



**HR YOUNG PROFESSIONALS (YP's)
TOOLKIT
for
SHRM AFFILIATED CHAPTERS**

How to Attract, Engage and Retain YP's



Chapter Leader:

You play an integral role within your chapter and to the HR profession. The growth and future of your chapter lies with your current and future members.

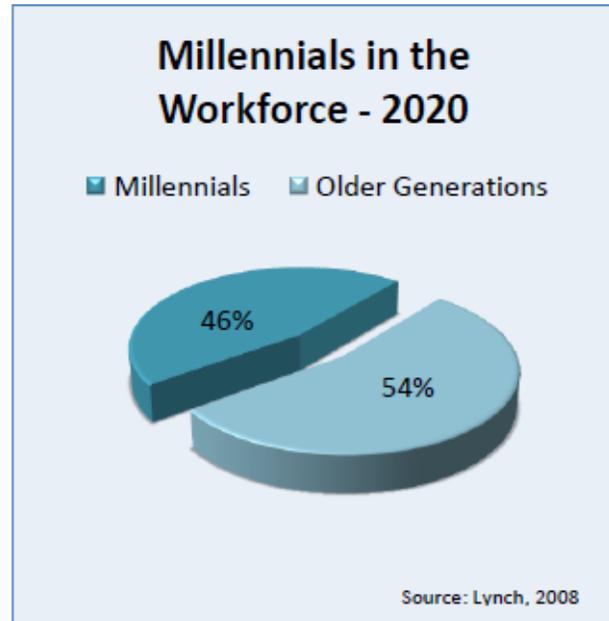
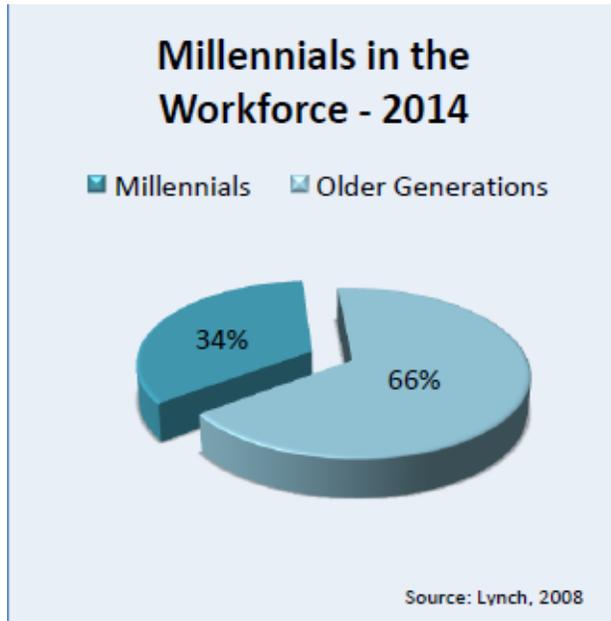
This toolkit provides recommendations and suggested resources to assist with your efforts to attract, engage and retain members early in their career – young professionals or YP’s. By engaging this member segment, your chapter will see continued growth and innovation within your chapter membership.

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WHO ARE THE YOUNG PROFESSIONALS?

Young Professionals, YP's, or the Millennial Generation consists of approximately 80 million Americans born between the 1980s and early 2000s. As a growing demographic, YP's are gaining influence in the workplace. Currently, Millennials compose 34% of the American workforce; that number will grow to 46% over the next six years.*



Interesting Facts about Young Professionals: **

- Most racially diverse generation in America.
- “Digital natives”: taken the lead in seizing on the new platforms of the digital era - the internet, mobile technology, and social media.
- Higher levels of student loan debt and unemployment than the two immediate preceding generations.
- Most educated generation of young adults in American history (1/3 of YP's aged 26-33 have a four year college degree or more).

*UNC Kenan-Flagler Business School, 2012, “Maximizing Millennials in the Workplace” <http://www.kenan-flagler.unc.edu/executive-development/custom-programs/~media/DF1C11C056874DDA8097271A1ED48662.ashx>

**Pew Research Center, March, 2014, “Millennials in Adulthood: Detached from Institutions, Networked with Friends” NUMBERS, FACTS AND TRENDS SHAPING THE WORLD
http://www.pewsocialtrends.org/files/2014/03/2014-03-07_generations-report-version-for-web.pdf

WHY ARE YP's AN IMPORTANT SEGMENT?

