REGIONAL COUNCIL BUSINESS MEETING

Supporting the Next Generation of HR Leaders
CURRENT STATE OF OPERATIONS, PROGRAMS

Wendi Safstrom
Executive Director, SHRM Foundation
STUDENT CHAPTER STRUCTURE

Mike Aitken, Senior Vice President of Membership, SHRM
SHRM STUDENT CHAPTERS

#In Good Standing: 170
#Not in Good Standing: 169

Requirements
- Petition to Charter
- 8 SHRM National members (minimum)
- Student Chapter Bylaws
- Student Chapter Information Form
- Undergraduate or graduate HR or HR related program

Structure
Chapter Advisor
- Any faculty, administration, professional staff person of the university, or a professional member of SHRM

Chapter President
- Current SHRM Student Member
- Vice President
- Secretary
- Treasurer

Resources
- Info from SHRM National to student chapters via: designated FSD, day-to-day support (SHRMstudent@shrm.org) via MEAs
- Volunteer Leader Resource Center

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STUDENT CHAPTER OPERATIONS - 2020

Q1
- Student Chapter Advisor Impact Award Nominations due March 15

Q2
- Complete all items in Section 1 and 2A of the Merit Award planning workbook, complete the minimum number of activities designated for the award sought in 2B of the planning workbook and submit a year-end report by April 15
- Student Chapter Information Form (SCIF) due June 1 for upcoming academic year

Q3
- Student programming at SHRM20 end of June/early July
- SHRM staff starts annual audit of SHRM student chapters

Q4
- Submit the Roster Request form by October 15
- Maintain minimum of eight student members in the chapter by November 30
STUDENT ENGAGEMENT ACTIVITIES

Volunteer Leader Resource Center

• SHRM State Student Case Competition Toolkit
  • Event Management and Logistics
  • Case Competition Guide
  • Volunteers/Judges
  • Key Competition Dates and Deadlines

• SHRM HR Student Games Toolkit
• SHRM HR Student Corporate Experience Day Toolkit
• SHRM State Student Event Forms
  • Pre-Event: SHRM State Student Engagement Event Posting Request Form
  • Event: SHRM Student Engagement Event Request Form
  • Post-Event: Student Engagement Event Report Card Form
ACADEMIC ALIGNMENT PROGRAM

Alex Alonso, Chief Knowledge Officer, SHRM
SHRM ACADEMIC ALIGNMENT PROGRAM

PROGRAM QUALIFICATIONS
Colleges and universities that have bachelors or masters programs approved by SHRM’s Academic Initiatives Department as being aligned to SHRM’s curriculum guidelines allow students enrolled in their final year of an HR degree program to apply for and take the SHRM-CP exam.

Eligible Students:
• Must be enrolled in an HR degree program
• Aligned to SHRM’s curriculum guidelines
• Must be in their final year of study in the HR degree program
• Must have a minimum of 500 hours of relevant HR experience
  • Internships in HR
  • HR work-study assignments
  • Directed work-related or research-related HR projects
  • Supervised independent study in HR
  • Part-time or full-time work in HR

#Schools with academically aligned HR programs: 393

#Academically aligned programs: 514
SCHOLARSHIPS, GRANTS & AWARDS

Misha Adams, Manager, Scholarships & Programs, SHRM Foundation
SCHOLARSHIPS, GRANTS & AWARDS

SHRM Foundation awarded $500,000 to nearly 300 recipients in 2019

Professional Development:
• Certification - 220
• Conference - 8

Academic
• Undergraduate and Graduate - 43
• Meisinger Fellowship - 1

Recipients are:
• National professional members
• National student members
• In HR careers or in an undergraduate or graduate HR program
OPPORTUNITIES FOR CONSIDERATION

• Differentiate SHRM certification scholarship opportunity for eligible students from curriculum aligned programs

• Market scholarship, grants and award opportunities to students from HBCUs and HSIs

• Partner with groups focused first generation college students to introduce careers in HR and scholarship opportunities

• Open up scholarship and grant opportunities to cover student-focused experiences specific to student members

• Expanded support from volunteer leaders as scholarship judges
STUDENT MEMBERSHIP MARKETING

Brittany Hink, Senior Specialist, Marketing, SHRM
STUDENT MEMBERSHIP MARKETING

Membership Marketing Team:
• Acquisition, Engagement & Retention

Acquisition Goals:
• Increase Awareness of SHRM Student Membership
• Build & Nurture Leads
• Acquire New Members

Engagement Goals:
• Provide Students with Most Relevant Info & Benefits
• Keep Students Engaged with SHRM

Retention Goals:
• Retain Student Members
• Guide Graduates from Student Membership to Professional
HOW ARE WE DOING THIS?

