

WI SHRM State Council Chapter President Orientation

WI SHRM State Council

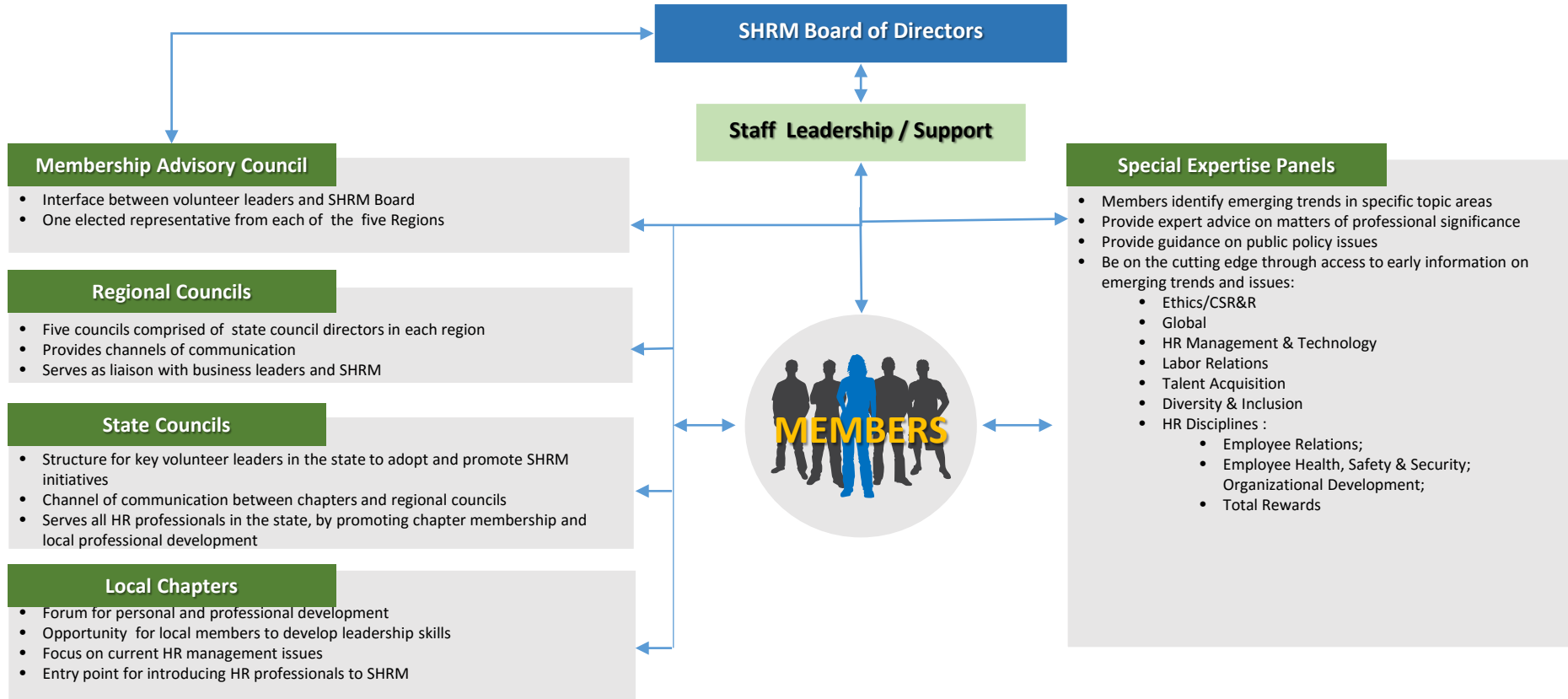
July 9, 2018

Facilitator: Doug Hamm, District Director NE



SHRM Volunteer Structure

(NETWORK OF CHAPTERS, STATE & REGIONAL COUNCILS & MAC)



19 Affiliated WI Chapters

- Blackhawk
- Central Wisconsin
- Chippewa Valley
- Dodge County
- Fond du Lac
- Fox Valley
- Greater Madison
- Green Bay Area
- Jefferson County
- La Crosse
- Lakeshore Area
- Metro Milwaukee
- Oshkosh
- Racine/Kenosha
- Sauk Columbia
- Sheboygan
- Stevens Point
- St. Croix Valley
- West Central

