good morning
SHRM Competency Model & Certification Briefing

Alexander Alonso, PhD, SHRM-SCP
SVP, Knowledge Development & Certification
SHRM
Shared Mission
Shared Mission

Most Effective Leadership Development Methods at Each Management Level

- Developmental Assignments: 63% Percent of Organizations Using Method, 0.66% First-Level, 0.68% Mid-Level, 0.73% Higher Level, 0.76% Senior-Level
- Formal Training: 91% Percent of Organizations Using Method, 0.63% First-Level, 0.61% Mid-Level, 0.57% Higher Level, 0.54% Senior-Level
- Coaching from Current Manager: 68% Percent of Organizations Using Method, 0.51% First-Level, 0.53% Mid-Level, 0.57% Higher Level, 0.54% Senior-Level
- Coaching from Internal Coaches: 46% Percent of Organizations Using Method, 0.41% First-Level, 0.43% Mid-Level, 0.43% Higher Level, 0.46% Senior-Level
- Coaching from External Coaches: 33% Percent of Organizations Using Method, 0.40% First-Level, 0.38% Mid-Level, 0.38% Higher Level, 0.37% Senior-Level
- Technology-Enabled Methods: 13% Percent of Organizations Using Method, 0.09% First-Level, 0.01% Mid-Level, 0.08% Higher Level, 0.08% Senior-Level

Ignite
passion profession people
Year-End Metrics

- Metric: 96,500-plus SHRM Certificants
- Metric: ~40,000 ways to earn PDCs
- Metric: 5,000 jobs postings every month
- Metric: 20,700 applicants
Evolution is Part of Serving YOU Better

- Updated SHRM BoCK for 2017
- Providing More Seat Time for Examinees
- Reworked Scoring to Provide Greater Feedback & Eliminated Partial Credit
- Launching Chapter Support for Recertification
- Increasing the number of PDCs available
- Added Case Management Capabilities & Android App
- Recognizing HR Degree Programs with Experiential Component
Strategies for encouraging recertification activity

Financial Incentive for Chapters & State Councils

- $20 per chapter member who is a SHRM member and recertifies SHRM Certification during 2017 (Chapter in good standing)
- $10 per SHRM member in the state (at-large and chapter SHRM member) who recertifies SHRM Certification during 2017 (State Council in good standing)
Enhancing Recertification

New Features

- HR Career Portal
- SHRM e-Learning Library
- Enhanced Access to programming
- More to come…
Rule With Cool Tools

- Marketing Resources are Available on VLRC
Promote Recertification

PROMOTE RECERTIFICATION

Promotion Copy - Recertification
E-mail, Website and Social Media Copy.

Promotion Copy – Certification App
Website and Social Media Copy.

2017 How to Recertify Flyer
Download to post in e-mails or website.

2017 SHRM Recertification Handbook
Download to post in e-mails and website – shrmcertification.org/recertificationhandbook.

2017 SHRM Recertification Provider Program Guide
Reference for Recertification Provider Program details – shrmcertification.org/PPGChapters.

2017 SHRM Recertification Seal Usage Guidelines
Reference on how to use Recertification Provider seal in your marketing materials.

2017 SHRM Recertification Provider Seal (®)
Use logo in your professional development collateral if you are a Recertification Provider.

SHRM Template for Recertification Provider Program Design
Template to help outline courses for recertification.
Recertification Reminder Notifications

**Year 1**
* 3-6 months after initial cert. start date
  - Recert generic email
  - Ensure updated contact info
  - Enter PDCs as completed

**Year 2**
* 12 months after initial cert start date
  - Define Recert opportunities
  - Eligible to submit Recert app
  - Ensure updated contact info
  - Enter PDCs as completed

* 18 months after initial cert start date
  - Half way into Recert cycle
  - Begin providing PDCs accumulated

**Year 3**
* 12 months prior to end date
* 6 months prior to end date
* 3 months prior to end date
* 60 days prior to end date
* 30 days prior to end date
* 15 days prior to end date
* 2 weeks after end date
* 30 days after end date
* After expiration date
Questions and Discussion
Regional Council Business Meeting 2017

February 10 – 11, 2017 / San Diego, CA

SHRM Foundation Updates
Ashlee Droscher Smith, CFRE
NEW Vision

Empowered HR professionals building inclusive organizations where all employees thrive and organizations achieve success.
NEW Mission

The SHRM Foundation champions workforce and workplace transformation by providing...