To sustain your chapter's membership, you must attract, engage and retain YP's. They are the future of SHRM, your chapter and the HR profession. Just as HR practitioners around the world work to develop succession plans for their organizations, affiliated SHRM chapters too must plan for the future. The specific needs of YP's may vary depending on the community and the chapter, and engaging them will require innovative efforts on your part.

Due to changes in the economy and job market, many new graduates and YP's interested in HR may find it difficult to secure a position in the field of human resources. However, there is a great need for YP's to remain active in the HR community. The need for HR professionals is projected to grow within the next decade and beyond.

Demographic Shifts for Chapters

Look at the demographics of your chapter membership. It's likely the median age of members is rising. To ensure the chapter continues to grow and have long-term sustainability it's important to start looking at the ways to attract the next generation.

The problem with attracting YP's is their needs and wants from your chapter are likely different than the needs and wants of Baby Boomers. Typically they need more than a face-to-face meeting with a speaker and a printed manual to join your chapter.

Networking and educational content remain critical to attracting new members, but technology and the generation gap have complicated things.

YP's IN SHRM

SHRM currently considers the HR YP member segment to be age 30 or under. This is a general guideline there is not fast and hard rule defining the age of a "young professional". From time to time SHRM will review this member segment and may adjust the age accordingly. As of December 31, 2013, SHRM had almost 15,000 professional members age 30 or under.

SHRM Student Members

In 2014, SHRM student membership was 19,000+ members. Over 220 SHRM student chapters exist across the United States. Many professional chapters have close partnerships with student chapters offering students the opportunity to attend professional chapter meetings, network with HR professionals, even offering scholarships.

SHRM encourages student members to retain their affiliation with SHRM and upgrade to a professional membership by offering a discounted membership rate for two years after graduation.

For additional information on SHRM student chapters and student members, please visit:

<http://www.shrm.org/communities/studentprograms/pages/default.aspx>

Young Professional Advisory Council (YPAC)

SHRM's HR Young Professionals Advisory Council (YPAC) is comprised of a diverse group of 15 SHRM members. Their charter is to serve the interest of and represent YP members of SHRM through directives that support the segment, such as development of this toolkit. They provide feedback and/or suggestions to SHRM on how to meet the needs of this growing member segment. In addition, they are involved with connecting with YP's through social media.

For additional information on SHRM YPAC, please visit:

<http://www.shrm.org/communities/yp/pages/default.aspx>

BENEFITS OF INCREASING THE PRESENCE & ENGAGEMENT OF YP's IN YOUR CHAPTER

Volunteer leaders have long recognized that in order to grow the membership of SHRM and local chapters, attracting perspective members is critical. Not only because these potential members are an "untapped market" but also because new members bring a new perspective on important HR issues. Attracting YP's to the chapter not only increases membership, but also the pipeline for succession planning.

Additionally, YPs add a different perspective to the conversation regarding HR. As they strive for diversity they realize that the culmination of ideas results in the highest quality outcome; diversity of age is equally beneficial.

DEVELOPING A SHORT AND LONG-TERM STRATEGIC PLAN

YP's are the future of the HR profession as such, are a demographic that requires an aggressive marketing strategy. The best first step is to ask for input from the YP's within your chapter and solicit their direct feedback.

Questions you'll want to ask:

- What made you join the chapter?
- What kind of programming would be relevant to you at this point in your career?
- What is the chapter doing well to market to you as a young professional? What can we do better?
- What would you like to see offered that we aren't already offering?

Members tend to be in-tune with the needs of those at similar career stage and can offer valuable guidance. Once you've received this feedback, begin actively reaching out to your YPs through social media sites and university career assistance facilities. If your chapter is eligible for SHRM's e-blast program (super mega and 100% chapters) consider targeting at-large YP's through an e-blast. Check with a member of your regional team regarding ideas on how to attract YP's through messaging and/or events. A networking event geared toward new professionals is the best way to generate interested amongst this group and build some initial momentum.

