

2021

CHAPTER PLANNING DOCUMENT

SHRM Affiliate Program for Excellence



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INSTRUCTIONS

This SHAPE planning document is designed to aid the chapter in developing a plan for the coming year. It is meant to cover the calendar year January 1 through December 31, 2021, even if the chapter leadership transitions mid-year. Use it as a planning tool to ensure that the 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 shall receive a receipt confirmation and a copy of the chapter's submission for your records. If you do not receive a copy of the 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.

The chapter's completed year-end report is due on or before January 31, 2022. All reports must be submitted online, and only those submitted online shall be accepted. Reports received after the January 31, 2022, deadline shall result in the chapter's ineligibility for any award consideration.

The 2021 year-end report shall be available in the Volunteer Leader Resource Center (VLRC) during the third quarter of 2021.

SHRM, the Society for Human Resource Management, creates better workplaces where employers and employees thrive together. As the voice of all things work, workers and the workplace, SHRM is the foremost expert, convener and thought leader on issues impacting today's evolving workplaces. With 300,000+ HR and business executive members in 165 countries, SHRM impacts the lives of more than 115 million workers and families globally.

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SECTION I: CHAPTER IN GOOD STANDING

1. The chapter shall meet and maintain the minimum SHRM chapter dual membership affiliation requirements pertaining to the chapter.

In the year-end report, the chapter shall be asked to verify that it meets and maintains the minimum affiliation requirements based on the 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 shall not be considered 100% chapters and shall 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 shall 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 shall 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 shall be at risk of losing their SHRM affiliation.

2. The chapter shall submit a completed 2022 Chapter Leader Information Form (CLIF) by December 1, 2021, or the 15th of the month immediately prior to the date the chapter board transition occurs and shall ensure that the 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 the chapter's board. This allows SHRM to effectively send to board members communications that are relevant to their volunteer leadership roles.
- 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 the board during the year so that communications are sent to the correct board members. An e-mail notification of those changes is sufficient. A new CLIF does not need to be submitted each time.

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- If the chapter leader term of office is not on the calendar year, the chapter shall be expected to submit the completed CLIF during the month immediately prior to when the chapter board transitions occur (e.g., if the new board takes office on July 1, the completed CLIF is due to SHRM no later than June 15, 2021).

3. The chapter shall provide year-end financial results for the period January 1, 2020, through December 31, 2021.

- Total Chapter Income for 2021
- Total Chapter Expenses for 2021
- Net Profit/Loss for 2021 (income – expenses = net profit/loss)
- Total Chapter Assets as of December 31, 2021
- Reporting of financial results is required by the chapter’s charter with SHRM.
- SHRM reserves the right to request a copy of the chapter’s 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 the chapter’s tax returns (e.g., federal returns 990, 990-EZ, 990-N) in a timely fashion.

4. The chapter shall 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 use of the logo on the chapter’s website, communications, meeting agendas, conference programs, signage and 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. Follow the SHRM Graphics Standards Manual, which 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. The chapter’s website should be included in the review. Preferred “prominent” placement of the logo on the chapter website is “above the fold” for maximum benefit to the chapter as a SHRM affiliate. SHRM reserves the right to randomly audit the chapter’s use of the logo.
- The chapter is also required to include hyperlinks from its website to the SHRM homepage: www.shrm.org.

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5. The chapter shall submit a membership roster for auditing by SHRM staff when requested and can periodically request a membership report from its Member Engagement Associate (MEA) to conduct an internal audit.

- The chapter membership roster must be in an Excel spreadsheet format. It must contain a complete chapter roster (both SHRM and non-SHRM members), with all the below fields listed in separate columns, and should include a minimum level of detail about the members:
 - Last name
 - First name
 - Professional certification/designation
 - Company
 - Address
 - City
 - State
 - ZIP
 - Phone
 - E-mail
- To ensure a prompt audit of the chapter's roster, please use the required format. Rosters received in the incorrect format shall be returned to the chapter for re-formatting and re-submission.
- A chapter roster does NOT need to be filed with SHRM when submitting the year-end report. Instead, the chapter shall be notified in advance by its Member Engagement Associate (MEA) of an audit, along with a request for the chapter's membership roster and a due date.
- In addition to SHRM-conducted audits, it is important to periodically conduct an internal audit of the chapter's membership records. Do this by comparing the chapter's roster to SHRM's in-chapter membership report for the chapter. To request a SHRM in-chapter membership report, which lists all of the SHRM members primarily coded to the chapter in the SHRM database, contact your Member Engagement Associate (MEA).
- Submit the names, addresses and e-mail addresses of new chapter members to your Member Engagement Associate (MEA) as they join, or as internal audits are concluded. Please also submit to your Member Engagement Associate (MEA) the names, addresses and e-mail addresses of people in the chapter whose chapter memberships have expired. If membership additions and removals are submitted at the same time, please include the action to be taken (i.e., add to the chapter/remove from the chapter). These steps ensure that new chapter members are coded to the chapter in the SHRM database.
- In some instances, the chapter may be asked to submit a roster more than one time in a calendar year. The chapter is expected to comply with all requests.

