRM in-chapter members renew at a higher rate than at-large, same with in chapter members renew higher rate than LMO
2017 Chapter Audit Results

- Total Chapter Members: 115,877
- SHRM In-Chapter Members: 79,484 (69%)
- LMOs: 33,697 (29%)
- Multi-Chapter Members: 2,695 (2%)
Total number of SHRM members surpassed 290,000

Number of SHRM members in California surpassed 24,400

Number of SHRM student members surpassed 22,000

SHRM held over 30 local programs/events in San Francisco Bay Area, with 900+ registered attendees

SHRM opened a San Mateo, CA office to serve members in the San Francisco Bay area
Number of SHRM members in chapters declined in 2017

Number of SHRM members in chapters with their SHRM Certifications increased

Chapter & State Council donations to the SHRM Foundation increased

Number of chapter members declined in 2017

Number of SHRM Learning Systems purchased by SHRM Chapters/State Councils increased
2018 Future Focus on Chapters

- Strategic Planning for the Chapters
- Focus on Price Elasticity
- Chapter Value Proposition and how it complements SHRM’s Value Proposition
- Relevant Content
- Marketing Plans
- Business Models
- Diversity of the Board (Chapter Leadership)
Membership Realignment

Jon Decoteau, SHRM-SCP  
Divisional Director  
Supports: CA + The Field Team

Martha Ramirez, SHRM-SCP  
Divisional Director  
Supports: The Field Team

Nancy Conway, SHRM-SCP  
Field Services Director  
Supports: IA, MN, MO, NE, SD

Scott Ferrin, SHRM-SCP  
Field Services Director  
Supports: AZ, CO, HI, KS, NM, NV, OK, UT

Dianna Gould, SHRM-SCP  
Field Services Director  
Supports: AK, ID, MT, ND, OR, WA, WY, Pacific Council

Sherry Johnson, SHRM-SCP  
Field Services Director  
Supports: AL, AR, LA, MS, TX
Membership Realignment

Dorothy Knapp, SHRM-SCP
Field Services Director
Supports: FL, GA, SC, Atlantic Council

Laurie McIntosh, SHRM-SCP
Field Services Director
Supports: KY, NC, TN, VA, WV

Phyllis Shurn-Hannah, SHRM-SCP
Field Services Director
Supports: MD, OH, PA

Susan Post, SHRM-SCP
Field Services Director
Supports: CT, DE, MA, ME, NH, NJ, NY, RI, VT

Callie Zipple, SHRM-CP
Field Services Director
Supports: IL, IN, MI, WI
Membership Realignment

Crystal Adair
Senior Member Engagement Associate
Supports: CT, DC, DE, MA, ME, MD, NH, NJ, NY, PA, RI, VA, VT, WV, Puerto Rico

Nicole Hall
Member Engagement Associate
Supports: IL, IN, IA, MI, MN, NE, ND, OH, SD, WI

Tiffany Brown
Member Engagement Associate
Supports: AL, FL, GA, KY, MO, MS, NC, SC, TN, Bahamas, Bermuda

Kimberly Goodwin
Member Engagement Associate
Supports: AK, AR, AZ, CA, CO, HI, ID, KS, LA, MT, NM, NV, OK, OR, TX, UT, WA, WY, Pacific Council
• Updated navigation to provide improved user experience
• New content designed to help you best serve your members
• Streamlined content to best address the needs of all Volunteer Leaders
• More enhancements to come!
TOPIC: CHAPTER MEMBERSHIP APPLICATION

1. Chapter Membership Application

Posted 7 days ago

Would anyone be willing to share your Chapter Membership Application? I didn't see a sample/template on the VLRC. Thank you!

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Valerie Davis
SHRM-SCP
Vice President, Labor & Human Resources
WinCo Foods
Boise ID
Take advantage of local learning and networking opportunities by joining your local chapter today! You’ll experience convenient access to these and other resources close to home:

- Workshops and seminars, speakers and conferences leveraging SHRM’s Competency Model.
- Updates on new and changing legislation and

Maximize Value
Become a member of your
LOCAL SHRM CHAPTER
SHRM Membership and Chapter Membership are
Better Together

- Create a network with HR professionals and companies in your community.
- Lead and participate in hands-on programs not possible on the national level.
- Get involved in rewarding activities that develop HR knowledge and leadership skills.
SHRM is excited to present the launch of the SHRM Affiliate Printing Portal – a one-stop shop for all your Chapter or State Council printing needs, at very reasonable prices.
Chapter Promotion Email Program (CPEP)

• Assists chapters who do not otherwise qualify for existing SHRM e-blast programs:
  • Two emails per year sent by SHRM
  • Promotes their local chapter event and membership in the chapter to at-large SHRM members
SHRM eLearning Training for Volunteers

Coming in the Fall of 2018....

– 100% self paced asynchronous modules

– Topics *may* include:
  
  • Strategic Planning for Boards
  • Engaging Members: Pipeline for Future Volunteer Leaders
  • Diversity of Boards
  • Developing Volunteers
  • Change Management
  • Succession Planning
  • Finances 101
  • Chapter Operations
  • SHRM Resources for Affiliated Chapters
Members
290,000+

Influence 100,000,000+
Meet Your MAC

Pacific West Region
AK, CA, HI, NV, GU, CNMI, ID,
MT, OR, WA, WY

Mandy R. Woulfe, SHRM-SCP
Director of Human Resources
Classic Resorts Limited
Meet Your MAC

North Central Region
IA, MN, WI, ND, SD, NE, IL, IN, MI, OH

Pat Lund, SHRM-SCP
Corporate Director of Human Resources
Scalzo Hospitality, Inc.

Southeast Region
AL, GA, FL, MS, BM, BS, PR, DC, KY, NC, SC, TN, VA, WV

Jeff Luttrell, SHRM-SCP
Senior Director of Talent Acquisition
Alorica Inc.
Meet Your MAC

Southwest Central Region
AR, LA, MO, OK, TX, AZ, CO, KS, NM, UT
Denise M. Montoya, Ph.D., SHRM-SCP
Director of Human Resources and Payroll
New Mexico Highlands University

Northeast Region
CT, MA, ME, NH, NY, RI, VT, DE, MD, NJ, PA
Laraine Knauss, SHRM-SCP
Director of Human Resources
Food Sciences Corporation
THANK YOU