Once you have a critical mass of YP's in the chapter (which will vary depending on chapter size), you can even encourage them to form their own "YP Special Interest Group" which will be a part of the chapter but will have additional meetings and online discussion forums. This is a great way to keep them engaged, help recruiting, and make sure the chapter doesn't have to change its core programming focus. Establishing a mentoring program with a seasoned chapter member would also be of great value.

Short-Term Strategy

- Identify existing new professionals in the chapter
- Solicit feedback from them
- Identify specific chapter offerings that would appeal to YP's and students
- Identify colleges/universities in your area who have SHRM student chapters
- Host initial networking event

Long-Term Strategy

- Establish Young Professional Special Interest Group
- Establish a mentoring program
- Encourage student peer-to-peer promotion and programming ideas
- Build and maintain student social networking sites

Refer to SHRM's Membership Recruitment and Retention toolkit for guidance:

http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Documents/Membership_Recruitment_and_Retention_Toolkit.pdf

ENGAGEMENT OF CHAPTER YP'S

A healthy mixture of professional/educational and relaxed social events are important. Young professionals are eager to learn, but typically aren't interested in sitting through a traditional luncheon meeting. Regardless of the event's purpose, one of the objectives should be strengthening relationships among the young professionals.

Example Professional/Educational Events

- HR certification jeopardy game
 - Create a fun and educational way to engage the group.
- YP Idea Swap
 - Opportunity for YP's to gather and discuss successes/challenges they have. (See appendix for sample invitation.)
- Commencement/recognition events or meetings hosted by SHRM student chapter(s).

- Purpose: recognize graduating seniors by handing out chords, stoles, certificates; distribute information about YP group, programs or efforts; invite students to upcoming meetings or to join YP.
- Student chapter events are mutually beneficial: students want to hear success stories about young professionals entering the workplace; young professionals who are considering graduate school want to hear about students' experiences
- Student Chapter interaction has resulted in increased participation.

Examples of Social Events/Activities

- Mixer with student chapter
- Dinner with senior-level HR professionals (could potentially lead to future mentor-mentee relations)
- Happy hour
- Bowling
- Morning meeting at a movie theater (during time theater normally closed)
- Community service project

Additional Tips & Suggestions

- Feature a topic relevant to YP job responsibilities or positions. Bring in engaging speakers that will allow for question/answers.
- Fluctuate the format of the event, so there is time to mix and mingle, before moving into educational piece.
- Timing is key. Mid-week meetings tend to be of interest, especially Wednesday/Thursday between 5:30-7:00pm; members can come straight over from work and not be out too late.
- Co-sponsor events and activities with other YP groups, such as SHRM national or with the Chamber of Commerce.
- **Food and drinks are key!** Get local businesses to sponsor and in-turn allow them to introduce themselves at the beginning of the meeting.
- Alcohol is not essential, but events held at venues with service tend to have better turnouts.
 - The chapter could provide drink tickets for the first one or two drinks. Any additional would be the attendee's responsibility.

YP CHAPTER LEADERSHIP

Is your chapter board open and welcoming or would it be considered “clickish”? What’s the average tenure of your volunteer leaders? Is it time for fresh ideas and new members? When you are asking for board nominations, do you get a limited response? Consider developing a team to identify potential board candidates and reach out to them. Sometimes asking an individual is more effective. Also consider incorporating a YP Director position on your board. See sample position description in Appendix.

Perceived Barriers to YP Chapter Participation:

- Tenure – If there are no qualifications based on length of membership, make it known that anyone can volunteer for a certain role or task. Many times YP’s may feel that they have not been a member for long enough or may feel hampered by long tenured Chapter members.
- Too much time involvement – If your Chapter has positions that require relatively little time, or require dedication for just a short period of time, make that time commitment known.
- Busy building a career – Explain how involvement in Chapter Leadership can help career development, perhaps providing examples of actual Chapter members.
- Costs of membership – Some companies may pay for only one organizational membership, forcing the potential member to pay out of pocket. Explain benefits of local Chapter membership and involvement.
- The value of YP presence in the chapter
 - Succession Planning
 - Future chapter members and leaders
 - Planning for programs

Use SHRM’s Succession Planning Toolkit as a guideline:

<http://www.shrm.org/communities/volunteerresources/pages/succplg.aspx>

EDUCATIONAL FOCUS

Providing educational information and continuing education is fundamental to better equip Young Professionals in their careers and advancement opportunities. As SHRM focuses on increasing the knowledge of its members and advancing the HR field, this is a great way to engage Young Professional

members and non-members alike with valuable content. It should be noted that seminars could require a serious time commitment from volunteer leaders and those in supporting roles, depending on the format.

