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Visit SHRM’s Volunteer Leader Resource Center to start using these resources today!

**BEFORE TO PROMOTING CERTIFICATION**

- Meet your SHAPE Goals
- Advance the Profession and your Members
- Earn recognition for your chapter’s hard work to support your local members’ professional development goals with the SHRM Learning System Champion program. For details, visit learnhrm.shrm.org/lscampion.

**TOOLS FOR INSTRUCTORS**

- PowerPoint slides with competency-based situational judgment questions for use in class
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**THE VALUE OF SHRM CERTIFICATION**

SHRM’s accredited SHRM-CP and SHRM-SCP certifications are the driving force behind effective local leaders and talent management for HR professionals across industries, sectors and organization size. Credential holders have demonstrated proficiency in the knowledge and behaviors critical for effective job performance.

**THE OFFICIAL STUDY RESOURCE FOR SHRM CERTIFICATION SUCCESS**

You have access to the most comprehensive, effective and up-to-date exam preparation materials available for your members: The 2020 SHRM Learning System.

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 Chapters and State Councils have access to special pricing and education options. Visit SHRM Certification under VLRC for additional details.

**RECERTIFICATION CONTINUES TO DRIVE HR EXCELLENCE**

Promoting recertification will help your members meet the evolving needs of the profession. Consider offering programs to expand their knowledge and show employers they are dedicated to implementing innovative, strategic and ethical thinking in HR practices.

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There are more than 560 SHRM affiliated chapters and member forums in 140 countries. Many SHRM Chapters offer members convenient and personalized SHRM education. In addition to study groups, many chapters also partner with local Education Partners to offer the SHRM Learning System program to local members.

**Shoe Years Learning System Champions**

**CONGRATULATIONS TO THE 2019 SHRM LEARNING SYSTEM CHAMPIONS**

Alaska SHRM State Council
Arizona SHRM
CalSHRM
Colorado SHRM State Council
HR Nebraska
Illinois State Council of SHRM
Washington State SHRM

SHRM of Johnson County
SHRM of Tompkins County
SHRM Puerto Rico Chapter
SHRM SWFL
SHRM Topeka Chapter
SHRM-Atlanta
SHRM-KC
SHRM-LI
Snohomish County Human Resource Assn.
South King County SHRM
South Suburban Cook HRA
Southern Indiana SHRM
Southern Nevada SHRM Chapter
Springfield Area HRA
Tennessee Valley Chapter-SHRM
Tri-State HRMA
Tulsa Area HR Assn. - TAHRA
Twin Cities SHRM
Volusia/Flagler SHRM
West Sound Human Resource Assn.
Western Colorado HRA
Winchester Area SHRM
Yakima SHRM
York SHRM

**State Councils**

** Chapters Receive Special Pricing to Help Serve Members’ Needs**
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**SHRM MARKETING SUPPORT**

SHRM has created marketing resources and tools for your chapter/state council to use to help you promote certification and the SHRM Learning System course to your members.

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**BENEFITS TO PROMOTING CERTIFICATION**

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**SHRM CERTIFICATION: RECOGNITION AND PROMOTION**

As valued SHRM Chapters and State Councils, you are poised to educate and shape our profession’s future leaders. Helping your members earn the accredited, competency-based SHRM Certified Professional (SHRM-CP) and SHRM Senior Certified Professional (SHRM-SCP) credentials is an important part of moving the profession forward. SHRM Certification is the key to great HR—there’s no better way to prove an HR professional’s knowledge, competency and value to colleagues and employers.

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