

2019 Chapter Planning Document

SHRM Affiliate Program for Excellence



Instructions

This SHAPE planning document is designed to aid you in developing your plan for the coming year. It is meant to cover the calendar year January 1 through December 31, 2019, even if your leadership transitions mid-year. Use it as a planning tool to ensure that your chapter meets the eligibility requirements for financial support and award programs. SHRM provides a wide variety of tools and resources to assist you. Completion of all items in Section I is required to be a Chapter in Good Standing.

Upon submitting the year-end report, you will receive a receipt confirmation and a copy of your submission for your records. If you do not receive a copy of your submission, contact your Member Engagement Associate (MEA) immediately.

Your Field Services Director (FSD) or Member Engagement Associate (MEA) can answer questions regarding SHAPE. They may also provide guidance on accessing the tools and resources available to you.

Your completed year-end report is due on or before January 31, 2020. All reports must be submitted online, and only those submitted online will be accepted. Reports received after the January 31, 2020, deadline will result in the chapter's ineligibility for any award consideration.

The 2019 year-end report will be available in the Volunteer Leader Resource Center (VLRC) during the third quarter of 2019.

The Society for Human Resource Management (SHRM) is the world's largest HR professional society, representing 300,000 members in more than 165 countries. For nearly seven decades, the Society has been the leading provider of resources serving the needs of HR professionals and advancing the practice of human resource management. SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China, India and United Arab Emirates. Visit us at shrm.org.



SECTION I: CHAPTER IN GOOD STANDING

1) We will meet and maintain the minimum SHRM chapter membership affiliation requirements pertaining to our chapter.

In the year-end report, you will be asked to verify that you meet and maintain the minimum affiliation requirements based on your chapter's affiliation date as outlined below.

For 100% chapters (chapters requiring SHRM membership to belong to the local chapter):

- ALL chapter members MUST be SHRM members in good standing. Non-SHRM member categories are not permitted. 100% chapters are subject to the same minimum membership requirements as stated below for non-100% chapters, depending on the date of the chapter's affiliation with SHRM.
- Chapters that do not have 100% SHRM membership will not be considered 100% chapters and will not receive the benefits of being a 100% chapter.

For non-100% chapters affiliated with SHRM prior to January 1, 2004:

- At least ten (10) SHRM members primarily coded to the chapter or thirty percent (30%) of chapter membership must be active SHRM members, whichever is GREATER.
- Chapters that fall below 10 SHRM members primarily coded to the chapter or below 30% SHRM membership will be at risk of losing their SHRM affiliation.

For non-100% chapters affiliated with SHRM on or after January 1, 2004:

- At least twenty-five (25) SHRM members primarily coded to the chapter or fifty-one percent (51%) of chapter membership must be active SHRM members, whichever is GREATER.
- Chapters that fall below 25 SHRM members primarily coded to the chapter or below 51% SHRM membership will be at risk of losing their SHRM affiliation.

For non-100% chapters affiliated with SHRM on or after January 1, 2012:

- At least twenty-five (25) SHRM members primarily coded to the chapter AND a minimum of fifty-one percent (51%) of chapter membership must be active SHRM members.
- Chapters that fall below 25 SHRM members primarily coded to the chapter and below 51% SHRM membership will be at risk of losing their SHRM affiliation.



2) We will submit a completed 2020 Chapter Leader Information Form (CLIF) by December 1, 2019, or the 15th of the month immediately prior to the date our chapter board transition occurs, and will ensure that our chapter president is a SHRM member in good standing during his or her entire term of office.

- The Chapter Leader Information Form (CLIF) captures the contact information for your chapter’s board. It allows SHRM to effectively send communications to your board members relevant to their volunteer leadership role.
- The form is to be submitted by the deadline even if all board positions have not been filled. Please notify SHRM each time there is a change in your board during the year so that communications are sent to the correct board members. An e-mail notification of those changes is sufficient. You do not have to complete a new CLIF each time.
- If your chapter leader term of office is not on the calendar year, you will be expected to submit the completed CLIF during the month immediately prior to when your chapter board transitions occur (e.g., if your new board takes office on July 1, the completed CLIF is due to SHRM no later than June 15, 2019).
- The SHRM bylaws require that the chapter president be a member of SHRM. This requirement should also be stated in your chapter’s bylaws.

3) We will provide year-end financial results for the period January 1, 2019, through December 31, 2019.

Total Chapter Income for 2019

Total Chapter Expenses for 2019

Net Profit/Loss for 2019 (income - expenses = net profit/loss)

Total Chapter Assets as of December 31, 2019

- Reporting of financial results is required by your chapter’s charter with SHRM.
- SHRM reserves the right to request a copy of your full financial statement to validate the information provided.
- “Total Chapter Assets” would include cash, CDs, money-market accounts, the market value of other investments such as stocks or bonds, property owned by the chapter such as real estate, etc.
- Watch the filing deadlines, and file your tax returns (e.g., federal returns 990, 990-EZ, 990-N) in a timely fashion.