Each generation has different ways of learning. What may work for some of your members may not be as effective for others.

Traditionalists	Baby Boomers	Generation X	YPs
<ul style="list-style-type: none"> • Structured • Traditional classroom environment • Dislike being singled out • Link learning with overall goals 	<ul style="list-style-type: none"> • Interactive/group learning through facilitation • Need time to practice applying new skills • Link learning to new ways to add value 	<ul style="list-style-type: none"> • Fluid, just-in-time learning using technology • Learn by doing – get involved • Make the learning fun, skill-based; link to marketability 	<ul style="list-style-type: none"> • Teamwork and technology • Edu-tainment • Link learning to making money

Source: November, 2014 edition of HR Magazine

Essentials for Planning Educational Opportunities

- Determine the structure and format of the educational opportunities. Although basic, this first step could make or break attendance at your event/seminar.
 - If you have limited volunteer support, engagement or resources, then a simpler and shorter format for the event/seminar is often the best way to maintain interest and attention.
 - If you have a well-connected, larger, or more supportive group, then expanding the format with additional speakers, etc., could be very beneficial and increase value to attendees. However, carefully consider the amount of time required both by coordinators and attendees; this could possibly decrease the value of the event/seminar.
 - Timing is everything! Determine a time when Young Professionals might be available and willing to learn. Young Professionals are often involved with many things outside of their professional commitments, so try to avoid potential conflicts with work, sporting

- events, etc. Current programs may not be as effective in the future (what works now may not work later).
- Consider the long term sustainability of the Chapter through events and educational sessions.
 - Location! Keep in mind that ease of travel to the event/seminar venue and comfort of the venue could affect attendance. Having the event/seminar near major transportation routes makes it easier to attend.
 - Determining the topic(s) of educational opportunities is critical. Focus on topics that will attract and interest Young Professionals; this should be pertinent to the job requirements and duties of general job levels of these Young Professionals.
 - Assess current trends in the HR field and general business to determine topics that are cutting-edge or relevant to today.
 - Survey YP Chapter Members
 - Consult with SHRM, state council, and chapter leadership for input on topics and/or speakers that might be of interest to Young Professionals.
 - Despite our best intentions, at times it is difficult to find quality speakers on the topics that have been chosen. **Don't be afraid to consider alternatives.**
 - Consider reaching out to individuals such as government agencies, nonprofit organizations, and higher education professionals.
 - Have food and beverages! Sate the seminar attendees to reduce distractions and increase the value obtained from the seminar.
 - Consider securing sponsors such as businesses or organizations to cover the cost of refreshments for an event:
 - Allow the sponsoring organization to introduce the speaker
 - Provide the opportunity for the organization to have a booth, hand out collateral, logo recognition on the program flyer or chapter website, etc.

Additional Tips and Suggestions

- Reach out to other local chapters, student chapters, senior-level professional groups, Young Professional networking groups in the area, Chamber of Commerce, etc. Many will have members that are interested in participating or gaining knowledge from the speaker.

- Obtain SHRM Professional Development Credits (PDCs) for the course. This can drastically increase attendance, as it provides another incentive for Young Professionals to attend.
- Promote educational opportunities through a variety of social media outlets. Post information on community calendars.
- Before and/or after the speaker presents, take a moment to thank all involved, and encourage participation in and support of the Young Professional group.
- Implement YP events into the chapter calendar year meetings. (i.e. 3 YP events and 9 traditional chapter meetings)
- Promote your next event! Have a plan for your next event and promote it while you have a captive audience!

MARKETING AND PROMOTIONAL EFFORTS

How do you create a message that will appeal to YP's?

