

2021

SHRM EXCEL AWARDS



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SHRM strongly encourages each of its affiliated chapters and state councils to establish goals and strategic initiatives in support of the HR profession and to meet the needs of HR professionals. These goals and initiatives allow our affiliates to increase their visibility and effectiveness as well as expand impact within the HR community, and they are the basis for SHRM's Excel Awards.

AWARD ELIGIBILITY

If you have completed Sections I and II of the 2021 Chapter or State Council SHAPE year-end report and submitted the report by the deadline, you have the option to apply for an Excel Award. Excel Award online applications are available in the SHAPE Center of the Volunteer Leader Resource Center (VLRC). All Excel Award applications are due by March 15, 2022.

Note: Your Excel Award application may be submitted any time following successful submission of both Sections I and II of the SHAPE year-end report, but no later than the March 15, 2022 deadline.

AWARD CATEGORIES

The Excel Awards recognize achievements by SHRM chapters and state councils in four categories:

 DUAL MEMBERSHIP ACQUISITION AND RETENTION	<i>Required for all chapters or state councils to be considered for any award.</i> Initiatives that support and foster the acquisition and retention of dual members (members of both SHRM and a local chapter). Activities may include initiatives around professional members/nonmembers, Emerging Professionals, students, nontraditional HR professionals, etc.
SERVING HR PROFESSIONALS	Initiatives that support and promote professionals with HR responsibilities to be successful business leaders. Activities may be related to SHRM-CP and SHRM-SCP certification/recertification, competency-based professional development, or skills development.
ADVANCING THE HR PROFESSION	Initiatives that advance the HR profession by creating awareness with or supporting key constituents including workplace, government and regulatory representatives; employers; schools; media; and the community at large. Activities may include outreach and awareness programs, government or public affairs, raising funds, and supporting the SHRM Foundation's annual initiative to build inclusive organizations, or they may involve a focus on key issues such as inclusion, diversity and workforce readiness.
ENHANCING THE SHRM COMMUNITY	Initiatives that provide programs and services that support SHRM, meet members' needs, or further the chapter or state council efforts. Activities may include efforts to foster member engagement, volunteer development and recognition.

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AWARD LEVELS

There are four award levels: Bronze, Silver, Gold and Platinum. A minimum of one initiative is required for award consideration, with the number of required initiatives increasing for each award level. **At least one (1) initiative must focus on dual membership (i.e., acquisition, engagement or retention of members of both a local chapter and SHRM) for each award level. See chart below.**

AWARD LEVEL	NUMBER OF REQUIRED INITIATIVES
Bronze	Dual Membership + 1
Silver	Dual Membership + 2
Gold	Dual Membership + 3
Platinum	Dual Membership + 4

REPORTING YOUR INITIATIVES

When submitting your initiatives for award consideration, there are two steps:

STEP I

Please indicate the Excel Award level you are seeking:

- Bronze (1 initiative)
- Silver (2 initiatives)
- Gold (3 initiatives)
- Platinum (4 initiatives)

At least one (1) initiative must focus on dual membership (i.e., acquisition, engagement or retention of members of both a local chapter and SHRM) for each award level.

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STEP II

For award consideration at any Excel Award level, briefly describe each initiative's topic in 25 words or less, select the award category and then respond to each of the questions below.

INITIATIVE TOPIC	25 words max
Award Category (please select one)	<ul style="list-style-type: none">• Dual Membership Acquisition and Retention• Serving HR Professionals• Advancing the HR Profession• Enhancing the SHRM Community
What was your goal/objective? How is this goal strategic?	75 words max
What did you do to work toward/ accomplish this goal?	200 words max
What was the outcome/result?	75 words max

CHAPTER EXAMPLE

What was your goal/objective? How is this goal strategic?

Our goal was to create a dual membership marketing plan that would focus on both acquisition and retention of dual members. Dual membership means the member is both a member of national SHRM and the local chapter. We determined that growing our dual membership in the short term would benefit the chapter longer term and assist in succession planning. Our first-year target was 5%.

What did the chapter do to work toward/accomplish this goal?