15 Student Chapters

- Blackhawk Technical College
- Lakeshore Technical College
- Western WI Technical College
- Marquette University
- Moraine Park Technical College
- St. Norbert College
- UW – Eau Claire
- UW - Green Bay
- UW - LaCrosse
- UW – Madison
- UW - Milwaukee
- UW - Oshkosh
- UW – Stevens Point
- UW - Stout
- UW – Whitewater

State Council Director
Joanne Krueger

State Director Elect
John Komosa

Secretary Elect
Open

District Directors (5)
Jay Stephany, Kelsie Beckfield, Doug Hamm, Chris Berg, and one Open

Chapter Presidents (19)

Membership Director
Debbie Fedel

Leadership Director
Jackie Peterson

Leadership Director Elect
Open

Secretary
Melanie Bruins

Communications/Social
Media Coordinator
Ryan Derber

Legislative Conference
Director
Elise Rommes

Government Affairs
Director
Tony Renning

Workforce
Readiness Director
Timothy Strait

Partnership/Sponsorship
Director
Lisa Henke

Conference Liaison
Director
Matt Bucher

Finance/Treasurer
John Komosa

Finance/Treasurer Elect
Connie Bitter

Certification Director
Sheree Yates

College Relations Director
Tanya Hubanks

College Relations Dir. Elect
Open

Foundation Director
Jessica Barnier

Diversity, Inclusion and
Workflex Director
Al Hill

Programming Director
Daphne Ursu



State Councils

- Adopt programs which will promote the progress and welfare of the profession and the Society as a whole.
- Facilitate information sharing between chapters, among the council leaders, and the SHRM Board of Directors.
- Provide a structure for its members to consult together
- Assess/meet the needs of members and chapters
- Coordinate legislative initiatives
- Provide leadership development opportunities
- Communicate with SHRM at-large members

State Councils

Connections for Chapter Presidents:

- Chapter Presidents attend State Council meetings or send substitute
- Chapter Presidents are voting members of the council
- Core council members can be excellent resources and speakers for chapters

State Council Resources

- Forward HR Magazine
- Presenter Database
- Monthly Educational Newsletter
- Current Job Listings
- Find us on Facebook
- Follow us on Twitter
- Connect on Forward HR Blog

What Is Needed From You?

1. Affiliation Standards Maintained/SHAPE/CLIF
2. WI Chapter Membership List Request (up to 2x per year)
3. 80% State Council Meeting participation (includes May District Directors meeting)
4. Participation in Social Media Outreach/Blog posts
5. Updated Board contact information and programming on chapter website
6. Membership Initiative for 2018
7. Promotion of attendance at WISHRM conferences - Day on the Hill, Student HR Conference/Games, Leadership Conference, State Conference, etc.

What Is Needed From You?

8. State Conference support – foundation baskets, membership booth, events, etc.
9. Promotion of other WISHRM initiatives (Workforce Readiness, Diversity, Inclusion and Workflex Award and Enterprising Leadership Award, etc.)
10. Chapter attendance at WISHRM “Day on the Hill”
11. Chapter attendance on state Core Leadership Area call(s) (e.g. membership, foundation, diversity)
12. Provide council Director or District Director with concerns in your chapter

2018 Chapter Reimbursement Reward Program

- Up to \$500 (sent in \$100 increments based on meeting requirements) awarded to attend the National Volunteer Leadership Summit
- Free State Conference Registration (\$335 - \$365 value) – notification to Chapter Presidents yearly in August

Note: Details can be found on the WI SHRM website in the Officers Corner File Library. The file is titled “Forms Expense Reimbursement”. See the document titled “Chapter Reimbursement Rewards Program”

www.wishrm.org/index.php?module=express&cmd=fileviewcategory&id=7



2018 Chapter Reimbursement Reward Program (continued)

- \$100 – Membership Initiative
- % State Conference profits for % attendee registration **OR** for chapter member participation on conference committee
- ½ day programs can be posted on the website/blog
- WISHRM Job Bank
- Enterprising Leadership Award – up to \$5,000

