

## Upcoming Deadlines:

### **Regional Council Summit – February 25-26, 2011** **Portofino Hotel & Yacht Club, Redondo Beach, CA** **Registration Deadline February 11, 2011**

Registration for the Summit is complimentary, and available exclusively to 2011 State Council Directors and Directors-Elect. Representation from each state is encouraged; however, attendance is limited to one Director and Director-Elect per state. Please register for this event.

[https://ecom.shrm.org/TimssSolutionSite2004\\_TPRO/Default.aspx?tabid=90&action=MTGProductDetails&args=20289](https://ecom.shrm.org/TimssSolutionSite2004_TPRO/Default.aspx?tabid=90&action=MTGProductDetails&args=20289)

### **2010 State Council SHAPE Year-End Report** **Deadline March 31, 2011**

Now's a great time to pull out the State Council SHRM Affiliate Program for Excellence (SHAPE) Planning Workbook to assure your State Council has met requirements for the year. The recognition component of the SHAPE Program is the Excel Awards, with four levels: Bronze, Silver, Gold and Platinum. Each level builds on a prescribed set of requirements and accomplishments. State Councils must submit the required SHAPE Year-End Report no later than the due date for award consideration. Winners are notified in May and receive award podium banners and recognition in SHRM publications and at conferences. Find the online report at:

<http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Pages/SHAPE.aspx>

### **Advisor of the Year Award**

#### **Application Deadline March 18, 2011**

The Advisor of the Year Award will again be presented to a distinguished student chapter advisor in 2011. The award will recognize the outstanding service and leadership provided to student chapters by SHRM advisors.

<http://www.shrm.org/Communities/StudentPrograms/Pages/awards.aspx>

### **Student Chapter Merit Award**

#### **Application Deadline March 31, 2011**

The award recognizes student chapters of SHRM for their exceptional ability in operations, the professional development of chapter members, and promotion of the profession and support of SHRM. Submissions must be postmarked by the due date to be considered for an award. Winners of the award are notified in May and receive plaques and recognition in SHRM publications and at conferences.

<http://www.shrm.org/Communities/StudentPrograms/Pages/awards.aspx>

### **SHRM Foundation Research Grants**

#### **Proposal Deadline April 8, 2011**

The SHRM Foundation funds original rigorous empirical research projects that advance the HR profession. The Foundation is seeking grant funding proposals for up to \$200,000 each from individuals and institutions. Proposals are reviewed three times annually.

<http://www.shrm.org/about/foundation/research/Pages/default.aspx>

### **Volunteer Discount Rate for Annual Conference**

#### **Available until April 15, 2011**

Great news! A discounted registration rate is available to 2010 and 2011 SHRM volunteer leaders planning to attend the 2011 SHRM Annual Conference & Exposition June 26-29 in Las Vegas. Take advantage of this special rate of only \$1,070 to attend the largest HR conference and exposition in the world. But, you'll need to hurry – the rate expires on April 15! You can only receive the discount with the unique URL created just for you. If you did not receive your URL via e-mail, please contact Member Relations at 1-800-283-7476, option 1, ext. 3333 or [shrm.memberrelations@shrm.org](mailto:shrm.memberrelations@shrm.org) to secure your URL. Take advantage of this special registration rate today!

## Mark Your Calendars:

### CLA Conference Call/Webinar Schedule

The 2011 schedule is available at

<http://www.shrm.org/Communities/VolunteerResources/Pages/CLAConCallWebinarSchedule.aspx>

**CLA leaders will receive an email with call-in information for these events.**

2/09 – College Relations [webinar]

2/10 – HR Certification Institute [webinar]

2/17 – Diversity [webinar]

3/10 – SHRM Foundation [webinar] *re-scheduled from 3/24*

3/17 – Workforce Readiness [conference call]

3/23 – Membership [conference calls]:

State Council @ 2:00 ET/ 1:00 CT/ 12:00 MT/ 11:00 PT

Chapter @ 4:00 ET/ 3:00 CT/ 2:00 MT/ 1:00 PT

3/30 – HR Certification Institute [conference call]

*Unless otherwise noted, all conference calls begin at*

**4:00 ET/ 3:00 CT/ 2:00 MT/ 1:00 PT**

The call-in number for the audio portion of CLA webinars is as follows:

Call-in number: (800) 745-6370

Participant code: 738157

You will receive the computer log-in link in an advance e-mail.

