



# 2014-2015 Student Chapter Planning Workbook

SHRM Student Chapter Merit Award Program and Recognition

Welcome to the 2014-15 Student Chapter Program Planning Workbook. This document is designed to aid you in developing your chapter's operating plan for the award year. Use it as you would any planning tool. A thorough review of the full planning workbook will provide guidance for your planning session and set the expectations for the coming year.

In addition to the examples, hints and/or great ideas listed in each section, you will find additional resources in the Student Chapter Idea Book found online in the Student Chapter Resource Center at [www.shrm.org/Communities/StudentPrograms/Pages/StudentChapterIdeaBook.aspx](http://www.shrm.org/Communities/StudentPrograms/Pages/StudentChapterIdeaBook.aspx).

Your plan should include—at a minimum—achievement of all of the items in Section 1. All chapters are required to complete and submit Section 1 regardless of award eligibility, as part of the year-end report and to maintain active chapter status. A robust scope of work includes additional activities in Sections 2 through 5. A Bonus Section is available in Section 6.

In addition to the Chapter Merit Award Program, this workbook includes information on the Outstanding Student Chapter Award.

Your student chapter advisor and the SHRM Student Programs Department staff are here to assist you. Please don't hesitate to call on us if you have any questions.

Have a great year!

Founded in 1948, the Society for Human Resource Management (SHRM) is the world's largest HR membership organization devoted to human resource management. Representing more than 275,000 members in over 160 countries, the Society is the leading provider of resources to serve the needs of HR professionals and advance the professional practice of human resource management. SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China, India and United Arab Emirates. Visit us at [shrm.org](http://shrm.org).

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## PURPOSE

The purpose of the Student Chapter Merit Award Program is to encourage development of more effective student chapters (referred to as “chapters”) and to promote outstanding activities and projects by chapters in the following areas:

- Student Chapter Requirements
- Chapter Operations
- Chapter Programming and Professional Development of Members
- Support of the Human Resource Profession
- SHRM Engagement

Each of the above categories includes specific activities, which are detailed throughout this planning workbook.

## INSTRUCTIONS

- Review this planning workbook with your chapter leadership team.
- Determine which activities your chapter will participate in throughout the award period. Use the check box at the left of the activity to note those activities you will undertake during the year.
- Use the optional worksheet to document your plan, delegate responsibilities and develop timelines. The worksheet can be found in the Student Chapter Resource Center at [www.shrm.org/Communities/StudentPrograms/Documents/2014-2015\\_Student\\_Chapter\\_Planning\\_Worksheet.doc](http://www.shrm.org/Communities/StudentPrograms/Documents/2014-2015_Student_Chapter_Planning_Worksheet.doc).
- Mark your achievements and track your progress throughout the year on the online year-end reporting form.

## RECOGNITION

Chapters are recognized for their achievements and exemplary activities during the award year. The recognition is called the Student Chapter Merit Award Program, and there are multiple levels of recognition, including:

- Outstanding Student Chapter
- Superior Merit Award
- Merit Award
- Honorable Mention Designation

Awards are given based on the achievement of the respective scope of work as outlined in this planning workbook. A point system is used to determine levels of recognition. **Unless otherwise specified, all items are worth one point.** Please refer to Section 7 for definitions of these award levels.

The award year is defined as **April 1, 2014**, through **March 31, 2015**. Although the submission deadline is **April 15, 2015**, all activities must take place during the award year and be completed by **March 31, 2015**, to be included. Any events or contributions falling outside the range will not receive credit.

## ELIGIBILITY

To be eligible for award consideration, your chapter must be in good standing and complete the award requirements.

As a reminder, the minimum requirements for good standing are:

- Hold a chapter charter
- Hold ratified bylaws that are reviewed annually
- Elect chapter officers annually
- Have a student chapter president that is a current SHRM member
- Have a chapter advisor who is a current SHRM member
- Submit the Student Chapter Information Form no later than **June 1<sup>st</sup> each year**
- To submit your chapter’s 2014 Student Chapter Information Form, please visit [www.shrm.org/Communities/StudentPrograms/Pages/studentchpt\\_infoform.aspx](http://www.shrm.org/Communities/StudentPrograms/Pages/studentchpt_infoform.aspx)
- Have a minimum of eight SHRM student chapter members in the chapter as of **November 30<sup>th</sup> each year**
- All chapters are required to submit a year-end report by **April 15, 2015**, regardless of award eligibility
- All year-end reports received after **April 15, 2015**, will be ineligible for an award

## SUBMITTING YOUR YEAR-END REPORT

- Complete your online year-end report and submit it electronically, along with any required documentation, no later than **April 15, 2015**. Hard copy reports will **not** be accepted.
- Provide documentation only for those activities marked with an asterisk (\*).
- An activity or speaker may not be counted in more than one activity. “Double dipping” is not permitted.
- In those sections that require a minimum number of participants, only SHRM student members may be counted. Local-only chapter members, professional members and chapter advisors will not count.
- All year-end reports will be reviewed and evaluated by a panel of SHRM staff. Random audits may be performed to ensure the accuracy of the data submitted. Also, if an item or activity is unclear, your chapter may be contacted to provide additional information.
- Award notification will be mailed directly to the student chapter advisor of record unless SHRM is notified otherwise.
- SHRM reserves the right to audit any information provided in this report.