Messaging Tips

- Use as few words and as many strong images as possible
- Think in text-messaging format – short, very short, efficient messages
- Communicate with them FREQUENTLY!
- The best resource for attracting YP's is asking your current YP members.
- Interview YP members about what they're getting out of their membership, personally and professionally.
- YP's value lifestyle and relationships above work, so sell your chapter as a whole new lifestyle for them:
 - ASK THEM what they want from you:
 - Educational courses that are of interest, have convenient time frames, at affordable prices; and effective communication.
 - Include it into your strategic plans, and actually DO it.

Using Technology

- YP's expect to get all the information they need about a topic online, so if your chapter doesn't have a solid presence on the Web, consider building or enhancing your web presence.

- Create pages for on social networking sites like Facebook, Twitter and LinkedIn.
- Put video testimonials from current members on YouTube to explain why YP's should join your chapter.
- Avoid jumping into the social media network unless you actually have something to offer – added value.
- Update your sites on a regular basis so information doesn't become stale or outdated. You don't want people to stop visiting the site.

Designing Events

- YP's like to be asked for their opinions, suggestions.
- They love interactivity.
- They want involvement at the planning stage.
- Choice of destination.
- Choice of topics, speakers.
- Choice of social activities.

From Speakers They Want

- SHORTER presentations.
- The delivery of information in an entertaining format. There aren't many places that people go where they are not treated to a 'show' - and meetings are no exception.
- Information that can help them advance in their current jobs or become better prepared when they move on. Motivational speakers don't motivate them.
- Information they cannot get off the Internet or from a book.
- Speakers who are in a position of power. They want to know how the 'game' is played.
- PowerPoint to be used correctly.

The Challenge

- The continuing success of your chapter depends upon achieving a firm understanding of what YP's really wants.
- Many of the traditional chapter services and programming will not motivate this generation.
- You must offer services that will satisfy the needs of ALL generations in the workforce – without alienating anyone.

SOCIAL MEDIA

Noted below are ideas to keep your members engaged with each other and your chapter:

- Create a **LinkedIn page** for your group and invite your members to view posts and participate in discussions. Host discussions about HR topics relevant to young professionals, post articles and interesting content from SHRM and other sources, advertise open jobs, relevant events, etc. Encourage members to post and/or view content once a week. Having the means for open communication is key - YPs like to participate!
- Create a **Twitter handle** for your group and invite your members to follow you. Also follow SHRMYP, SHRM, and any other Twitter handles of relevant or partner organizations
- Create a **Google calendar** for all members to share events to. This can serve as a master calendar for interesting professional programs.

Use SHRM's social media starter toolkit if your chapter does not have a social media strategy:

<http://www.shrm.org/communities/volunteerresources/resourcesforchapters/pages/socialmediastartertoolkit.aspx>

IN CLOSING

We hope you find this information helpful as you plan for the future growth of your chapter. As you find effective ways to attract, engage and retain YP's, we encourage you share your successful practices for incorporation into this toolkit. Please submit to engagement@shrm.org. Thank you.

SPECIAL THANKS

We would like to thank members of the 2014 YPAC for their contributions in the development of this toolkit:

- Daisy Alviso, Alamo TX
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- Eve Sweeting, North Port, FL
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- Jeromy Manke, Reno, NV
- Jessica Lustig, Manhattan, NY
- Callie Zipple, Glendale, WI

APPENDIX

- Sample Young Professional Director Position Description
- Sample Event Invitation – Idea Swap
- Sample Event Flyer
- Sample Benefits Flyer

RELATED ARTICLES

7 Ways to Engage Gen Y with Your Association

October 15, 2013 by Meagan Rockett

<http://xyzuniversity.com/2013/10/7-ways-to-engage-gen-y-with-your-association/>

Chillax, Bro: Attracting Young Members Is Just Common Sense

November 21, 2012 by Joe Rominiecki

<http://associationsnow.com/2012/11/chillax-bro-attracting-young-members-is-just-common-sense/>

Is Your Association Attracting Generation Y Membership?