### Chapters by Size Conference Call/Webinar Schedule

Chapter presidents have the opportunity to discuss topics specific to chapter size and share successful practices. **Chapter presidents will receive an email with call-in information for these events.**

**Super Mega [1,001+]** 2/2 @ 3:00 ET/ 2:00 CT/ 1:00 MT/ 12:00 PT

**Mega [501-1,000]** 2/16 @ 4:00 ET/ 3:00 CT/ 2:00 MT/ 1:00 PT

**Large [301-500]** 2/15 @ 2:00 ET/ 1:00 CT/ 12:00 MT/ 11:00 PT

**Medium [101-300]** Next call on 4/26

**Small [up to 100]** 2/8 @ 3:00 ET/ 2:00 CT/ 1:00 MT/ 12:00 PT

**SMA Chapters & SIGs** 2/8 @ 11:00am ET/ 10:00 CT/ 9:00 MT/ 8:00 PT

### Special Focus Conference Call/Webinar Schedule

Volunteer leaders in these special focus areas will have the opportunity to share successful practices and discuss specific topics of interest. **Volunteer leaders will receive an email with call-in information for the following events.**

3/31 – Volunteer Leader Webcast Series @ 4:00 ET

### **New! 2011 SHRM Volunteer Leader Master Calendar**

The 2011 SHRM Volunteer Leader Master Calendar is accessible from the front page of the VLRC or directly at:

[http://www.shrm.org/Communities/VolunteerResources/Documents/2011\\_SHRM\\_Master\\_Calendar.docx](http://www.shrm.org/Communities/VolunteerResources/Documents/2011_SHRM_Master_Calendar.docx)

## SHRM Chapter Study:

### SHRM Launches Review of Volunteer Relationships

SHRM is excited to announce that we have awarded the Chapter Study consulting contract to Mariner Management. Mariner is a consultancy offering guidance to membership and nonprofit organizations looking to change, grow, test new ideas to create value for members and constituents. To read more about Mariner Management, visit their website at <http://www.marinermanagement.com/>.

The purpose of this project will be to determine the proper engagement strategy for our members who wish to volunteer for SHRM or otherwise give-back to the HR Community. In an effort to keep our volunteer leaders informed about this project, a number of things will happen:

Pamela J. Green, SPHR - SHRM's Chief US Membership Officer, will host monthly conference calls for **chapter presidents and state council directors on February 17, March 10, April 7, May 19 and June 16**. All calls will begin at 12:00 pm ET / 11:00 am CT / 10:00 am MT / 9:00 am PT. Invitations will be sent under separate cover. If you are unable to join these calls, there will be written updates in [LeadersEdge Blog](#).

Mariner will join us for our 3<sup>rd</sup> Annual All Regions Summit scheduled for February 25-26 in California. During this time they will hold focus groups with our Member Advisory Council (MAC) and State Council Directors.

Of course, if you need additional information or have questions throughout the life of this project, please don't hesitate to connect with your Field Services Director. Thanks for all you do!

## Membership:

### 2011 Membership Goals

The SHRM in-chapter membership growth goal is 3%; the same as the 2010 goal. If not already doing so, chapters are also asked to track their retention of SHRM members. The goal for 2011 is 80%; the same as the 2011 goal. Refer to the Membership section of the Volunteer Leader Resource Center (VLRC) for resources to assist in meeting these goals at <http://www.shrm.org/Communities/VolunteerResources/Pages/MembershipCLA.aspx>. The Membership Star/Superstar program will remain the same for 2011. This program recognizes chapters that have exceeded the 3% goal. Chapters attaining 6-9.9% in-chapter SHRM membership growth will be recognized as **Stars** and above 10% in-chapter growth as **Superstars**.

### December 2010 Membership Scorecard

Each month State Council Directors and State Membership Directors receive the membership scorecard for their respective state. Please distribute this report to your State Council. 2010 was a challenging year to meet the goal of increasing SHRM membership within chapters by 3%. Despite those challenges, many chapters were able to bring in new members. Outstanding!

## FYI:

### Staffing Management Association (SMA) Chapters & Special Interest Groups (SIGs)

Teleconference dates and times for Staffing Management Association (SMA) chapters and special interest groups (SIGs) are listed below. This is an opportunity for staffing leaders from chapters to share best practices and discuss hot issues. If your chapter has a staffing SIG make sure the committee chair attends these teleconferences to get new ideas and share information about great speakers in your area for programming.

