

SHRM AFFILIATE PROGRAM FOR EXCELLENCE (SHAPE) – CHAPTER PLANNING SUMMARY

- Replace many operational items with strategic objectives designed to increase the visibility and effectiveness of chapters and state councils while promoting SHRM and the HR profession overall.
- Strengthen affiliates connection to SHRM from a business perspective by outlining requirements to measure chapter and state council alignment and engagement.
- Raises the bar of excellence for affiliates and provides a tiered recognition system and direct correlation between goal achievement and the level of financial support received from SHRM.

Section I – Basic Requirements			
No.	Requirement	Due Date	Person Responsible
1.1	Submit a completed 2011 Chapter Leader Information Form (CLIF).		
1.2	Chapter President must be a member of SHRM during term of office.		
1.3	Ensure that your chapter conference other major educational events (including co-sponsored programs) with greater than 200 attendees do not take place “around” the SHRM Annual Conference and Exposition.		
1.4	Provide YE financial results for period of 1/1/10 – 12/31/10 (see workbook for format)		
1.5	Ensure that current SHRM “AFFILIATE OF” logo is correctly, consistently and prominently displayed on ALL printed materials, publications, products, and web sites.		
1.6	Hold a minimum of four (4): chapter programming events and board meetings during the calendar year 2010.		
1.7	Submit chapter’s membership directory/roster upon request for auditing by SHRM at least one time during calendar year 2010.		
1.8	Review chapter’s bylaws annually and update as needed.		
1.9	Provide the total number of chapter members as of 12/31/2010.		
1.10	Maintain the minimum membership affiliation requirements set by SHRM.		
1.11	Chapter president will participate in at least 50% of state council meetings and conference calls.		



Section II – Mission-Driven Chapter Initiatives			
No.	Requirement	Due Date	Person Responsible
2.1	In support of SHRM’s mission, develop and implement an initiative in Membership and a minimum of two additional areas from those listed: College Relations; Government Affairs/Advocacy; Diversity; Workforce Readiness; or self defined area other than those listed prior.		
2.2	Chapter board members participate in the state/regional affiliate leadership conference/event if one is held.		
2.3	Create a succession plan or review existing plan to identify potential and future leaders for the chapter.		
2.4	Conduct an annual leadership transition meeting to ensure a smooth and effective transition for new leaders.		
2.5	Conduct an annual planning meeting to develop short-term goals and review long-term goals.		

Section III – SHRM Affiliate Support			
No.	Requirement	Due Date	Person Responsible
3.1	Promote the SHRM Annual Conference and Expo to chapter members. Each of the items listed must be completed: Include link prominently displayed on chapter website home page; Send an e-communication to chapter local member only; Distribute SHRM Annual Conference promo material; Any other promo initiative.		
3.2	Offer prime booth space and a minimum of 15 minutes podium time to SHRM staff if you hold a chapter-sponsored conference/event where your anticipated attendance is 200 or more.		
3.3	Report the number of SHRM members in chapter.		
3.4	Develop and/or maintain a current chapter web site.		
3.5	Make a monetary contribution from the chapter’s funds to the SHRM Foundation in 2010		
3.6	Promote HR Certification Institute certification/recertification as a means of increasing the number of certified professionals in the chapter.		
3.7	Develop a plan to increase the percentage of SHRM members on your chapter board to a minimum of 30 percent throughout the duration of their terms of office.		



Section IV – Measures of Success

The completion of all items in **Section I: Basic Requirements** is *required* for all chapters to remain in good standing with SHRM. Regardless of award eligibility, each chapter is responsible to complete and submit a year-end report verifying compliance with Section I.

SHRM Excel Awards

Bronze Award	Silver Award	Gold Award	Platinum Award
<p>Successfully completing all requirements listed in Section I, II, III.</p>	<p>Successfully completing all requirements listed in Section I, II, and III plus:</p> <ul style="list-style-type: none"> • Develop and implement one additional chapter initiative in Section 2.1. • 50 percent of board members are SHRM members throughout the duration of their term. • Chapter president /president-elect attend the SHRM Leadership or state leadership conference (if one is held). 	<p>Successfully completing all requirements listed in Section I, II, and III plus:</p> <ul style="list-style-type: none"> • Develop and implement two additional chapter initiatives in Section 2.1. • Chapter president /president-elect attend the SHRM Leadership or state leadership conference (if one is held). • Achieve “Membership Star” recognition for growth of SHRM membership in chapter. • Chapter president participates in at least 75% of state council meetings and conference calls. • 75% of board members are SHRM members throughout the duration of their term. • Chapter qualifies as a 2010 SHRM Foundation Chapter Champion. • Serve as a resource to the community or local media on HR issues. • If a non-100% chapter, determine the feasibility of transitioning to 100 percent affiliation status. 	<p>Successfully completing all requirements listed in Section I, II, and III plus:</p> <ul style="list-style-type: none"> • Chapter is a 100% chapter. • Develop and implement initiatives in all six areas of Section 2.1. • Chapter president and president-elect attend the SHRM Leadership Conference and state leadership event (if one is held). • Achieve “Membership Super Star” recognition for growth of SHRM membership in chapter. • Chapter president participates in 100% of state council meetings and conference calls. • Chapter qualifies as a 2010 SHRM Foundation Chapter Champion. • Serve as a resource to the community or local media on HR issues. • Provide information and resources to chapter members regarding the impact of state/federal legislative issues.

Strategy Map

Member Objectives	
Board Objectives	
Key Chapter Initiatives	
Chapter Strategy Summary	

Event Programming

Month	Topic	Presenter	When	Who's Responsible
<i>January</i>				
<i>February</i>				
<i>March</i>				
<i>April</i>				
<i>May</i>				
<i>June</i>				
<i>July</i>				
<i>August</i>				
<i>September</i>				
<i>October</i>				
<i>November</i>				
<i>December</i>				