Published by Sara Olbrantz

<http://blog.omnipress.com/2011/11/is-your-association-attracting-generation-y-membership/>

How to Attract Younger Members to your Association

January 21, 2014 by Amanda Kaiser

<http://xyzuniversity.com/2014/01/how-to-attract-younger-members-to-your-association/>

Wisdom of the Ages

November, 2014 HR Magazine by Susan Milligan

YOUNG PROFESSIONAL DIRECTOR POSITION DESCRIPTION (SAMPLE)

Position Summary:

Manage the young professional (YP) chapter recruitment and retention efforts. Works with student programs in an outreach effort to transition students to chapter membership. Responsible for the coordination of YP events and efforts within the chapter.

Responsible To:

The members of the chapter
The chapter president and membership director
State council college relations or Young Professional director

Responsibilities:

- Develop and recommend young professional initiatives promoting the acquisition, engagement and retention of YPs to chapter board.
- Coordinate young professional events and activities.
- Work with College Relations Director to encourage SHRM student members to join the chapter after graduation.
- Provide presentations to the SHRM Student Chapter regarding chapter membership and activities.
- Coordinate young professional and SHRM student connections.
- Responsible for the Chapter Mentorship program. Review mentorship applications and matches mentors and mentees. Evaluate program and makes recommendations.
- Bring young professionals together with other chapter members.
- Develop training and succession planning for young professionals to take leadership roles within the chapter.
- Coordinate young professional community service projects to be supported by the chapter.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors meetings.

Resources Available:

- SHRM supplies the following resources for chapter young professional chairs
 - Young Professional Chapter Toolkit
 - Chapter Mentorship Toolkit
 - Membership Toolkit
 - Chapter Position Descriptions
 - Fundamentals of Chapter Operations
 - And MUCH MORE...available online at www.shrm.org/vlrc

YP IDEA SWAP

Date
Time
Location

HR Young Professionals – Plan to join us for a fun, casual evening where you can share your HR stories/questions with other colleagues. Meet new people and learn at the same time! Learn more about how (chapter name) can help support your professional growth and development and leadership opportunities available within the chapter.

This is a complimentary program brought to you by (name of chapter), exclusively for our chapter's Young Professional members. Bring a friend to the swap and he or she can become a member of (the chapter) for (15%) off the regular membership rate. This special rate is only good the day of the swap. Details available onsite or call for info!

NEVADA SHRM YOUNG PROFESSIONALS Launch Event

THURSDAY, JUNE 13TH
6:30 PM AT HARRAH'S RENO
BILL HARRAH PRIVATE ROOM
(4TH FLOOR)

Engaging,
Connecting,
Empowering

Free for SHRM Members
\$10 for Non-Members

Young Professionals
in Human Resources

21+
Happy Hour
7:30 pm
Sapphire
Lounge

Sex, Drugs and Facebook - Nicole Harvey, Esq.
Network with YPs • Learn Something New
Free Food and Drinks • Discounted Happy Hour Menu
RAFFLE and PRIZE GIVEAWAYS
Bring a friend for additional raffle tickets!



FACEBOOK.COM/NVSHRMYP
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(Chapter) SHRM Young Professionals



What is SHRM?

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. Representing more than 275,000 members in over 140 countries, the Society serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 575 affiliated professional chapters and over 200 student chapters within the United States and subsidiary offices in China, India and United Arab Emirates.

Who are (Chapter Name) SHRM Young Professionals?

The SHRM Young Professionals form a (chapter/state) group part of the (state) State SHRM Council. We are dedicated to helping Young Professionals (YPs) succeed in Human Resources.

Our mission (state your chapter YP Mission) is to provide social, networking, mentoring, and professional development opportunities for our members in order to further them in the field of Human Resources.

Requirements for membership:

- Be a Young Professional (between the ages of 18 and 30).

***Recommended to join as a Professional SHRM Member (Upgrade from student membership for \$80).*

Why join the (Chapter Name) SHRM YPs?

Becoming a member of the (Chapter) SHRM Young Professionals group will give you the tools to get ahead in the HR field.

Members will have the option to:

- Join us at fun and exciting events, where you can network and build relationships with other young professionals and senior professionals.
- Participate in mentor programs, where you will be paired with experienced Human Resource professionals that can help you reach your goals.
- Receive up-to-date information on what is happening in the field of Human Resources. This will be tailored toward content that is most relevant to our age group and career position.
- Hear it from us first! We will have information on Internship and Career Opportunities in the HR field.