



SHRM Certification Study Group Toolkit Quick Start Guide for Chapters

This guide can help you start a SHRM Certification Chapter Study Group!

Chapter study groups are a great way to bring together local HR professionals to study for the SHRM-CP and SHRM-SCP certification exams. Since SHRM certifications are competency-based and focus on the application of knowledge for the best business solutions, a study group provides participants the chance to network and share experiences while studying together.

This SHRM Certification Study Group Toolkit is designed to help you host your own study group. The good news is you do not have to start your study group from scratch—this toolkit outlines a variety of models you can choose from to best fit the needs of your members. It highlights best practices, tools, videos, and other resources needed to jump start your chapter study group, including how to identify and select facilitators.

STUDY GROUP BASICS:

Most study groups have a minimum of five participants plus a group facilitator. The facilitator must be SHRM certified (SHRM-CP or SHRM-SCP). The group should meet on a regular basis and study each module of the SHRM Learning System. Schedules vary for study groups, but a majority offer a 12-week program that meets once per week for three hours each session. This is similar to a semester in university undergraduate and graduate programs.

Members of the study groups can learn from each other, share their work challenges and solutions to gain a rich understanding of “real world” HR. It is also a great opportunity to network and meet new friends in the HR profession. (Fun fact, professionals who use the SHRM Learning System to prepare for the SHRM-CP or SHRM-SCP exam consistently beat the average pass rate.)

- [How to Run a SHRM Certification Prep Course](#) (video): How to start and run a successful study group.
- [SHRM Certification At-a-Glance](#) (flyer): Important information on the SHRM certification exam, eligibility, benefits of certification, and exam preparation.

SHRM CERTIFICATION VIDEOS:

SHRM developed several videos highlighting the benefits of SHRM certification. They cover eligibility, exam prep, employer benefits, recertification, etc. Link to the videos on your website, in emails and on social media.

- [SHRM Certification Videos](#)

STEP-BY-STEP GUIDE TO START A STUDY GROUP:

Resources are available from SHRM that can be used to attract and train facilitators for your study group. Marketing is key to a successful study group.

- [SHRM Certification Marketing Plan](#) – Timeline that outlines tasks to accomplish. It gives suggestions for promoting your SHRM Certification study group prep course, the use of webinars (if you have that resource), timelines for testing, and more to help your study group be successful.
- [Study Group Promotion Copy](#) – Promotional copy you can use to market your chapter study group. You will find templates to use for emails, website, newsletters, letters to be sent to members and letters that can be sent to community organizations.
- [Customizable Chapter Marketing Material](#) – Insert your chapter information to personalize and promote your study group.

TIPS: IDENTIFYING AN INSTRUCTOR FOR YOUR STUDY GROUP

- **STEP 1:**
 - [Contact your Field Services Director \(FSD\)](#) as a resource to help you identify a potential instructor. Your FSD may know of instructors statewide or regionally who may be willing to donate their time or facilitate your chapter's study group for a minimal cost; or they could put you in contact with our Learning System vendor to help identify an instructor/facilitator. [Contact your FSD HERE](#).
- **STEP 2:**
 - [Call-for-Instructors](#) – This memo can be customized and used to determine your chapter members' interest in serving as a study group instructor. Best practice: use multiple instructors if you cannot identify one instructor who can commit to facilitating the entire course; divide the learning system by section and match to each instructor's area of expertise. [Click here for Instructor Outreach Tools](#)
 - [Instructor Characteristics](#) – This list can be used to help identify a quality facilitator for your Study Group. [Click here for Instructor Characteristics Chart](#)
 - [Instructor Training Flyer](#) – Explains resources available that can be customized to promote your chapter study group to potential facilitators. It provides everything you need -- you do not have to reinvent the wheel. Just insert the information about your chapter and send it out. [Click here for Instructor Training Flyer](#)

TRAIN THE TRAINER VIDEO SERIES FOR NEW SHRM CERTIFICATION FACILITATORS:

- [SHRM Certification Train-the-Trainer Video Series - \(SHRM-CP and SHRM-SCP\)](#) – Each section of the SHRM Learning System is examined by experienced trainers, and training tips are provided on how to teach each section. This is a great tool for new facilitators. They can see how the module has been approached by experienced trainers.

SHRM LEARNING SYSTEM

The Learning System is key to the success of a study group! Developed by SHRM in cooperation with the Holmes Corporation in Minnesota, the current system was developed around the SHRM competency model and it organizes the material for ease of learning. The core HR Technical Expertise competency is divided into three (3) knowledge domains – People, Organization, and Workplace. Each of these has a separate book in the Learning System. There is also one book for the Business competencies - Leadership and Navigation, Business Acumen, Ethical Practice, Relationship Management, Consultation, Critical Evaluation, Global & Cultural Effectiveness, and Communication.

- [Learning System Demo](#) – This free demo explains everything that is included in the Learning System. It reviews content for the facilitator as well as content for your participants. Access the free demo [HERE](#).
- Advantages of using the SHRM Learning System - The Learning System provides your study group participants with an interactive, personalized path toward success. The Learning System includes over 1,500 practice questions to assess the students' competencies and test their knowledge and understanding.
- [SHRM Certification Testimonials](#) - Videos designed to help HR professionals learn more about the SHRM Certification program. The videos cover eligibility, preparing for the SHRM-CP and SHRM-SCP exams, employer benefits and recertification. These videos showcase what members think about the SHRM-CP/SHRM-SCP certifications. Videos can be used at chapter meetings to promote your study group.

MORE RESOURCES

- [Study Group Evaluation](#) – This form can be used after your study group has ended to help you evaluate outcomes and redefine or make changes for your next study group. Your first study group will be a learning experience. You should celebrate your successes! But, be sure you listen to the participants and make the improvements needed to improve the quality of the next study group experience.