• research-based HR solutions for challenging inclusion issues facing employees and potential employees.

• scholarships to educate and develop HR professionals and students to make change happen.

• opportunities for HR professionals to make a difference in their local communities.
Solving aging workforce issues
Integrating veterans into the workforce
Workplace gender equality issues
Identifying new ways to integrate and engage individuals with disabilities in the workforce
Ending employment discrimination
Helping employ victims of harassment, bullying or abuse
Inclusion Solutions

- Advance evidence-based research
- **Report** summarizing research and best practices
- **Case studies** of organizations hosting strong inclusion programs
- **Business case** for building and sustaining an inclusion program
- **Presentations** to share with your members and local business community
• Volunteer in your community
• Deliver programming
• Fundraise for a cause
Volunteer in Your Community

Host volunteer service projects:

- Resume and interview coaching
- Offer educational instruction
- Connect employers with applicants
- Mentor local HR professionals

Projects can:

- Engage local members
- Welcome potential members
- Invite local business and civic leaders
- Partner with local professional or service organizations
Deliver Programming

Present:

- Diversity and Inclusion Keynote, Conference Session Track, Workshop
- 10 minute PowerPoint presentation about aging workforce
- Speaker from SHRM Speaker’s Bureau
- SHRM Foundation DVD

At:

- Chapter meeting
- State conference and Leadership Meeting
- Local Better Business Bureau
- Partner professional or civic organization
Fundraise for a Cause

• Social fundraising event:
  • Walk for All – Walk-a-thon during a conference
  • Knock Down Exclusion – bowl-a-thon to raise funds
• Sponsor a scholarship
• Recruit members to join Team Empower
• Host a meeting about inclusion:
  • Present 10 minute PowerPoint presentation
  • Brainstorm ways to engage community
  • Donate entrance fees or host a raffle on site

Because of the support received from SHRM, all donations received by the SHRM Foundation directly support our mission.

The SHRM Foundation is a 501c3 public charity and all donations are tax deductible.
YOU make our work possible!

SHRM State Councils donated to the SHRM Foundation in 2016

collectively donating:

$648,824

SHRM Chapters donated to the SHRM Foundation in 2016

Collectively donating:

$648,824
Raising...

$648,824

• Or... 64,882,440 pennies

• And... 84,480 pennies in a mile

• Means... SHRM Councils and Chapters in 2016 donated enough pennies to line up from San Diego to the Oregon border.
### 2016 Top 25 Fundraising SHRM Chapters and State Councils

#### 2016 Top 25 Fundraising SHRM Chapters

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<thead>
<tr>
<th>Rank</th>
<th>Chapter Name</th>
<th>State</th>
<th>Total Fundraising</th>
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<td>2</td>
<td>SHRM-Long Island Chapter Inc.</td>
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<td>HR Houston</td>
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<td>Raleigh/Wake HRMA</td>
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#### 2016 Top 10 State Councils

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<th>Rank</th>
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<td>HR Florida State Council, Inc.</td>
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<tr>
<td>10</td>
<td>North Carolina SHRM State Council</td>
<td>$11,065.00</td>
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</tbody>
</table>
You made a difference to...
Being born to teen parents, the importance of education has been deeply embedded in me. As a student, I value hard work: I strive to earn good grades, stay involved in clubs, and work as a part-time HR assistant at a local children services center.

This scholarship is important to me because it helped me pay for college and it proves that hard work pays off.

Because of you, I am empowered to move forward with my dream of going to graduate school and pursuing a career in HR.

- Burgandy Mallinger
SHRM Foundation Scholarship Winner, 2015 & 2016
Join us and make a difference

• Set a goal to become an Aging Workforce Partner

• Engage your leadership team:
  • Scholarships: Certification and College Relations Director
  • Aging Workforce: Workforce Readiness and Diversity Director
  • Education & Fundraising: Conference Chair

• Empower your SHRM Foundation Director
Visit our new website:

shrmfoundation.org

Contact me:
Ashlee Droscher Smith, CFRE
Ashlee.Smith@shrm.org
703.535.6291
@SHRMFAshlee
Regional Council Business Meeting 2017

February 10 – 11, 2017 / San Diego, CA

Mike Aitken, VP Government Affairs
Meredith Nethercutt, Sr. Associate Member Advocacy
SHRM Advocacy: What Is It?