Call-in: 1-800-745-6370; Participant Code: 700696

1. February 8 11:00 am ET / 10:00 am CT / 9:00 am MT / 8:00 am PT
2. April 12 4:00 pm ET / 3:00 pm CT / 2:00 pm MT / 1:00 pm PT
3. June 14 11:00 am ET / 10:00 am CT / 9:00 am MT / 8:00 am PT
4. August 16 4:00 pm ET / 3:00 pm CT / 2:00 pm MT / 1:00 pm PT
5. October 11 11:00 am ET / 10:00 am CT / 9:00 am MT / 8:00 am PT
6. December 13 4:00 pm ET / 3:00 pm CT / 2:00 pm MT / 1:00 pm PT

### SHRM "Affiliate of" Logo – Are You Using the Most Current Version?

The SHRM logo recently moved from a trademark symbol ™ to a Registered symbol ®. **All "affiliate of" logos should be updated to reflect this change.** Please check your chapter and state council websites and other publications to assure you are using the most current version of the logo. Check out the link below to access update logos and the Graphics Standards Manual for Affiliates: <http://www.shrm.org/Communities/VolunteerResources/graphicsguide/use/Pages/default.aspx>

## **2011 State Council SHAPE Planning Workbook – Revised!**

The revised 2011 State Council SHAPE Planning Workbook has been posted to the SHAPE Center in the VLRC. The revisions appear on pages 12 and 29 of the Planning Workbook, with regard to Question 3.5 and the baseline for State Council Champion status. The Champion status is not required for Bronze or Silver Excel Awards. It is required for Gold and Platinum. For Platinum, in addition to the baseline requirements, 100% of the state council members must make an individual donation to the SHRM Foundation. To download the revised State Council SHAPE Planning Workbook, visit [http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Documents/2011\\_SHAPE\\_State\\_Council\\_PlanWkbk\\_20110120.pdf](http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Documents/2011_SHAPE_State_Council_PlanWkbk_20110120.pdf).

## **SHRM® Assurance of Learning Assessment for graduates of HR Degree Programs**

SHRM's Assurance of Learning is the new universal benchmark for graduate and undergraduate-level HR students. The Assurance of Learning exam will be what students need to distinguish themselves when applying for entry-level HR positions. When students pass the exam, they receive a certificate of learning informing hiring managers that they have sufficient knowledge to enter the workforce. Visit [www.shrm.org/assessment](http://www.shrm.org/assessment) for more information.

## **HR Blogging Can Earn Recertification Credit**

HR professionals now can earn recertification credit for creating blog posts covering HR-related subjects, the HR Certification Institute has announced. The credit applies to video blogs and text blogs, and it meets the Institute's requirements in the Research and Publishing recertification category for the following: Professional in Human Resources (PHR); Senior Professional in Human Resources (SPHR); Global Professional in Human Resources (GPHR); and, California Certification (PHR-CA and SPHR-CA). Each blog post will be worth 0.5 recertification credit. A certified HR professional can receive a maximum of two credits per year and six credits total during a three-year recertification period. For more information, visit <http://www.shrm.org/about/news/Pages/BloggingCredit.aspx>

## **Effective Practice Guidelines**

The SHRM Foundation Effective Practice Guidelines series makes research findings easily accessible to HR practitioners. The reports provide practical, research-based guidelines for implementing effective HR practices in your organization. Each report presents important research findings in a condensed, easy-to-use format for busy HR professionals. To download your complimentary copy, visit <http://www.shrm.org/about/foundation/products/Pages/default.aspx>.

## **SHRM Foundation DVD Series**

These videos are ideal for use as a SHRM chapter or state council program! Through interviews with top executives, these educational DVDs present real-world case studies of strategic HR in action. Use the companion discussion guides and PowerPoint presentations to create high-impact presentations for professional development or classroom use. The majority of DVD's are eligible for one hour of recertification credit towards the PHR, SPHR, GPHR or California certification, however they must be viewed as part of a 1-hour educational program that includes use of the companion discussion guide and PowerPoint presentation. The type of credit that will be awarded is noted after each title. For more information, go to <http://www.shrm.org/ABOUT/FOUNDATION/PRODUCTS/Pages/default.aspx#2>.

## **What's New at SHRM - Rolling Presentation**

This is a great resource for use at chapter meetings to highlight the benefits of being a SHRM member! The updated First Quarter 2011 rolling presentation is accessible from the front page of the VLRC or directly at [http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Documents/2011Q1\\_Whats\\_New\\_at\\_SHRM\\_Rolling\\_Presentation.ppt](http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Documents/2011Q1_Whats_New_at_SHRM_Rolling_Presentation.ppt)

## **SHRM Foundation Update**

The SHRM Foundation is pleased to announce that it has surpassed its 2010 Annual Campaign Fundraising Goal of \$745,000. The official 2010 Annual Campaign total will be announced in late February. Thank you to all the chapters and state councils whose donations, specials events and fundraising made this success possible! Materials for the 2011 Annual Campaign will be available in early February.