State Conference Distribution Model

Encourage your members with your website & newsletters to attend the WI SHRM 2018 State Conference! [Visit the Website](#)

State Conference Distribution Model:

- 10% Co Chair
- 10% Co Chair
- 70% Committee Members
- 10% Chapter Member Attendance
 - Registration tracks paid attendees from each chapter
 - Payback based on % of their chapter's attendance of total membership at a predetermined time



Association Management Firm

Morgan Data Solutions

- Heather and Christopher Dyer (owners)
- Megan Cuccia (our contact)

WI SHRM-State Council Administration

2820 Walton Commons Suite 103

Madison, WI 53718

Phone: 608-204-9827

Fax: 608-268-8636

wishrm@morgandata.com



SHRM-CP and SHRM-SCP Certification

- **SHRM Certification** – <http://www.shrm.org/certification/pages/default.aspx>
- **SHRM Certification Handbook** – <http://shrm.mkt6744.com/certificationhandbook?webSyncID=de224a1d-9a34-b5cd-0dd3-59d7e8958b1b&sessionGUID=4e656665-2b4a-c01e-32ca-050a51d8b275>
- **SHRM Certified Professional (SHRM-CP)** qualifications, obtain information here: <http://www.shrm.org/certification/about/aboutshrmcertification/pages/shrm-cp.aspx>
- **SHRM Senior Certified Professional (SHRM-SCP)**, qualifications, obtain information here: <http://www.shrm.org/certification/about/aboutshrmcertification/pages/shrm-scp.aspx>
- **Recertification Information** – <http://www.shrm.org/certification/recertification/pages/default.aspx>
- **Frequently Asked Questions** – <https://www.shrm.org/certification/FAQs/Pages/default.aspx>

Pinnacle Award

- Awarded at National Leadership Conference
- Examples:
 - Assisting community members with welfare to work
 - Improving community diversity or work/family issues
 - Teaching job-search skills to the unemployed

**SHRM Dodge County and Metro Milwaukee Chapters
WON in 2017! WOW!!**

Pinnacle Award

- No Video files
- SHRM Staff members score first and finalists reviewed by outside agency
- Judging on Standards of Excellence
- Don't submit too early! Apply when you have the results vs. in progress.
- Consider a grant writer or partnership with a college to help write grant
- Have a catchy title
- Set Goals--what are you doing that's **extraordinary**?
- Make it easy to implement in other states
- Don't just describe—**SELL** your program!!!!
- **Submission DEADLINE – 9/1/2018**
- For additional information visit the VLRC
 - <https://community.shrm.org/vlrc/scholarships-awards/pinnacle>

Volunteer Leaders Resource Center


Volunteer Leaders Resource Center. (VLRC)

- **NEW FORMAT!** New resources on Branding, SHRM Certification and Membership Marketing.
- Cleaner look, new and updated materials and search capability
- NEW Volunteer Exchange – an online community just for SHRM volunteer leaders. Share information, questions, documents, etc.
- VLRC includes resources for Chapters such as:
 - Succession Planning Toolkit
 - Member Survey Samples
 - Strategic Planning Toolkit
 - Orientation Presentation for Chapter Boards
 - Parliamentary Procedure Resources
 - And much more!

SHRM VLRC link:

https://community.shrm.org/vlrc/home?_ga=1.88758747.1751589111.1458054535

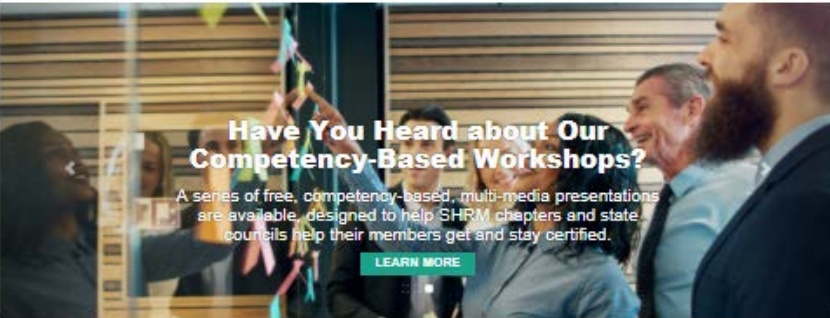
Volunteer Leaders' Resource Center



SHRM's Volunteer Leader Resource Center

LEADERSHIP ·
MEMBERSHIP ·
BUSINESS OPERATIONS ·
SHRM CERTIFICATION ·
AWARDS/SCHOLARSHIPS ·

Q



Have You Heard about Our Competency-Based Workshops?

A series of free, competency-based, multi-media presentations are available, designed to help SHRM chapters and state councils help their members get and stay certified.

LEARN MORE

DEADLINES AND EVENTS

Deadline for CLIF and SCLIF Submissions
December 1, 2017


Deadline for Chapter SHAPE and State Council SHAPE Applications
January 31, 2018

SHRM Student Programs CLA Webinar
February 2, 2018 - 2:00pm EST

SHRM Government Affairs CLA Webinar
February 8, 2018 - 4:00pm EST

Deadline for Excel Award Applications
March 15, 2017

TOGETHER FORWARD



Our opportunity is now, we can lead the transformation of the workplace in ways that benefit business, as well as individuals and families. Learn more from SHRM President and Chief Executive Officer Johnny C. Taylor, Jr., SHRM/SCP.

LATEST DISCUSSIONS

VOLUNTEER EXCHANGE

RE: 2018 Chapter Planning Document (SHAPE)
Cherie Moore | yesterday

The 2018 SHAPE materials are not available yet. I was told there are a few minor changes being made and they are in final approval stages. It should be out soon. Keep checking. ----- Cherie Moore | H. Burren & Co., Inc. Lovell

VOLUNTEER EXCHANGE

RE: 2018 Chapter Planning Document (SHAPE)
Michelle Schroeder | 2 days ago

Is this what you need? 2017 Chapter SHAPE Workbook (Due 1/31/18) I've attached it as well for ya. ----- Michelle Schroeder | SHRM-CP Managing Partner TriNet HR Consulting & Business Solu Chandler AZ


VOLUNTEER EXCHANGE

RE: 2018 Chapter Planning Document (SHAPE)
Kathleen Dasher | 2 days ago

Hi Karen, Go to SHRM.org Click on "COMMUNITIES" tab Under "VOLUNTEERS"; click on "Volunteer Leader Resource Center" You will see a big header call "DEADLINES AND EVENTS"; here is where you can click to view the SHAPE report. My only suggestion? The SHAPE report is rather basic. If you really want to raise the bar for a Strategic Session, I ...

MORE DISCUSSIONS

MEET CALLIE!



"I am most excited about joining the SHRM Field team and being able to pull from my own volunteer experience to enhance the ability of our volunteers to make a difference in the HR profession. I'm also excited about being able to help our volunteers understand how they can partner with SHRM to make their professional jobs easier. Read Callie's post on the SHRM blog!"

YOUR SHRM TEAM

Get SHRM support and assistance with your chapter or state council related questions.

CONTACT US



Membership Reports

- **SHRM Membership Report** is sent quarterly to Chapter Presidents.
- Membership Reports are an important tool to ensure you meet SHRM affiliation requirements. As many of you are aware, in 2012, SHRM changed the chapter affiliation requirements which was to take effect on 1/1/2017. (chapters must maintain as least 25 SHRM members and 51% of your members must be SHRM members)
 - **UPDATE:** SHRM has backed away from the 51% National Membership Affiliation requirement for the time being. Right now, there is no set number or timeline going forward. SHRM will be developing a strategy to release this information to everyone in the future.
- **ARE YOUR CHAPTER MEMBERSHIP NUMBERS ACCURATE?** Many chapters request conference calls with National SHRM as their membership numbers aren't always consistent with National SHRM. If you would like to have a conference call regarding your membership numbers or any other questions you may have, please don't hesitate to contact the WISHRM Membership Director, Debbie Fedel.