- SHRM has 6 paid lobbyists on staff
- SHRM **does not** have a political action committee (PAC) and SHRM **does not** endorse candidates for public office
- Represent the HR voice with members of Congress, staff and agencies
What is SHRM’s Role in Advocacy?

SHRM is an active and vocal advocate for the HR agenda, influencing HR policy decisions at the federal, state and local levels.

Protect the HR Profession

Advance the HR Profession

SHRM’s role in advocacy is to both “advance” and “protect” the HR profession/SHRM in the public policy arena.

In Congress, agencies, the courts and California
Our Public Policy Competitors

- **SHRM**: Society for Human Resource Management
  - $1.8mil (5) ***
  - $113mil

- **M* National Association of Manufacturers**
  - $12.7mil (20)
  - $48mil

- **RILA**
  - $2.9mil (11)
  - $21mil

- **ABC**
  - $1.8mil (9)
  - $17mil

- **Policy Association**
  - $2mil (0/4) ***SS
  - $8.1mil

- **National Retail Federation**
  - $3.8mil (10)
  - $50mil

- **NFIB**
  - The Voice of Small Business®
  - $3mil (10)
  - $105mil

- **National Restaurant Association**
  - $2.3mil (10)
  - $80mil

- **ACLI**
  - $3.6mil (13)
  - $43mil

- *** No PAC
Public Policy Issues

- **Tax and Benefits**
  - Employer Provided Education Assistance
  - Employer Provided Pension Plans

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

- **Health Care**
  - Affordable Care Act

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

- **Labor/Wage and Hour**
  - NLRB
  - FLSA

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

- **Workplace Flexibility**
  - Healthy Families Act
  - FMLA
Creating a 21st Century Workplace

- INNOVATIVE
- FAIR
- COMPETITIVE

Council for Global Immigration
Society for Human Resource Management

ignite passion < profession < people
We are calling on elected representatives, candidates for office and government officials to embrace three core principles to advance policies for the 21st Century Workplace:

- INNOVATIVE
- FAIR
- COMPETITIVE
Recent SHRM Advocacy Highlights

- Fighting Extreme Changes to Overtime Rules
- Preventing Debarment of Federal Contractors
- Leveraging the 2016 Party Conventions and Elections
- Moving the Needle on Critical Workplace Policy: Record Number of A-Team Meetings with Legislators
- Participating in Global Policy Forums
Representing the Profession in Washington, DC

- In 2016 SHRM was “reached out” to by Congress and the federal agencies 130+ times on work place issues, including employment and labor, civil rights, health care, tax and benefits and workplace flexibility.

- SHRM members testified 20+ times in 2016 at congressional and regulatory hearings and roundtable discussions commissioned by agencies.

- SHRM facilitated member engagement with lawmakers which resulted in 18,800+ emails to Congress.

Nicole Berberich, SHRM – CP  
SHRM member since 2008

@SHRM 2017
SHRM’s Advocacy Team

- 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

- 9,100+ active members
- 720+ Advocacy Captains

* Email questions to ATeam@shrm.org
HR Advocate:

- Receive key legislative and regulatory updates and calls to action from SHRM
- Stay up to speed on all the potential issues that could impact the workplace
- Have access to all SHRM’s tools to quickly and easily contact your lawmakers on issues of interest to you, your company and your state

Advocacy Captain:

- Serve as a leader within your congressional district on HR issues
- Rally other SHRM Advocates around a call to action
- Be a direct workplace policy resource to your respective member of Congress throughout the year
# Current A-Team Advocacy Captain State Needs

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<th>State</th>
<th>Status</th>
<th>Needs (Complete)</th>
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Role of State Council Legislative Directors in Supporting the A-Team:

