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SOCIETY FOR HUMAN RESOURCE MANAGEMENT

Attracting New Members to Your Chapter

Reasons People May Not Join Your Chapter

- *"I didn't know there was a local chapter."*
- *"No one invited me to join."*
- *"My company will not pay for my chapter dues."*
- *"The chapter does not meet my needs."*
- *"I don't have time to attend – too busy."*

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Develop an Action Plan

- What activities can your chapter plan to attract new members?
- Create a marketing budget
- Create a calendar of activities
- Survey new members regarding what attracted them to the chapter

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Ways to Market To Potential Members

Purchase mailing lists from:

- Local and/or state chamber of commerce
- World @ Work
- American Management Association
- American Payroll Association
- American Society for Healthcare HR Association
- American Society for Payroll Management
- American Society for Training and Development

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Ways to Market To Potential Members

- Advertise your chapter meetings/events in your local newspaper or business paper
- Offer potential members a FREE meeting
- Offer a "try it before you buy it" membership, i.e. first six months free
- Target SHRM members in the community who are not chapter members

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Ideas for Making Potential Members Feel Welcome

- Have special ribbons or badges for guests or new members
- Welcome EACH new person
- Assign a "buddy" to introduce the person to others and sit with them during the meeting.
 - Tell the person about the chapter and what to expect if he/she joins
 - Share what you have gained from chapter involvement
- Follow up with the person after the meeting

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Make New Members Feel Welcomed

- After three months, have a committee member contact them to ask if they have questions, or if the chapter can serve them better
- Have a minimum of 3-4 additional contacts with first-year members over the number of contacts you would normally have with members who have been in the organization longer
- Introduce new members to the board
- Give new members a certificate that is presented at a meeting and recognize them

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Need Additional Ideas?

Check out the
SHRM Membership Recruitment and Retention Toolkit

<http://www.shrm.org/chapters/resources/ChapMemRecruitRetenKit.pdf>

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SHRM: Your Career Partner

Chapter Membership + SHRM Membership =

- > Opportunities to network locally and throughout the nation
- > Professional development
- > Advancing your career
- > Leadership opportunities at the local, state, regional and national levels
- > Access to a variety of resources to assist in your current role
- > Plus much more

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SHRM Knowledge Center

- 8:30 a.m. – 8:00 p.m. ET
- Staffed by 10 full-time certified HR professionals
- Research your question
- Help you make an education decision

1-800-283-SHRM (7476)

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Live HELP!

- Interactive online messaging
- Connects you directly to an HR Knowledge Advisor for assistance IN REAL TIME!
- Accessible during regular SHRM business hours (8:30 a.m. – 5:00 p.m. ET)
- www.shrm.org/help/whatis.asp

Click Here For LIVE HELP
Powered by LivePerson™

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SHRM Publications

- HR Magazine (award winning!)
- HR News (online only)
- HR Week (e-mail)
- Mosaics (diversity focus – online)
- Legal Report
- Managing Smart (operations mgrs)
- Research Quarterly
- Workplace Visions (workplace trends)
- Washington and State Insider (legislative)



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E-Mentoring Program

- Designed to give mentors and protégés maximum flexibility in fostering their relationships
- SHRM staff will match mentors to protégés and make initial introductions
- A short evaluation will be sent at the one-month mark and again at the six-month mark
- Sign up to be a mentor or mentee
- www.shrm.org/volunteer/mentor.asp

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Focus Areas

- Each one contains news, features, research materials, webcasts, discussion areas and more
 - > Organizational & Employee Development
 - > Business Leadership
 - > Compensation & Benefits
 - > Global HR
 - > HR Consulting
 - > HR Measurement
 - > Staffing Management
 - > HR Outsourcing
 - > HR Technology
 - > Diversity
 - > Workplace Law
 - > Public Sector HR
- www.shrm.org/focusareas

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Free SHRM Webcasts

- Webcasts are one-hour online seminars
- **Each count for 1 recertification credit!**
- Learn new HR information from your desk
- Webcasts are archived for viewing at any time – over 100 available!
- Earn all your HRCI and strategic credits ONLINE!
- www.shrm.org/webcasts


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Podcasts – Webcasts to GO!

- HR experts conduct webcasts
- **Each count for 1 recertification credit!**
- Many topics from which to choose
- Download to your computer or MP3 player
- www.shrm.org/audio



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HR Basics

- Database of basic HR information and related forms
 - > Compensation and Benefits
 - > Compliance Issues
 - > Employee Performance
 - > Employee Relations
 - > Employment
 - > Professional Development
 - > Termination/Resignation
 - > Time and Attendance
- Excellent resource if you are new to the HR field or just need a refresher
- www.shrm.org/hrresources/basic_published

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Online Toolkits

- Compilation of all SHRM Online material on a particular HR topic in one convenience place
- Content ranges from very basic questions to the more sophisticated information
- www.shrm.org/hrtools/toolkits_published

Sample of toolkit topics on next slides

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SHRM White Papers

- Research papers on many HR issues
- Written, edited, and updated by HR practitioners

Recent Additions:

- 18 Ways for HR to Support Innovation
- The Right Balance: Aligning Cultural Fit with Diversity Goals
- Family Leave in Connection with Injured Members of the Armed Forces
- Blogs: Advantages, Disadvantages and Sample Policies for Organizations

• http://www.shrm.org/hrresources/whitepapers_published/

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HR Metrics/Spreadsheet Templates

- **Metrics to help you calculate**
 - > Absenteeism Rates
 - > Cost per Hire
 - > Human Capital ROI
- **Templates to track:**
 - > Applicant Flow Logs
 - > FMLA Absence Tracking
 - > HR Department Budget

THESE ARE JUST A FEW EXAMPLES OF WHAT'S AVAILABLE.

• www.shrm.org/hrtools/spreadsheets_published

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Survey and Benchmarking Reports

Recent Survey Findings

- 2008 Benefits Survey Report
- 2008 Job Satisfaction Survey Report

Benchmarking

- Justify additional HR staff
- Defend recruiting and HR budgets

- **EARN UP TO 21 RECERTIFICATION CREDITS**
- By incorporating data from SHRM survey reports in your work setting or job responsibilities, you may earn up to 20 credits toward your HRCI recertification, plus an additional credit for participating in SHRM surveys.
- www.shrm.org/surveys

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Certification

- PHR/SPHR/GPHR = symbol of professional achievement
- Signifies you have mastered the HR Body of knowledge
- Over 85,000 individuals currently certified
- Member discounts on exam fee and learning materials through SHRM Store
- Online registration now available
- Online assessment exam – test your knowledge!

HR CERTIFICATION INSTITUTE COMMIT TO A HIGHER STANDARD




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Recertification

- Recertify every 3 years from date of test
- 60 hours of learning credits
- Hour-for-hour basis
- Form available for download at www.hrci.org
- NO supporting documentation needs to be submitted
- Sessions do NOT need to be pre-approved by HRCI
- If you do not submit the recertification form, your only option is to retake the exam



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Recertification

- Credit awarded for HR-related activities in these categories:
 - > Continuing Education Credit = 1 hour for 1 hour
- Other ways to recertify:
 - > Teaching an HR class or training session: 1 hour taught = 1.5 credit hours awarded
 - > On-the-job Experience: Credit awarded for first-time work activity if it broadens your knowledge of the field of HR
 - > Research/Publishing: Conduct research, write, or publish for the industry
 - > Leadership: Your external leadership activities count
 - > Professional Membership: Become a member of a national HR-related professional association and earn credit hours

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