4) We will ensure that the current SHRM “AFFILIATE OF” logo is correctly, consistently and prominently displayed in accordance with the SHRM Graphics Standards Manual, including but not limited to our website, communications, meeting agendas, conference programs, signage and chapter PowerPoint templates.

- The SHRM “AFFILIATE OF” logo is available in the Volunteer Leader Resource Center (VLRC). Several formats are available for download directly from the website. The correct version includes a registrata (®) symbol in the upper right-hand corner rather than the trademark (™) symbol. The SHRM Graphics Standards Manual defines the specifics for using the logo.
- Check all materials for proper use of the logo. Materials to be reviewed include but are not limited to signage, stationery, brochures, newsletter mastheads, meeting agendas, chapter PowerPoint templates, name tags and conference programs. Your chapter’s website should be included in the review. Preferred “prominent” placement of the logo on your website is “above the fold” for maximum benefit to the chapter as a SHRM affiliate. SHRM reserves the right to randomly audit your use of the logo.
- You are also required to include hyperlinks from your chapter’s website to the SHRM home page: www.shrm.org.

5) When requested, we will submit our chapter’s membership roster for auditing by SHRM staff and periodically request a membership report from our Member Engagement Associate (MEA) to conduct an internal audit.

- The chapter membership roster must be in an Excel spreadsheet format. It must contain your complete chapter roster (both SHRM and non-SHRM members), with all of the below fields listed in separate columns, and should include a minimum level of detail about the members:

SHRM ID #
Last name
First name
Professional certification/designation
Company
Address
City
State
ZIP
Phone
Fax
E-mail

- To ensure a prompt audit of your roster, please use the required format. Rosters received in the incorrect format will be returned to the chapter for re-formatting and re-submission.
- You do NOT need to file your roster with SHRM when you submit your year-end report. Instead, you will be notified in advance by your Member Engagement Associate (MEA) of the audit, requesting your membership roster, along with a due date.
- In addition to SHRM-conducted audits, it is important to periodically conduct an internal audit of your chapter membership records. Do this by comparing your chapter roster to your SHRM in-chapter membership report. To request a SHRM in-chapter membership report, which lists all of the SHRM members primarily coded to your chapter in the SHRM database, contact your Member Engagement Associate (MEA).
- Submit the names and SHRM member ID numbers of your new members to your Member Engagement Associate (MEA) as they join, or as you conclude your internal audits. Please also submit the names and SHRM membership ID numbers of people in your chapter whose chapter memberships have expired to your Member Engagement Associate (MEA). If you wish to submit the membership additions and removals at the same time, please include the action you would like to have taken (i.e., add to the chapter/remove from the chapter). These steps ensure that new chapter members are coded to your chapter in the SHRM database.
- In some instances, you may be asked to submit your roster more than one time in a calendar year. You are expected to comply with all requests.

6) We will hold a minimum of four chapter programming events and four chapter board meetings either in person or virtually during the 2019 calendar year. At least one of the board meetings will include an opportunity for the leadership to transition and to conduct strategic planning, succession planning and a chapter bylaw review (these may be done simultaneously).

- “Chapter programming events” include virtual meetings through the use of technology such as webinars or webcasts with professional development components as well as networking events. Keeping your professional development topics fresh and current will keep your members coming back meeting after meeting.
- Chapter board meetings may be held by conference call as long as there is a quorum.
- Ensuring your chapter’s future involves having a thoughtful and purposeful strategic plan. Strong chapter leadership begins with a sustainable leadership succession and transition plan.
- Your chapter’s bylaws must not conflict with the SHRM bylaws, and an annual review conducted by the chapter’s board or a designee will ensure that your policy and practices are in alignment. Please consult with your Field Services Director (FSD) or Member Engagement Associate (MEA) for the current bylaw review process. You do NOT need to submit your bylaws to SHRM unless you are proposing amendments for approval.



SECTION II: RECOMMENDATIONS FOR EFFECTIVE SHRM CHAPTER ADMINISTRATION

1) A chapter board member will participate in at least 75% of state council meetings and conference calls, including representation at the state/regional affiliate leadership conference/event (if one is held).

- If your chapter president is unable to attend a meeting, another chapter board member may be appointed to represent the chapter at the meeting (whether in person or on a conference call).
- In addition to representing the chapter at the meeting, the president or representative should report back to the chapter/chapter board on the state council meeting, thereby ensuring two-way communication.

2) If our chapter has an event with over 200 attendees, we will offer prime booth space and a minimum of 15 minutes of podium time to SHRM staff.