Now is the time to launch a Leadership Campaign! We encourage SHRM chapters and state councils to launch a "Leadership Campaign" among your board members, aiming for 100% participation in the Annual Campaign. A "Leadership Campaign" is also a requirement to receive the "Champions" designation from the SHRM Foundation. The step-by-step process is outlined on the SHRM Foundation website at <http://www.shrm.org/about/foundation/volunteerresources/Pages/leadership.aspx>

## **Conferences:**

### **Upcoming State Conferences:**

**A complete listing of all state conferences by month is available at**  
<http://www.shrm.org/Conferences/StateAffiliateConferences/Pages/default.aspx>

## Online State Conference Posting Request Form:

**REMINDER!!! Post your state conference info on the SHRM website!**

[http://apps2.shrm.org/www/conferences/conf\\_posting\\_request.asp](http://apps2.shrm.org/www/conferences/conf_posting_request.asp)

## 2011 Southwest Central State Conferences:

**Check out a listing of all state conferences by month:**

<http://www.shrm.org/Conferences/StateAffiliateConferences/Pages/default.aspx>

- TX State Global Conference; February 8; Houston, TX
- KS State Employment Law & Legislative Conference; February 10-11; Topeka, KS
- AZ State Employment Law & Legislative Conference; March 2; Phoenix, AZ
- TX State Legislative Conference; March 3; Austin, TX
- MO State Employment Law Conference; March 18; Osage Beach, MO
- LA State Conference; April 4-5; Lafayette, LA
- AR State Conference; April 13-15; Hot Springs, AR
- OK State Conference; May 4-6; Norman, OK
- MO State Conference; August 3-5; Osage Beach, MO
- AZ State Conference; August 30-September 2; Phoenix, AZ
- KS State Conference; September 14-16; Wichita, KS
- UT State Crossroads Conference; September 19-21; Layton, UT
- AR State Employment Law & Legislative Conference; September 21-22
- CO State Conference; September 28-30; Keystone, CO
- TX State/HRSouthwest Conference; October 30-November 2; Ft. Worth, TX

## 2011 Southwest Central Leadership Conferences:

- CO State Leadership Conference; April 16
- AR State Leadership Conference; October 28
- MO State Leadership Conference; November 4 [*Tentatively*]
- LA State Leadership Conference; November 11 [*Tentatively*]
- AZ State Leadership Conference; December 7 [*Tentatively*]
- KS State Leadership Conference [*to be determined*]

## 2011 SHRM Conferences:

<http://www.shrm.org/Conferences/Pages/default.aspx>

**(Announce at your chapter meetings)**

- SHRM Regional Council Summit; February 25-26; Los Angeles, CA
- SHRM Employment Law & Legislative Conference; March 14-16; Washington, DC
- SHRM Staffing Management Conference & Exposition; April 11-13; San Diego, CA
- SHRM Annual Conference & Exposition; June 26-29; Las Vegas, NV

## Future Annual Conference locations:

- 2012 – Atlanta, GA
- 2013 – Chicago, IL
- SHRM Strategic HR Conference; October 4-7; Chicago, IL
- SHRM Diversity & Inclusion Conference & Exposition; October 24-26; Washington, DC
- SHRM Leadership Conference; November 17-19; Arlington, VA

## 2011 SHRM Regional Student Conferences:

<http://www.shrm.org/Conferences/StudentConferences/Pages/default.aspx>

**(Announce at your chapter meetings)**

- Pacific West Regional Student Conference; March 4-5; Lake Washington Technical College; Kirkland, WA
- Southwest Central Regional Student Conference; March 18-19; Oklahoma State University; Stillwater, OK
- Southeast Regional Student Conference; March 25-26; Clemson University; Clemson, SC
- Northeast Regional Student Conference; April 1-2; Monroe Community College; Rochester, NY
- North Central Regional Student Conference; April 8-9; Lewis University; Romeoville, IL

## Your Regional Team:

[Sherry Johnson](#), PHR, Field Services Director – [Liz van Berg](#), Regional Administrator – [AR, LA, MO, OK, TX]  
[Scott Ferrin](#), SPHR, Field Services Director – [Kristine Hofmann](#), Regional Administrator – [AZ, CO, KS, NM, UT]

**Regional Administration: 1-800-283-7476 ext. 3333** [SHRM.MemberRelations@shrm.org](mailto:SHRM.MemberRelations@shrm.org)

**Volunteer Leaders' Resource Center (VLRC)** <http://www.shrm.org/vlrc>