All Marketing Channels Including: Email, Social Media, Digital and Direct Mail.

Join a SHRM Chapter
Meet other students and HR professionals

Access SHRM Connect
Join online discussions and connect with HR professionals

INCREASE YOUR PROFESSIONAL CREDIBILITY

Join SHRM as a student member.

SHRM Student Membership

Free premium membership to Internship.com

Join or Renew Today!
shrm.co/studentperks

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WHAT CAN YOU DO?

• Check the VLRC when New Student Benefits Launch
• Share on Social
  • Take Photos
  • Tag SHRM National & SHRM Foundation
• Host Student Specific Sessions at Meetings

NEW! STUDENT PODCAST LAUNCHING IN MARCH

Meet the Hosts

Michele Adams
Director of Career Services
Michele is the Director of Career Services at Colorado State University. She manages the career advising center, oversees the career fair, coordinates the career services programming, and oversees the career services office. Michele has a B.A. in Business Administration and an M.A. in Human Resource Management. She is currently working towards her Ph.D. in Higher Education Administration. She is a member of the National Association of Student Affairs Administrators and the National Association of Student Personnel Administrators. She is also a member of the National Career Development Association.

Kevin Allred
Assistant Vice President
Kevin is the Assistant Vice President for Student Affairs at Colorado State University. He oversees all aspects of Student Affairs, including Student Services, Residential Life, and Student Conduct. He has extensive experience in student affairs, including positions at the University of Colorado and the University of Denver. Kevin earned his B.A. in Psychology from the University of Colorado at Boulder and his M.A. in Higher Education Administration from the University of Denver.

What They Don’t Teach You in School

Thanks for sticking around to hear what’s up next and who comes to hang out on future episodes of Career Compass.

What you can expect:

Episodes full of interesting knowledge how to write a bomb resume, ways to manage your time, or landing that internship.

An email when new episodes drop.

LISTEN NOW

CONNECT WITH SHRM

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PROMISING PRACTICES FOR STUDENT ENGAGEMENT
RESEARCH

Misha Adams, Manager, Scholarships & Programs, SHRM Foundation
PRODUCT GAP ANALYSIS – BACKGROUND & OBJECTIVES

**Objective:** SHRM partnered with Gallup to conduct a survey of HR professionals, HR accountables and student members and non-members to understand their needs, utilization of existing resources and perceptions of SHRM to refine its offerings and messaging to target additional audiences.

**Audience:**
- Full or part-time students
- Associates, Bachelors, Masters or Doctoral Program
- Majoring in Human Resources and/or Interested in Human Resources Industry
PRODUCT GAP ANALYSIS – PARTICIPANT PROFILE

STUDENTS KEY DEMOGRAPHICS

In Numbers

• 84% of members and 54% of non-members want to pursue a career in HR.

• 38% of members and 53% of non-members are looking to switch career.

Major

Students’ top major after HR is **business** (e.g. accounting, business administration, economics, finance, marketing)

- **29%** of students members.
- **18%** of students non-members.

Current Program

<table>
<thead>
<tr>
<th></th>
<th>Non-Members</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate’s degree program</td>
<td>36%</td>
<td>5%</td>
</tr>
<tr>
<td>Bachelor’s degree program</td>
<td>40%</td>
<td>48%</td>
</tr>
<tr>
<td>Master’s degree program</td>
<td>20%</td>
<td>44%</td>
</tr>
<tr>
<td>Doctoral degree program</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

132 total participants
77 members, 55 non-members

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KEY FINDINGS FOR STUDENTS

- Students are looking for more clarity about their professional path: They want to understand career opportunities, what jobs actually entail and how to build the right skills to become eligible for those jobs.

- 23% of members and 29% of non-members cited finding an internship as their top priority.

- Personal professional development is the most used resource on a daily and weekly basis by members and non-members.

- Students understand the importance of having a personal support system and are looking to develop meaningful relationships with peers, mentors, advisors and via professional networks.
PRODUCT GAP ANALYSIS – KEY FINDINGS

CURRENT RESOURCE GAPS TO HELP WITH CHALLENGES

1. **Career pathing**: Students want to think seriously about their ideal career path and their “transition from school to a career.”