In our January planning meeting, the chapter board determined the focus for this year would be membership. We wanted to understand why some members did not renew, as well as to conduct outreach to HR professionals in the local community to join SHRM and our chapter.

Our Membership Director took the lead and created a multifaceted strategy that started with a survey of all chapter members conducted in early February. A follow-up was conducted in August to determine if our efforts made an impact. We found that our members were generally satisfied, but there were areas for improvement, including the need to make session topics at monthly meetings more relevant and a lack of networking opportunities. This data was the baseline in developing our plan. This work also helped with acquisition and communicating the value of joining our chapter. As an example, we leveraged the entire membership to be our ambassadors, encouraging them to refer SHRM members to join the chapter. If the referred individual joined, we gave them a free ticket to an upcoming chapter special event. The person who made the referral received a complimentary registration to a monthly meeting. We monitored our progress through the SHRM Monthly Membership Report.

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What was the outcome/result?

As a result of our strategies and the activities designed to support our growth, we not only achieved but surpassed our goal, increasing our in-chapter dual membership by 6.5%. We will continue to look for innovative ways to attract and retain SHRM members in the chapter. For next year, our goal has been set at 8%.

STATE COUNCIL EXAMPLE

What was your goal/objective? How is this goal strategic?

Our goal was to create a dual membership awareness program led by the state council Membership Director to assist all chapters in our state with their dual membership marketing plans. Overall, we want to see an increase in acquisition and retention of SHRM members at the local level.

What did the state council do to work toward/accomplish this goal?

This goal was developed during our January planning session. Overall chapter membership has been decreasing in the state, and we wanted to assist chapters in growing dual membership.

Through individual interviews with the chapter membership directors, we found they needed more information about how to create and manage a dual membership marketing plan. Our Membership Director developed a plan to educate our 8 chapter boards throughout the year. This started with her working directly with our Field Services Director to understand all the tools and resources SHRM had available. We allocated a full day of our February Leadership Conference to membership marketing. This hands-on session was highly effective and really set the tone for the year. During our monthly state council meetings, each chapter reported its dual membership marketing efforts. We also discussed challenges and how we could assist in overcoming them. We allocated funds for a membership campaign to assist chapters in recruiting new SHRM members. During our state conference in August, we designated a booth in the exhibit hall staffed by chapter representatives. Any SHRM member who became a member of a chapter received 50% off their yearly membership dues, paid for by the state council.

What was the outcome/result?

We achieved what we set out to do. The state council and specifically the Membership Director did an outstanding job of informing and working with our chapters. The dual membership campaign during our state conference garnered 5 total new members. Overall, 6 chapters realized dual membership growth with one maintaining and one that had a slight decrease. We see this as a win and will continue our efforts into the coming years.

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WHAT'S NEXT? IS A SHRM PINNACLE AWARD IN YOUR CHAPTER'S OR STATE COUNCIL'S FUTURE?

The SHRM Pinnacle Awards Program is designed to honor outstanding leadership and to reward professional excellence in the field of human resource management. Each year, eligible affiliates may submit one innovative, high-quality project created and implemented by the chapter or state council. Special consideration is given to successful programs that are readily transferable to other affiliates. To be eligible to apply for a 2021 Pinnacle Award, the chapter or state council must be an affiliate "in good standing" for 2021 and must have received an Excel Award for the previous calendar year (2020).

Award categories for the Pinnacle Awards mirror those used for Excel Award consideration, with four award levels: three for chapters by size (taking into account the chapter's total membership size) and one for state councils. Using established standards of excellence, the Pinnacle Awards Selection Committee chooses one winning affiliate's submission from each of the four award levels in each category.

Winners will be announced prior to the Volunteer Leaders' Business Meeting in November and will be recognized at the event. The Pinnacle Award provides increased prestige and enhanced recognition in your local HR and business community, as well as national recognition through SHRM publications and shrm.org.

For more information, visit the Volunteer Leader Resource Center (VLRC) for the complete Pinnacle Award Submission Package, including details on the program's eligibility requirements and application process, which opens on June 1, 2022. The submission deadline is September 1, 2022.

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.

Learn more at [SHRM.org](https://www.shrm.org) and on Twitter [@SHRM](https://twitter.com/SHRM).

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