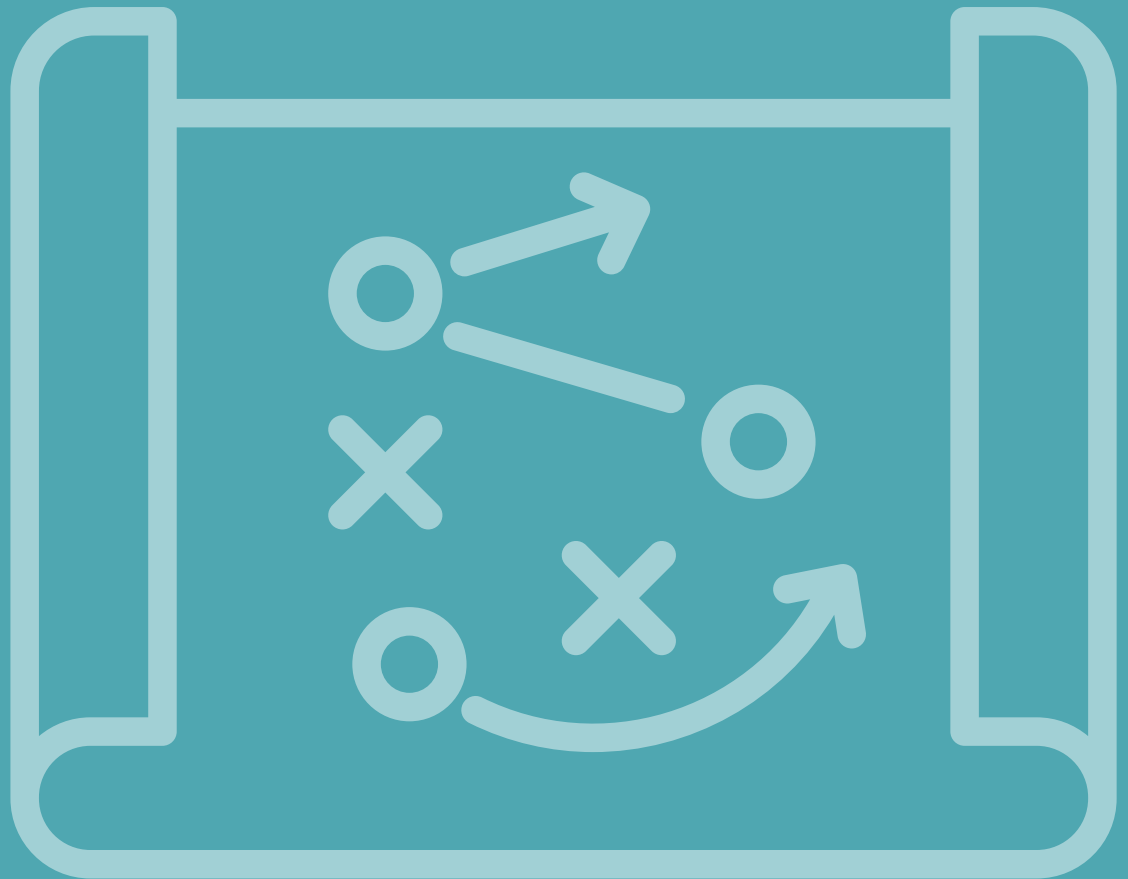


2021

SHRM STATE COUNCIL PLANNING DOCUMENT

SHRM Affiliate Program for Excellence



2021

STATE COUNCIL PLANNING DOCUMENT

INSTRUCTIONS

This SHAPE document is designed to aid you in developing your plan for the coming year. It is meant to address the calendar year January 1 through December 31, 2021. Use it as a planning tool to ensure that your state council meets the requirements for financial support and award programs. SHRM provides a wide variety of tools and resources to assist you. Completion of items in Section I is required to be a State Council in Good Standing.

Upon submitting the year-end report, you will receive a receipt confirmation and a copy of your submission for your records. If you do not receive a copy of your submission, contact your Member Engagement Associate (MEA) immediately.

Your Field Services Director (FSD) or Member Engagement Associate (MEA) can answer questions regarding the SHAPE program. They may also provide guidance on accessing the tools and resources available to you.

Your completed 2021 year-end report is due on or before January 31, 2022. All reports must be submitted online, and only those submitted online will be accepted. Reports received after the January 31, 2022, deadline will result in the state council's ineligibility for any award consideration.

The 2021 year-end report will 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.

STATE COUNCIL PLANNING DOCUMENT

SECTION I: STATE COUNCIL IN GOOD STANDING

1. The state council shall submit a completed 2022 State Council Leader Information Form (SCLIF) by December 1, 2021, and ensure that all state council members are SHRM members in good standing during their entire term of office.

- The State Council Leader Information Form (SCLIF) captures the contact information for your council's board. This allows SHRM to effectively send to your 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 your board during the year so that communications are sent to the correct people. An e-mail notification of those changes is sufficient. You do not have to complete a new SCLIF each time.
- The SHRM bylaws require that all state council members be SHRM members. This requirement should also be stated in your council's bylaws. Make sure this requirement is updated in your bylaws by December 2021.

2. The state council shall provide year-end financial results for the period January 1, 2021, through December 31, 2021.

- Total State Council Income for 2021
- Total State Council Expenses for 2021
- Net Profit/Loss for 2021 (income – expenses = net profit/loss)
- Total State Council Assets as of December 31, 2021
- SHRM reserves the right to request a copy of your full financial statement to validate the information provided.
- "Total State Council Assets" would include cash, CDs, money-market accounts, the market value of other investments such as stocks or bonds, property owned by the state council such as real estate, etc.
- Watch the filing deadlines and file your tax returns (e.g., federal returns 990, 990-EZ, 990-N) in a timely fashion.