- If you do not hold a chapter-sponsored conference/event or if the anticipated attendance at your conference/event is less than 200, this requirement will not apply.
- Be sure to contact your Field Services Director (FSD) early in your planning process to provide the date of your event and inquire about his or her availability to attend.

3) The chapter will be represented at the 2019 SHRM Volunteer Leaders' Summit by either the chapter president, the president-elect (preferred) or another board member, who will relay the information back to the chapter's board.

- The Volunteer Leaders' Summit, held in November in the Washington, D.C., area, is intended to prepare incoming chapter leaders for the coming year. There are opportunities to receive information about your role, learn about various topics related to running your chapter, network and celebrate success. Each chapter is provided one registration and two hotel nights to attend (100% chapters receive three nights).
- Please note: The attendee is required to be a SHRM member in good standing.

4) We will promote the SHRM Annual Conference & Exposition to chapter members and will ensure that our major chapter events (including co-sponsored programs) with greater than 200 attendees will not take place between June 1 and June 30.

- The SHRM 2019 Annual Conference & Exposition will take place June 23-26 in Las Vegas, NV.
- Promoting the SHRM Annual Conference & Exposition can be accomplished in any number of ways, including sending communications to chapter members and prospects encouraging them to attend, prominently displaying a link on your chapter's website home page, and distributing SHRM Annual Conference promotional material at a chapter meeting or event. Distribution may be electronic.
- SHRM will not send any chapter e-blasts during this period, to be defined as June 1 through June 30.

5) We will support the SHRM Foundation by making a monetary contribution directly from the chapter's funds, received by the SHRM Foundation no later than December 31, 2019.

The SHRM Foundation, the charity affiliate of SHRM, empowers HR professionals to build inclusive organizations where employees thrive and organizations achieve success. Because of support received from generous donors—including SHRM state councils and chapters—the SHRM Foundation in 2019 will award more than 300 scholarships, advance its initiative to make a measurable impact on the hiring and retention of military veterans, and create opportunities for HR professionals to make a difference in their local communities.

In addition, your chapter can become a SHRM Foundation Chapter Champion by completing the following activities:

1. Make a monetary donation from chapter funds.
2. Host a fundraising event to benefit the SHRM Foundation.

Please note: Chapters are responsible for their events, including legality and safety of the event.

3. Encourage board members and invite all chapter members to join Team Empower by making an individual annual donation of \$30 or more and pledging to support the SHRM Foundation's annual initiative. To learn more about Team Empower, visit shrmfoundation.org/TeamEmpower.

Support resources and additional recognition opportunities are available at shrmfoundation.org/volunteerleaders.

6) We will actively promote SHRM certification and recertification for the SHRM Certified Professional (SHRM-CP®) and SHRM Senior Certified Professional (SHRM-SCP®) by attaining and/or maintaining SHRM Recertification Provider status and ensuring that all relevant programs are entered into the online SHRM program database for professional development credits (PDCs).

“Relevant programs” is defined as program content aligned to the SHRM Body of Competency and Knowledge™ (SHRM BoCK™). Note: The SHRM BoCK is available on the SHRM certification website at shrmcertification.org.

Your chapter can actively promote SHRM certification and recertification by doing some or all of these suggested activities:

- Have a designated SHRM Certification Champion responsible for educating chapter members about the certification program, including requirements for eligibility and recertification. (Having a SHRM Certification Core Leadership Area (CLA) Liaison satisfies this requirement.)
- Hold information sessions within the calendar year on SHRM-CP and SHRM-SCP certification. Contact your Field Services Director (FSD) if you’d like to invite him or her to support you with these activities.
- Display credential-holders’ SHRM-CP or SHRM-SCP designations on their name badges at chapter events, and recognize SHRM-CP and SHRM-SCP credential-holders at chapter events.
- Offer a SHRM certification (SHRM-CP/SHRM-SCP) preparation study group and/or a formalized instructional class, or partner with a local college or university that offers the SHRM Learning System. Please note: Chapters can be eligible for the SHRM Learning System Chapter Champion Program. For information, visit the Volunteer Leader Resource Center (VLRC).

SHAPE Year-End Report

The completed online year-end report will be due on or before January 31, 2020. Only reports submitted online will be accepted.

Completion of items in Section I is required to be a Chapter in Good Standing.

As a reminder, the activities reported in the 2019 year-end report must occur during the calendar year January 1 through December 31, 2019.

SHRM reserves the right to audit information provided in the year-end report.

Upon submitting the year-end report, you will receive a confirmation of receipt and a copy of your submission for your records. If you do not receive a copy of your submission, contact your Member Engagement Associate (MEA) immediately.

The SHAPE year-end report will be available online during the third quarter in the Volunteer Leader Resource Center (VLRC).

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