2. **HR information**: Many students expressed their desire to see more HR-related information, at the strategic and tactical levels (see below).

3. **Internship resources**: They want more opportunities to get a head start in the HR career and understand the responsibilities of the job (shadowing opportunities).

4. **Mentor**: Students are looking for guidance and advice from “seasoned HR professionals.

5. **Career Resources**: They’re looking for more recruiting and interviewing resources to help with their job search.

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**Students want better centralized HR information**

- Some are looking for a website with easy-to-find articles about relevant and timely HR news, tools, and resources.
- Potential topics of interest: Culture transformation, compliance, organizational theories, exempt duties test, employment law, etc.

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“I wish I could find an outlet that would assist me in the transition from school to a career.”

“Better ways to connect with seasoned HR professionals for advice, career opportunities and mentorship.”

“Easier connections with people who are looking to hire HR students.”
PRODUCT GAP ANALYSIS – RECOMMENDATIONS

Product Ideas

- Support the development of student’s expertise in HR
  - SHRM-CP
  - Consider microcredentials
- Video Communications
  - Virtual job shadowing

Content Priorities

- Offer a clear path toward professional resources
  - Interview resources for entry-level jobs
  - Career pathing resources focused on transition from school to career

Engagement

- Start an internship program with SHRM member companies
- Purposeful networking and mentoring experiences
- Engage students in cutting edge discussions about the future of work

Topics of Interest in the Next 12 Months

Members

- Employee engagement
- Diversity & inclusion
- Turnover & retaining employees
- Skill development
- Difficult/crucial workplace conversations

Non-Members

- Employee engagement
- Bullying
- Childcare in the workplace
- Employee burnout
- Skills development
SHRM19 FOCUS GROUPS – BACKGROUND & OBJECTIVES

**Background:**
Four qualitative focus groups were held at SHRM’s Annual Conference 2019 in Las Vegas, NV to help SHRM gain a better understanding of the needs, motivations, perceptions and awareness that is driving students to SHRM student/national memberships and SHRM Student Chapters in an effort to drive affiliation, resource development and retention among this segment.

**Objectives:**
- Pinpointing areas of improvement in SHRM student offerings
- Finding potential areas where SHRM can expand its student presence
- Gaining greater insight on how to drive and market student membership at the national level
SHRM19 FOCUS GROUPS – PARTICIPANT PROFILE

All respondents were either:

- Current students
- Current SHRM student chapter advisors
- Recent graduated students

Student and recent graduate groups consisted of:

- Students attending post secondary education on a full-time basis and who are not working
- Students attending post secondary education full-time who are working, or who are attending part-time

- SHRM student member and non-members
- SHRM student chapter members and non-chapter members

Note: Respondents were recruited from student attendees at SHRM Annual Conference
SHRM19 FOCUS GROUPS – KEY FINDINGS

**Students**

Awareness and Affiliation with SHRM:

- Students’ path to SHRM National is typically through a student chapter
- Students join student chapters to learn, network and have access to leadership and usually do so based on an advisor’s recommendation
- Some students experience has led them to participate in activities with their local SHRM professional chapter, but participation appeared to be limited

General Needs and Challenges:

- Student’s greatest needs were on finding an HR job
- Students expressed opportunities for networking, mentorship and ways to connect with other student chapter members to share tips and best practices
- They also want access to HR-related resources and programming specifically tailored for students who hadn’t yet had significant HR work experience
- Students need help in recruiting members and maintaining their chapters
SHRM19 FOCUS GROUPS – KEY FINDINGS

**Students**
Support Needed from SHRM National:
- Help in answering student and student chapter related questions
- Resources/tools for fundraising to support chapter
- More robust student programming at Annual Conference
- Revamped student resources on SHRM.org

Experience with SHRM:
- Students are generally satisfied but need more support from SHRM National. Students who are most satisfied had positive student chapter experiences
- Less satisfied students were often not yet in an HR role, and did not find SHRM resources relevant to them; they found the price point to be their main benefit
SHRM19 FOCUS GROUPS – KEY FINDINGS

Student Advisors
Motivations:
• Student advisors assumed their role at the request of their students, or were former SHRM chapter members or they created the SHRM student chapter and have been advising since
• Most student advisors are working with their university in a SHRM-affiliated program
• Most student advisors mentioned bringing students to SHRM Annual Conference with them