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3. The state council 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 state council’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.



- The council is also required to include hyperlinks from its website to the SHRM homepage: www.shrm.org.
- 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, PowerPoint templates, name tags and conference programs. The council’s website should be included in the review. Preferred “prominent” placement of the logo on the website is “above the fold” for maximum benefit to the council as a SHRM affiliate. SHRM reserves the right to randomly audit your use of the logo.

4. The state council shall utilize the State Council Financial Support Program funds appropriately.

- Appropriate uses for support payments include:
 - Attendance at the SHRM Volunteer Leaders’ Business Meeting (VLBM) and at state council meetings/ leadership conference/state conference.
 - Educational programming.
 - Promotion of the core leadership areas such as Dual Membership, SHRM Certification or College Relations.
 - Initiatives to support the SHRM mission.
 - Incorporation, legal and tax advice to ensure compliance.

5. The state council shall hold a minimum of two (2) state council board meetings either in person or virtually during the 2021 calendar year and provide SHRM staff the opportunity to present a SHRM update for a minimum of 15 minutes per meeting. Four (4) meetings are preferred. At least one of the board meetings will include an opportunity for the leadership to transition and to conduct strategic planning, succession planning and a review of the state council bylaws (these may be done simultaneously).

- Ensuring the state council’s future involves having a thoughtful and purposeful strategic plan. Strong state council leadership begins with a sustainable leadership succession and transition plan.
- The state council’s bylaws must not conflict with the SHRM bylaws, and an annual review conducted by the state council board or designee will ensure that the council’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. Bylaws do NOT need to be submitted to SHRM unless amendments are being proposed for approval.

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SECTION II: EFFECTIVE SHRM STATE COUNCIL ADMINISTRATION

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

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

- The State Council Membership Director is required to be a dual member of both SHRM national and the local chapter.
- The State Council 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 State Council 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 state council board member shall participate in at least 75% of regional council meetings and conference calls.

- If the state council director is unable to attend a meeting, another state council board member may be appointed to represent the state council at the meeting (whether in person or on a conference call).
- In addition to representing the state council at the meeting, the state council director or representative should report back to the state council board on the regional council meeting, thereby ensuring two-way communication.

3. The state council shall sponsor a state/regional leadership conference/event for volunteer leaders in the state and allow SHRM staff to present for at least 60 minutes on a topic mutually agreed upon.

- Leadership events may be co-sponsored with another state within your region. Your region may hold a qualifying leadership event in lieu of a state event.

4. The state council shall provide SHRM staff dedicated, in person or virtual, prime booth space* and a minimum of 15 minutes of podium time* at all state conferences or events.

- **If a state conference or event is held**, the council will be asked to provide the following required information for the event:
 - In-chapter SHRM members
 - At-large SHRM members
 - Total SHRM members (in-chapter + at-large)
 - Local members only (LMOs)/nonmembers
 - Students
 - Number of “sold” exhibitor booth spaces
- SHRM’s booth will be in addition to space provided for other SHRM affiliates.
- If a SHRM staff member is unavailable, SHRM will provide you with an update to present on its behalf at state council meetings, conferences or events.

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- Be sure to contact your Field Services Director (FSD) early in your planning process to provide the date of your event and inquire about his or her availability to attend.
- Allow SHRM to maintain a booth/table throughout the entire conference (location suggestion: next to registration table or inside general session room). Please work with your FSD regarding location/hours.
- The 15-minute podium time* should be incorporated into the opening general session or at another agreed upon time with the FSD.

*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.

5. The state council shall be represented at the 2021 SHRM Volunteer Leaders' Business Meeting by the 2022 state council director.

- If the 2022 state council director is unable to attend, an exception can be granted for the 2022 state council director-elect (preferred) or another council member to attend in his or her place. **Please contact your Field Services Director (FSD) to approve this exception prior to the registration deadline.**
- The Volunteer Leaders' Business Meeting, held in November in the Washington, D.C., area, is intended to prepare volunteer leaders for the coming year. There are opportunities to receive information about your role, learn about various topics related to running your state council, network and celebrate success. State councils are provided several registrations, including housing, for key roles.

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

6. The state council shall promote the SHRM Annual Conference & Exposition to members within the state and will ensure that its state conference and other major state events (including co-sponsored programs) will not take place between June 1 and June 30.

- The SHRM 2021 Annual Conference & Exposition will take place June 20-23 in Chicago, IL.
- SHRM will not send any state council 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 members and prospects encouraging them to attend, prominently displaying a link on your state council's website homepage, and distributing SHRM Annual Conference promotional material at events. Distribution also may be electronic. Visit the Volunteer Leader Resource Center (VLRC) to access graphics and templates.

7. The state council shall support the SHRM Foundation by making a monetary contribution directly from the state council'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 state council can become a SHRM Foundation State Council Champion by completing the following activities:
 - Make a monetary donation from state council funds.
 - Host a fundraising event to benefit the SHRM Foundation.

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

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

- 8. The state council 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 state council 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 state council 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) if you’d like to invite him or her to support you with these activities.
 - Display credential-holders’ SHRM-CP or SHRM-SCP designations on their name badges at state council events and recognize SHRM-CP and SHRM-SCP credential-holders at state council 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: State councils can be eligible for the SHRM Learning System State Council Champion Program. For information, visit the Volunteer Leader Resource Center (VLRC).*
- All state councils must reaffirm their SHRM Recertification Provider status by November 15 of each year.

*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.

SHAPE YEAR-END REPORT

The completed online year-end report will be due on or before January 31, 2022. Only reports submitted online will be accepted.

Completion of all items in Section I is required to be a State Council 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 council will receive a confirmation of receipt 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.

The link to the SHAPE year-end submission form will be available online in the third quarter in the Volunteer

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