Membership Reports

- Starting with the 2018 Membership Reports, SHRM will be adding additional information regarding certified members in states/chapters.
- Chapter Membership Directors provide SHRM your chapter's membership updates by the 5th business day prior to the end of the month to be processed for that month.
- Send Nicole Hall (nicole.hall@shrm.org) a list of the new SHRM members in the chapter, as well as those SHRM members who have left the chapter.
- SHRM member's name and SHRM membership ID number are required to properly code the individual to your chapter
- Questions on membership? Please contact Debbie Fedel, WISHRM Membership Director dfedel@seekcareers.com or 262.377.8888

Membership Reports

Wisconsin
SHRM MONTHLY MEMBERSHIP REPORT 2015 - 2014 Gold State Council Excel Award
September

Chapter Number	Chapter Name	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Change from Dec 14	% change from Dec 14	Star/SuperStar Designation for Month
0015	Metro Milwaukee SHRM	279	277	274	284	290	304	302	294	297	292			13	4.66%	★	
0053	Greater Madison Area SHRM	470	461	463	468	467	462	460	462	454	453			-17	-3.62%	★	
0071	Blackhawk HRA	40	47	50	51	57	57	61	66	66	71			31	77.50%	★★	
0078	Fox Valley SHRM	190	189	189	194	192	188	187	184	183	181			-9	-4.74%	★	
0138	Central Wisconsin SHRM	103	103	104	104	104	104	105	105	107	108			5	4.85%	★★	
0233	Sheboygan Area SHRM	67	66	66	66	65	63	64	64	62	60			-7	-10.45%	★	
0243	Chippewa Valley SHRM	149	146	145	142	143	140	139	136	137	138			-31	-20.81%	★	
0288	La Crosse Area SHRM	109	106	103	103	103	103	103	103	103	103			-6	-5.50%	★	
0495	Fond du Lac Area HRA	64	60	59	60	59	59	58	57	59	59			-5	-7.81%	★	
0497	Stevens Point Area HRA	79	78	78	79	76	75	72	73	72	72			-7	-8.86%	★	
0504	Green Bay Area Chapter SHRM	173	171	170	166	163	158	176	179	179	176			3	1.73%	★	
0505	Lakeshore Area HRA	39	39	39	38	40	40	40	39	39	39			0	0.00%	★	
0557	Jefferson County HRMA	43	43	41	40	38	37	37	37	37	36			-7	-16.28%	★	
0633	Sauk Columbia SHRM	41	41	43	45	45	43	43	43	43	41			0	0.00%	★	
0639	SHRM - Dodge County	32	32	32	32	33	34	33	32	38	38			6	18.75%	★	
0712	SHRM - Racine & Kenosha Area Chapter	45	45	45	44	45	43	38	38	37	36			-9	-20.00%	★	
0717	St. Croix Valley Employer's Assn.	38	37	37	37	37	37	37	36	37	37			-1	-2.63%	★	
0741	Oshkosh Area SHRM	47	44	47	48	48	47	47	47	47	48			1	2.13%	★	
0746	West Central WI SHRM	33	32	30	30	29	28	28	28	27	27			-6	-18.18%	★	
Grand Total		2,043	2,017	2,015	2,033	2,032	2,020	2,010	2,004	2,009	1,995	0	0	0	-46	-2.25%	

* Chapters must meet their (or most recent) chapter affiliation standards in order to be eligible for Member/Star or SuperStar recognition and Chapter Financial Support Payments (CFSP).
 ** This report represents SHRM members in chapters only, primary designation, NOT total chapter membership.
 *** Primary designation denotes chapter members, belonging to more than one chapter that designate the particular chapter as primary. SHRM members can only designate one primary chapter.
 - CFSP is based on the number of professional/general/seasonal SHRM members primarily coded to the chapter at the end of the payment period.
 - Total number of members in chapter is as of the last chapter audit.

