Student Chapter Advisor and College Relations CLA Webinar

January 21, 2016

Nancy Woolever, SHRM-SCP, MAIS
Director, Academic Initiatives

Scott D. Ferrin, SHRM-SCP
Field Services Director

Bhavna Dave
Director of Talent
SHRM member since 2005
Agenda

- Welcome
- Changes to Student to Professional Member Conversion starting in 2016
- 2015-16 Merit Award and Student Chapter Deadlines
- 2016 Student Case Competition and Student Summit
  - Current Status of 2016 Case Competition Teams
- 2016 Academic Initiatives and Assurance of Learning Assessment Updates
- 2016 Annual Conference Planning
- Open Discussion
- Next Meetings
The rates for students converting to professional SHRM members have been updated effective January 1, 2016 to the following:

- SHRM Student Member Rate - $40
- First year SHRM Professional Member - $90
- Second year SHRM Professional Member - $90
- Third year SHRM Professional Member – $190 full professional member rate
Student Chapter Merit Awards

2015-16 Merit Program

Year Ends on March 31, 2016

Report Due April 15, 2016

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 possible points 77 (maximum points)
The keynote speakers and sessions for all three summit events have been finalized. We have loaded the information about the sessions on the summit website at:
http://conferences.shrm.org/2016-case-competition-and-career-summits/keynotesession-speakers

The following are the speakers and topics:
• East: **Jim Link**
  – HR Competencies in an Evolving Workplace
• Central: **Jason Lauritsen and Joe Gerstandt**
  – Social Gravity
• West: **Greg Hawks**
  – White Water Leadership
2016 Case Competition Update

Current Team and Attendee Registrations:

East – March 4 & 5 – Atlanta, GA
- Team: 30 – CLOSED to new teams – Case 2/12/16
- Attendees: 114 – Hotel block closes 2/5/16

Central – April 1 & 2 – Omaha, NE
- Team: 9 – Team deadline – 3/9/16
- Attendees: 48 – Hotel block closes 3/1/16

West – April 29 & 30 – Salt Lake City, UT
- Team: 2 – Team deadline – 4/6/16
- Attendees: 12 – Hotel block closes 4/4/16
Current Volunteer Registrations:
(Need 85 Volunteers at Each Event)
East
• Total: 73
Central
• Total: 54
West
• Total: 31

Academic Initiatives (AI)

AI and SHRM Assurance of Learning® Assessment Updates
What’s NEW for 2016?

- The path to a successful career in HR starts here! Check out the many and varied resources available on AI’s newly redesigned website
- Learning module on competencies for early-career HR professionals debuting soon on the faculty teaching resources site. All teaching resources are complimentary for faculty here:
- How to Pursue a Career in HR: Five Simple Steps. 2016 version now available
  - [http://www.shrm.org/academicinitiatives/about/pages/5stepshrcareer.aspx](http://www.shrm.org/academicinitiatives/about/pages/5stepshrcareer.aspx)
- Toolkit for Employers! Help us influence how HR is taught in degree programs.
  - Recruit new student chapter members
  - Influence secondary school students to study HR in college and help them decide where to study
  - Reach out to parents, teachers, counselors etc.
  - Serve as guest lecturers
An update on universities that use SHRM’s Curriculum Guidelines

• The # of programs that align with SHRM’s curriculum guideline is just shy of 400. Program directory online:
• Faculty -- If your university’s program is not on this list, we want to hear from you to analyze the program for alignment.
• CLA members – Don’t see the universities in your state or community on the list? Please connect us with the college in your area!
• HOW?
  – E-mail Academics@shrm.org
  – Process is easy and completely free!
What’s new with the SHRM Assurance of Learning Assessment?

• A HUGE Thank You for your ongoing support of AOL
  – Becoming a very strong pipeline to certification once students graduate and start working

• NEW in 2016! Two windows, 60 days each, shrm.org/assessment for details.
  – Why two windows?
    • Historically low enrollment for summer exam; very few summer Commencements.
    • We collapsed to two 60-day windows to mirror certification to increase testing days from 90 to 120 per year.
    • For students/recent graduates already working in HR, we are seeing them take the CP and for those with NO experience, they are taking the AOL. This is exactly what should be happening!

• Spring 2016 Assurance of Learning registration open through March 5, 2016
  – Encourage students to register now!

• What are students saying?
  – Many learn about the assessment from faculty members.
  – 91% of students tell us they intend to sit for certification once eligible.
  – Many report getting their foot in the door faster with this additional achievement
Questions?

- **Contact information:**
  - [Academics@shrm.org](mailto:Academics@shrm.org) for general inquiries and curriculum alignment
  - [Assessment@shrm.org](mailto:Assessment@shrm.org) or 1-800-283-7476 x3926 (EXAM) for the assessment hotlines

- **Websites:**
  - Academic Initiatives Home Page – check out all the great resources!
  - Assurance of Learning Assessment for Graduating HR Students Home Page
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.

Students Full Conference - $315
Student Chapter Advisor - $470
Effective Practice Sharing:

• What has been the impact of the new Student Merit Program this year?

• What has been the best activity for the students held this year?
2016 College Relations Webinars

Student Advisors and College CLA Date:
– January 21, 2016 – DONE!

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 4 pm Eastern Time
Questions

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

Find your specific SHRM support in “MEET OUR TEAM” at:

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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

View all discussions »
Resources – Student Chapters

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 Resource Center
- Active Chapter Status Requirements
- Re-Affiliation Guide
- Recruiting Materials
- Leadership Succession Planning
- International Student Forums
- Chapter Directory

Chapter Advisor Webinars

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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
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  - 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.
Resources – College Relations

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

Emerging LEAD(HR) Conference
Social Media and Recruiting
September New Member Special
Stress Busters

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-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 Employees and Salary Dedications
Employees Badmouthing Company on Facebook
Teleworking/Child Care
Open Office – Where Does HR Fit?
Finding New Restaurant Employees

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Resources – College Relations

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Volunteer Leader Resource Center
Overview
Membership Councils
Volunteer Expertise Panels
Volunteer Opportunities

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Volunteer Leaders' Resource Center

2015-16 Membership Marketing Brochure Now!
State Council Operations Survey Results Now!
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)

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

For volunteer news and articles, read the SHRM Update.
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.

2016 Core Leadership Area Conference Call and Webinar Event Schedule - click here

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