Challenges:
• Many student advisors are frustrated and feel there has been a breakdown in the quality of their relationship with SHRM, possibly due to the disbanding of the college relations committee
• Advisors voiced frustration due to the amount of administrative work involved in processing forms and requirements for SHRM
• Advisors would like more insight as to how awards are chosen
• Advisors would also like to see more student-focused programming at Annual Conference
SHRM19 FOCUS GROUPS – RECOMMENDATIONS

Students
Develop resources that resonate with students –
• Tips for landing first HR job
• More robust job postings
• Formalized mentorship opportunities
• Specific track for students at SHRM Annual Conference

Create a forum or app for student members to connect, network and discuss tips with other student members around the world

Improve communications between SHRM and student chapters
• Establish clear point person
• Update website links and make it easy to access

Consider assisting student chapters with the following –
• Information and resources for establishing and maintaining chapters
• Mentorship and networking opportunities
• Financial support (e.g. sponsorship assistance, etc.)
Student Advisors

Student Advisors suggest SHRM brings back the college relations committee –

• A committee made up of student advisors, professional members who are HR practitioners and SHRM employees
• They would communicate with SHRM national via the committee as well as other student chapters

Update all student-related areas on the website and establish a point of contact at SHRM to answer student-related questions

More information and/or guidance regarding award submissions and streamlined process by which to submit forms and requirements to SHRM
WHAT WE’VE LEARNED FROM STUDENTS

**Professional pursuits are top of mind. This means:**
- Finding an internship or job
- Understanding HR Career pathways
- Earning the SHRM-CP Certification
- Standing out in a competitive labor market

**Students place high value on knowledge from others. Building meaningful relationships are key:**
- Mentorship
- Building an industry network
- Connection to both peers and tenured professionals

**Access to relevant, student-focused resources:**
- More student-specific conference programming
- Network across student chapters
- Job-search resources
- Internships from SHRM members

_Sources_: 2019 Gaps Analysis (Gallup), SHRM19 Student and Student Advisor Focus Groups (SHRM Market Research), 2019 SHRM Career Resources Future Recommendations (SHRM/NOERC & The University of Chicago)
STUDENT PROGRAM MODEL

Wendi Safstrom, Executive Director, SHRM Foundation
FULL PROGRAM MODEL PILOT

Academically Aligned University
393 universities with academically aligned HR programs; Identify crosswalk between universities with student chapters in good standing

Student Chapter
170 student chapters in good standing + active Faculty advisor; Identify student chapters at aligned universities

Model identifying crossover between the following groups as top-tier “Full Program” audience for access to exclusive products, events, and experiences.

Professional Chapter
575+ professional chapters; Identify professional chapters working with nearby student chapters
FULL PROGRAM BENEFITS - DRAFT

**Products**
- Mentorship program with access to influencers and networking events
- Career pathway support
  - Interview resources
  - Access to SHRM members in need of entry level talent

**Events**
- Revamped student-focused programming at Annual Conference with connection to influencers, potential career opportunities, and professional development

**Experiences**
- Access to unique experiences on-campus (WCCs), SHRM Live for students, access to network of SHRM student members at other full programs to network and build meaningful relationships
ANTICIPATED OUTCOMES

• Elevated understanding and perception of HR careers
• Elevated awareness of SHRM and SHRM Foundation
• Increased collaboration – students, YPAC, professional membership, executive network
• Increased student membership
• Elevated scholarship applicant diversity and increased competitiveness
• Increased “pull through” to professional membership
• Increased number of academically aligned schools
• Increased number of student chapters in good standing
• Increased number of scholarship and professional development grant awards
PROMISING PRACTICES PANEL

Jonathan Gonzalez, College Relations Co-Director, HR Virginia
Cheryl Kane, Student Chapter Advisor, UNC Charlotte
Kerriona Jones, Student Chapter Vice President, UNC Charlotte
STUDENT ENGAGEMENT INITIATIVES
FACILITATING CONNECTIONS
CONTINUED SUCCESS WITH SHRM & SHRM FOUNDATION
MENTORSHIP

Dan Horgan
Founder and CEO, CoLabL
daniel@colabl.com
SESSION ROADMAP

Welcome & Introductions

The WHY: Student Engagement Goals & Requests

The WHAT: Critical Elements & Resources

The HOW: Collaborative Planning

The WHEN: Timeline & Next Steps

Closing Inspiration
SHRM STUDENT ENGAGEMENT GOALS

1. Elevate understanding and image of HR profession & influence demand

2. Develop clearly illustrated HR career pathways and access to employment

3. Activate social & professional networking opportunities to support the exchange of experience, knowledge and ideas between students, instructors and HR professionals at all levels