- Raise awareness of the A-Team with HR professionals in state
- Recruit and engage members to the A-Team
- Collaborate with SHRM on emerging state public policy issues
- Serve as liaison between SHRM Govt. Affairs and A-Team in your states
- Support in-state/district advocacy efforts
- Attend March Legislative Director meeting (Sunday, March 12)
- Engage Chapter Legislative Directors
SHRM’S EMPLOYMENT LAW & LEGISLATIVE CONFERENCE

★ Creating a 21st Century Workplace ★

Find out what the election results mean for HR

With Republicans in control of the White House and both chambers of Congress, SHRM’s Employment Law & Legislative Conference is your source to get ahead of upcoming changes. How will issues like changes to the Affordable Care Act, immigration efforts including worksite enforcement, and other potential public policy issues affect employers and employees in your organization, and how can you best prepare for the year ahead? This is the year to make sure you are aware and engaged in helping shape a 21st century workplace.

Why Should You Attend?
- Receive the latest on key changes to policy to expect in the wake of the 2016 elections
- Gain a clear understanding of the complex world of workplace legislation and court decisions that impact how you do business
- Learn the latest regulatory and enforcement activities from those on the front lines of implementing federal employment laws

REGISTER NOW! conferences.shrm.org/legislative
DAY INSIDE THE DISTRICT (DITD)

The Day Inside the District (DITD) program is a local initiative that provides an opportunity to interest and support of issues important to the HR professional on a federal and state level.

Most Members of Congress and state legislators spend the majority of their time while in office in their home districts. This time away from performing their legislative duties provides a unique opportunity for HR professionals to interact with their legislators when they are removed from the myriad of committee hearings and their time when the legislator is in Washington or their state capital - committee hearings, floor votes, and other constituent meetings, etc.

While legislators are back home in their districts during a legislative recess, their personal schedules tend to be more relaxed and, in turn, afford legislators the opportunity to spend more time with constituents in face-to-face meetings.

DAY INSIDE THE BELTWAY (DITB)

Visit To Capitol Hill

The Day inside the Beltway (DITB) program provides SHRM members the unique opportunity to travel to our nation's capital for a day of legislative and regulatory meetings and briefings. Activities include meeting with the staff at SHRM's headquarters in Alexandria, Virginia, where staff brief the members on the issues they will be discussing during their visits to Capitol Hill, as well as how to conduct an advocacy meeting with a legislator or their staff.

SHRM's Government Affairs staff will pre-arrange your meetings on Capitol Hill, as well as accompany you on your visits. Meetings are scheduled for you to visit the offices of your two Senators, as well as your member of the House of Representatives.

The DITB provide a great opportunity for you to advocate on behalf of SHRM and the HR profession, to learn more about the political process, and to have a real impact on the public policy debate involving critical HR issues.

Planning For A DITB Visit To Washington, DC

Elected officials will appreciate your visit—taking valuable time to travel to Washington, DC sends a very clear message about the importance you place on public policy matters. Plan your visit carefully, be clear about who you want to meet and what you seek to accomplish. The best days to visit a
Recent State Advocacy Efforts

*Approximately 50 percent of state and chapter partners host state lobby days
August In-District Advocacy Meetings (top 10 by state)
Through advocacy.shrm.org:

- Immediately take action on alerts
- Easily connect to your Members of Congress
- Sign up for the SHRM A-Team
- Quickly submit lawmaker engagement feedback online
- Stay up-to-date on legislative and agency proposals impacting the workplace - and more!
Recent SHRM Call to Action: Overtime Regulations: Messages to Congress (by state)
THE FOLLOWING PREVIEW HAS BEEN APPROVED FOR AUDIENCES AGE 21+
BY THE MOTION PICTURE ASSOCIATION OF AMERICA (AND SHRM MOVIE CRITICS)

THE FILM ADVERTISED HAS BEEN RATED

[RESTRICTED]  [SHRM]
UNDER 21 REQUIRES HR APPROVAL

https://www.youtube.com/watch?v=w6zXXPbwDw&feature=em-upload_owner
2017 A-Team Calendar

Congressional District Work Days

A-Team Quarterly Planning Webinars

SHRM Advocacy Events in Washington, D.C.

Social Media Engagement Opportunities
Follow SHRM Government Affairs Staff on Twitter

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@KcnSHRMGAg
@SHRMCAJason

@HammerSHRM
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