REGIONAL COUNCIL BUSINESS MEETING

Supporting the Next Generation of HR Leaders
SESSION REVIEW

Misha Adams, Manager, Scholarships & Programs, SHRM Foundation
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/NGRC & The University of Chicago)*

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WHAT WE’VE LEARNED FROM YOU

What are you excited about in 2020?

• Tri-state student case competition (virtual, too)
• Collaborating with student chapters and advisors throughout state
• Mentorship program and events
• Spotlight campaign highlighting HR pros in the region
• Promoting Career Compass podcast
• More scholarship participation
• Increase student conference participation
• Facilitating coffee talks
• Getting students involved in volunteering
• Virtual webinars
• Fundraising opportunities
WHAT WE’VE LEARNED FROM YOU

What you need from us:

• Student chapter bylaws
• Student-focused marketing collateral
• Scholarship recipients lists to State Council and College relations directors
• Continued conversation – generating ideas, tools for moving forward
• Scholarships
  • Sponsored and administered through SHRM Foundation
  • Directly from chapter or state council
• College relations network list/database
• Student chapter info
  • Good standing vs. not in good standing
  • Updated lists/rosters
## MENTORSHIP – PARTNERSHIP WITH COLABL - DRAFT

<table>
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<tr>
<th>Timeline</th>
<th>Primary Action Steps</th>
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| February - March 2020     | • Select and engage professional and student members from 10-15 diverse chapters in program/site design of NextGen CONNECT (i.e. surveys, focus groups)  
                            • Connect with 4-6 SHRM partners to prioritize content for BETA site                                                                                                                                           |
| April - June 2020         | • Build out the BETA site for NextGen CONNECT  
                            • Recruit SHRM professional members from diverse career pathways and experiences to create profiles on BETA site  
                            • Complete user experience testing with 10-15 diverse chapters engaged in design  
                            • Announce BETA project at SHRM conference and preview for additional feedback                                                                         |
| July - December 2020      | • Run BETA site engagement tests for 6 months with 10-15 diverse chapters engaged in design to drive users, content and feedback for continual improvement                                                                 |
| January 2021              | • Launch site to all SHRM chapters in January 2021 as part of National Mentoring Month                                                                                                                                       |
REVIEW – FULL PROGRAM PILOT MODEL
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
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

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FULL PROGRAM BENEFITS - DRAFT

Products
- Mentorship program with access to influencers and networking events
- Career pathway support
  - Internship 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
QUESTIONS?

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