Inspire and empower the next generation of HR leaders
SHRM STUDENT ENGAGEMENT GOALS (CON’T)

4. Establish and strengthen strategic partnerships with higher education institutions and faculty

5. Promote SHRM as the source of credible and accessible educational materials and professional certification

6. Provide access to funding for education and professional development to students and faculty members

Inspire and empower the next generation of HR leaders
SHRM STUDENT SELF-IDENTIFIED PRIORITIES

- Mentorship
- Networking
- Employment

Top Resource Considerations

- Expanding & managing social capital
- Resume/CV & cover letter
- Interview skills & experience
- Interpersonal skills
- Career pathway guidance
GROUP REFLECTION ON MENTORING EXPERIENCE
ELEMEHTS OF EFFECTIVE MENTORING MODELS

01. TARGET MENTEES & MENTORS
02. PROGRAM STRUCTURE
03. FOCUS & PROGRAM ROADMAP
04. OUTCOMES & EVALUATION
05. MONITORING & SUPPORT
06. PROGRAM PARTNERS
SAMPLE MENTORING MODELS

One-time Career Mentoring Events

Small Group Mentoring Pods (+ Rotational Model)

6-, 8- or 12-month 1:1 Mentoring Relationships

Peer / Near Peer Model with Match Coaches

MENTORING PROGRAM CONSIDERATIONS

SELF-AWARENESS
MENTORING PROGRAM CONSIDERATIONS

TEACHING & LEARNING

MENTOR

MENTEE
MENTORING PROGRAM CONSIDERATIONS

MENTORING FRAMEWORK (GUIDING VS. DIRECTING)
MENTORING PROGRAM RESOURCES

Self-awareness / Reputation
- 16personalities.com
- Personality Compass
- StrengthsFinder

LinkedIn Coaches
- Personal branding
- Profile tips
- Job hunting
- Interview prep feature
- Networking

Growth Mindset
- MindsetKit.org

Feedback
- The Inspiration Factor (notice, name, nurture)
- Crucial Conversations
MENTORING PROGRAM RESOURCES

Pilot Student Mentoring Initiative
THE WHY

Students have dreams...goals for what they want to accomplish.

Sometimes they feel all alone in the pursuit of those goals.
Sometimes they don’t know who to ask or what to ask.

There are so many barriers that they can face.
Sometimes they don’t know where to look for solutions.
Sometimes all the information they find is overwhelming.

They have a hard time asking for help.
They see their friends struggling too.
They don’t know what they don’t know.

SHRM’s network of professional members can be part of the solution.
They can share advice and experience.
They can increase networks and opportunities for students – future HR leaders and champions!
**THE VISION: INSPIRE AND EMPOWER THE NEXT GENERATION OF HR LEADERS**

Align SHRM Chapter goals, student needs and SHRM Foundation priorities…

- **Connection**: facilitate more networking and relationship building between SHRM professional members and student members

- **Engagement**: increase participation among SHRM professional members and student members (continually add value through engagement)

- **Sustainability**: design a mentoring model that is flexible and sustainable based on diverse SHRM chapters and membership

- **Reputation**: positively contribute to enhancing the reputation of the HR field

- **Opportunity**: expand awareness of diverse HR career pathways and connection to career building opportunities at all levels (i.e. internships, jobs, skill building)

SHRM student members access the support they need and want to achieve their academic, career and life goals…

- Academic Advising
- Mentorship
- Networking / Social Capital
- Financial Aid
- Internships / Apprenticeships
- Special Interest Programming
- And more…
# MENTORING CAN HELP ADDRESS OBSTACLES SHRM STUDENT MEMBERS FACE

<table>
<thead>
<tr>
<th>Network Gaps (social capital &amp; opportunities)</th>
<th>Gaps in Academic Advising</th>
<th>Paying for College / Managing Student Loan Debt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity &amp; Inclusion on Campus and at Worksites</td>
<td>Loneliness &amp; Mental Health</td>
<td>Finding Meaningful Work / Engagement</td>
</tr>
</tbody>
</table>