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6. The chapter shall hold a minimum of four chapter programming events and four chapter board meetings either in person or virtually during the 2021 calendar year. At least one of the board meetings shall 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 professional development topics fresh and current will encourage members to come back meeting after meeting.
- Ensuring the chapter’s future involves having a thoughtful and purposeful strategic plan. Strong chapter leadership begins with a sustainable leadership succession and transition plan.
- The chapter’s bylaws must not conflict with SHRM’s bylaws, and an annual review conducted by the chapter’s board or a designee will ensure that the chapter’s policies and practices are in alignment. Please consult with your Field Services Director (FSD) or Member Engagement Associate (MEA) for the current bylaw review process. The chapter does NOT need to submit its bylaws to SHRM unless amendments are being proposed for approval.

SECTION II: EFFECTIVE SHRM CHAPTER ADMINISTRATION

Please note: All items must be completed for the chapter to be eligible to apply for a SHRM Excel Award and/or a SHRM Pinnacle Award.

1. Certain chapter volunteer leaders must meet dual membership requirements (effective for 2021 terms of office).

- The Chapter Membership Director is required to be a dual member of both SHRM national and the local chapter.
- The Chapter Certification Director* is required to be a dual member of both SHRM national and the local chapter AND must either hold or be pursuing SHRM certification. (It is expected that the Chapter Certification Director will attain this certification during his or her tenure.)

***Note:** Beginning with terms of office in 2022, SHRM certification is required for this role.

2. A chapter board member shall 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 the 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 shall report back to the chapter board on the state council meeting, thereby ensuring two-way communication.

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3. If the chapter has an event with over 200 attendees, in person or virtual, prime booth space* and a minimum of 15 minutes of podium time* shall be provided to SHRM staff.

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

*Should an event be virtual, the combined podium time should be a minimum of 15 minutes to be made up of multiple presentations or other activities to interact with attendees.

4. The chapter shall be represented at the 2021 SHRM Volunteer Leaders' Business Meeting by the 2022 chapter president.

- The Volunteer Leaders' Business Meeting, 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 volunteer roles, learn about various topics related to running a chapter, network and celebrate success. Complimentary registration and housing are provided to select volunteer roles. Details provided separately.

Please note: Every attendee is required to be a SHRM member in good standing.

- If the 2022 chapter president is unable to attend, an exception may be granted for the 2022 president-elect (preferred) or another board member to attend in his or her place. **Please contact your Field Services Director (FSD) to request an exception for consideration prior to the registration deadline.**

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

- The SHRM 2021 Annual Conference & Exposition shall take place June 20-23 in Chicago, IL.
- SHRM shall not send any chapter e-blasts from June 1 through June 30.
- 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 the chapter's website homepage, and distributing SHRM Annual Conference promotional material at a chapter meeting or event. Distribution also may be electronic. Visit the Volunteer Leader Resource Center (VLRC) to access graphics and templates.

6. The chapter shall 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, 2021.

The SHRM Foundation, the philanthropic affiliate of SHRM, empowers HR professionals to build a world of work that works for all. Because of support received from generous donors—including SHRM state councils and chapters—the SHRM Foundation in 2021 will award more than 300 scholarships and make a measurable impact by advancing its mission to lead positive social change impacting work, workers and the workplace.

- The chapter can become a SHRM Foundation Chapter Champion by completing the following activities:
 - Make a monetary donation from chapter funds.
 - Host a fundraising event to benefit the SHRM Foundation.

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

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Additional resources and recognition opportunities are available at shrmfoundation.org/resources.

7. The chapter shall 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.

- The 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) to invite him or her to support the chapter with these activities.
 - Display credential-holders’ SHRM-CP or SHRM-SCP designations on 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).*
- All chapters must reaffirm their SHRM Recertification Provider status by November 15 of each year.

SHAPE YEAR-END REPORT

The completed online year-end report shall be due on or before January 31, 2022. Only reports submitted online shall be accepted. Completion of all items in Section I is required to be a Chapter in Good Standing.

Completion of all items in Section II is required to be eligible to apply for a SHRM Excel Award and/or a SHRM Pinnacle Award.

As a reminder, the activities reported in the 2021 year-end report must occur during the calendar year January 1 through December 31, 2021.

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

Upon submitting the year-end report, the chapter will receive an electronic receipt confirmation and a copy of the submission for its records. If a copy of the submission is not received, contact your Member Engagement Associate (MEA) immediately.

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