Wisconsin	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Chg 2014	% chg	In Chap %age
SHRM Members in Chapters	2,043	2,017	2,015	2,033	2,032	2,020	2,010	2,004	2,009	1,995	0	0	0	-46	-2.25%	35%
SHRM Members At-Large	3,640	3,672	3,658	3,685	3,640	3,638	3,624	3,637	3,657	3,682				42	1.15%	65%
SHRM Members in State	5,683	5,689	5,673	5,718	5,672	5,658	5,634	5,646	5,666	5,677	0	0	0	-4	-0.07%	
SHRM Members w/ SHRM Certifications in-Chapter	-	-	-	-	-	-	-	-	685	734						
SHRM Members w/ SHRM Certifications At-Large	-	-	-	-	-	-	-	-	502	557						
SHRM Members w/ SHRM Certifications in State	-	-	-	-	-	-	-	-	1,187	1,291	0	0	0			

COLLEGE RELATIONS	12/31/14	9/30/15
# of Student Chapters	14	14
# of Members in SHRM Student Chapters	220	210
# of SHRM Student Members At-Large	303	398
# of Total SHRM Student Members in State	523	608

negative
 0 - 2.99% Star
 3% + SuperStar

Membership Resources:
 Membership: <http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Pages/CHAPHome.aspx>
 2025 SHRM Planning Workbooks available for chapters and state councils on the Volunteer Leader Resource Center at <http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Pages/SHRM.aspx>.



Members at Large

- National SHRM members who have not associated with a SHRM Chapter
- To build local membership, can use a Member at Large list 'owned' by National SHRM
- Can market to national SHRM members 2 x / year by requesting mailing labels from National SHRM

SHRM Affiliate Program for Excellence (SHAPE)

- Covers activities throughout calendar year
- SHAPE Workbook available for a planning tool
- Outlines scope of work encouraged by SHRM
- Designate a Chapter Board Member to complete SHAPE with input from all Board Members
- Submission is online and **DUE by 1/31/19**
- Recorded webcast and FAQ available on VLRC
- If applying for SHRM Excel Award, submission is due March 15, 2019.

SHRM Financial Support

CHAPTER FINANCIAL SUPPORT PAYMENT (CFSP)

- 100% Chapters receive \$25/year/chapter SHRM member and Non-100% Chapters receive \$10/year

NET GAIN PAYMENT - Rewards chapters for growth of SHRM membership during the year. Example below:

SHRM Members as of 12/31 2018 = 250

SHRM Members as of 12/31 2017 = 200

Difference 50

Net Gain Payment (50 X \$25) = \$1,250

WI Conferences/Events

- **WI SHRM Day on the Hill**
 - February 14, 2019 Madison, WI – Best Western Inn on the Park
- **Student State Conference**
 - Date and Location TBD (Early March – Friday night – Saturday morning)
- **State Leadership Conference**
 - August 9 - 10, 2018 Grand Geneva Resort, Lake Geneva, WI
- **State Conference**
 - October 10 - 12, 2018 Kalahari Resort, WI Dells, WI
- **SHRM Volunteer Leadership Summit**
 - November 14 - 16, 2018 Washington DC
- **SHRM Annual Conference**
 - June 23 – 26, 2019 Las Vegas, NV

Council Website

www.wishrm.org

- Conference web pages
- Job Network
- Council Resources (Officers Corner, 2018 Calendar, Leadership Roster, etc.)
- Calendar of Events
- Local Chapter websites
- Expense Reimbursement Request forms
- And much more!



Field Services Team

Field Services Director Central (IL, IN, MI, WI) – Callie Zipple

Email: callie.zipple@shrm.org

Main point of contact for State Councils, Chapter Presidents and other chapter volunteers in their respective states/territories

- Communicate and promote SHRM vision and strategic objectives
- Ensure that chapters maintain affiliation standards

Membership Engagement Associate Central – Nicole Hall

Email: nicole.hall@shrm.org

- Overall responsibility for basic inquires and requests, such as rosters, collateral material, membership confirmation, mailing list, chapter listings and updates on SHRM websites, etc.
- Serve as the initial point of contact for professional and student chapters/volunteers

Thank You

for volunteering your time as a SHRM
Chapter Leader and Member of the
Wisconsin SHRM State Council!

Additional Questions?

Contact your WI SHRM District Director