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KEY CONSIDERATIONS*

• SHRM professional and student members have limited time and resources

• Partner with colleges / university and professors to secure their buy-in

• Build and maintain engagement, energy and focus
  o Keep it simple
  o Continuous improvement model
  o Consistent and open communications
  o Tools available for mentors/mentees and chapters
  o Account for geographic differences, varied chapter sizes, existing/non-existing partnerships

*Insights gathered from SHRM professional members to date.
KEY CONSIDERATIONS*

• Align skill-building resources / opportunities with SHRM-CP/SCP (critical workplace skills in demand)

• Integrate and encourage reverse mentoring

• Engage HR professional across diverse paths, levels, and years of experience

• Connect to career building opportunities (i.e. internships, networking, jobs

*Insights gathered from SHRM professional members to date.
Struggling to secure an internship?

Connect with Coaches

Networking Tips to Expand Your Social Capital

Explore Resources

LinkedIn for Students

Build & Celebrate Community

Let me help you.
CoLabL + REVERE

CoLabL will partner with Revere to create a custom microsite for SHRM student and professional members.
EXPLORE RESOURCES (DRAFT)

NextGen Connect
Homepage

College       Career       Community Impact       Networking       Leadership       Creative Arts       Influencers       Upcoming Events

Financing College with
MT moneythink

Networking Tips to Expand Your Social Capital

Find Your Next Mentor

Find Your Next Mentor

How to Maximize Internships

FREE Photography Courses

LinkedIn For Students

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EXPLORE RESOURCES (DRAFT)

- **HR in the Nonprofit Sector**
  - Tues. @ 6pm ET Online
  - Register here.
  - Hosted by Nonprofit HR

- **Build a Winning LinkedIn Profile to Get Noticed**
  - Thurs. @ 12pm ET Online
  - Register here.
  - Hosted by Bari Lemberger
    Social Impact Marketing - LinkedIn

- **Better Money Habits**
  - Wed. @ 6pm ET Online
  - Register here.
  - Hosted by Mareko Prior
    Director of Coaching - Moneythink

- **SHRM Annual Conference**
  - June 28 – July 1, 2020
  - San Diego CA
  - Register here.

Check Out Archived Recordings & Resources
BUILD AND CELEBRATE COMMUNITY (DRAFT)

NextGen Connect
Homepage

SHRM Celebrates...

Trending Discussion Threads
Summer Internships
HR in Small Business
Talent Acquisition Tools
See More

SHRM Student Member Virtual Yearbook
State:
College:
Focus:

Student Member Engagement

Latest Blog

My first 90 days on the job – transitioning from college to a career in HR

Emma's Story

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NEXTGEN CONNECT CREDITS (DRAFT)

NextGen CONNECT credits help drive engagement, recognize achievements and expand access further.

How do student members earn credits?
- Joining the community.
- Engaging in coaching.
- Participating in events.
- Contributing content.
- Achieving goals.
- Celebrating others.

What do student members do with credits?
- Connect with influencers.
- Access unique experiences.
- Support social issues.
- Pay it forward.
- Get cool swag.
Pilot Student Mentoring Initiative
“...Death Valley isn’t dead. It’s dormant. Right beneath the surface are these seeds of possibility waiting for the right conditions to come about...if the conditions are right, life is inevitable.

The real role of leadership...is not and should not be command and control. The real role of leadership is climate control, creating a climate of possibility.

And if you do that, people will rise to it and achieve things that you completely did not anticipate and couldn’t have expected.”

-Sir Ken Robinson
BUILDING YOUR STUDENT PROGRAM
YOUR STUDENT PROGRAM

Ashlee Smith, Manager, Foundation Programs, SHRM Foundation
BUILDING YOUR STUDENT PROGRAM

Part 1
• Spend 5 minutes at each table to plan 3 things you want to accomplish for each group or topic below in 2020:

1. Students  
2. Mentorship  
3. Academic Alignment  
4. Student and Professional Chapters  
5. Scholarships, Grants, and Awards

Part 2
• Spend 30 minutes applying what you’ve learned to create or enhance your 2020 plan. Prepare to discuss. We will collect your plans and lead a discussion Saturday as to how SHRM and SHRM Foundation can support your efforts.
KEY ELEMENTS OF SUCCESS

Ashlee Smith, Manager, Foundation Programs, SHRM Foundation
KEY ELEMENTS OF SUCCESS

What do you need to run a successful student program?
NEXT STEPS/CLOSING

Misha Adams, Manager, Scholarships & Programs, SHRM Foundation