## INQUIRIES

Please visit the SHRM Student Programs website at [www.shrm.org/students](http://www.shrm.org/students), or contact us at [SHRMStudent@shrm.org](mailto:SHRMStudent@shrm.org) or 1-800-283-7476.

# SECTION 1 CHAPTER REQUIREMENTS

Preparing for your future business success starts with active participation and learning how to manage the operations of your chapter. The skills and knowledge learned through your work with the chapter will benefit you as well as your chapter. The chapter requirements section includes the basic requirements for a chapter to remain in good standing.

The following eight items are **required** of ALL student chapters, regardless of award eligibility. Items requiring additional documentation are marked with an asterisk (\*).

- 1.1  \*Create and implement an operating plan for the award year using S.M.A.R.T. goal setting. Your goals should be:
- S – Specific
  - M – Measureable
  - A – Achievable
  - R – Results-focused
  - T – Time-bound
- You will be asked to upload a copy of your plan.
- 1.2  Review current chapter bylaws to ensure they still meet your chapter's needs.
- Revisions may not be needed every year. However, an annual review will ensure the chapter is operating inside the approved governance structure and that when practice does not agree with policy, appropriate action will be taken. Well structured bylaws will need changes infrequently.
    - Chapters should check with their colleges/universities to ensure compliance with any university requirement regarding chapter bylaws.
    - SHRM student chapter model bylaws are available online at [www.shrm.org/Communities/StudentPrograms/Documents/ModelStudentChapterBylaws.doc](http://www.shrm.org/Communities/StudentPrograms/Documents/ModelStudentChapterBylaws.doc)
    - You will be asked to provide the date your bylaws were last reviewed and the date they were last ratified.
- Please note: You do not need to submit your bylaws annually with your year-end report. Bylaws should be submitted only if you are requesting a change.**
- As you conduct your review, please note the requirements, including the need for an annual budget and position descriptions for each of your officers.
    - Examples of officer position descriptions can be found online at: [www.shrm.org/Communities/StudentPrograms/Pages/CMS\\_009772.aspx](http://www.shrm.org/Communities/StudentPrograms/Pages/CMS_009772.aspx)
- 1.3  Complete and submit a 2014-15 Student Chapter Information Form to SHRM headquarters to communicate student-chapter status and any changes in chapter leadership by **June 1, 2014.** (New Reporting Date!)
- This form can be found online at [www.shrm.org/Communities/StudentPrograms/Pages/studentchpt\\_infoform.aspx](http://www.shrm.org/Communities/StudentPrograms/Pages/studentchpt_infoform.aspx)
- 1.4  \*Submit a current chapter membership roster.
- You will be asked to upload a current roster.

## Auditing your chapter's membership roster

Chapters are asked to audit their roster at least once per year to ensure that the SHRM records match student chapter records. There are a variety of reasons why we ask our chapter affiliates to review their rosters and report missing members, students who do not belong to the chapter or students who have graduated.

- To ensure that SHRM is accurately tracking in-chapter and non-chapter student member membership numbers.
- To ensure that SHRM is effective in monitoring student member eligibility. This helps SHRM to keep the cost of student membership low, as well as provide special student membership conversion pricing.

# SECTION 1 CHAPTER REQUIREMENTS

- To ensure that SHRM has the correct contact information and graduation dates on file, which allow us to deliver the digital *HR Magazine*<sup>®</sup>, membership renewal notices and student membership conversion offers.

To audit your chapter's roster, review the SHRM-generated roster and compare to your chapter's own membership list, noting any errors or corrections that will be needed. Submit your requested changes at [https://fs16.formsite.com/robgatesshrmorg/form22/form\\_login.html](https://fs16.formsite.com/robgatesshrmorg/form22/form_login.html). After we update your information, a revised roster will be e-mailed to your chapter advisor of record.

Helpful Hint: Please do not wait until the year-end report is due to submit roster updates and corrections. Any change requests must be submitted prior to **February 15, 2015**, to avoid delays in your award submission.

**As one of the requirements for good standing, a chapter must maintain the minimum affiliation requirement of eight SHRM student members.**

- 1.5  Hold a minimum of four regular chapter meetings during the 2014-15 award year.
- You will be asked to provide the dates of four of your chapter meetings.
- 1.6  \*Create a membership acquisition and retention plan for your chapter.
- This plan should list in as much detail as possible. A robust plan will include the following:
    - Activities your chapter will undertake to acquire and retain national SHRM student members.
    - Activities related to transitioning from campus to career through continuing SHRM membership beyond graduation as a professional SHRM member.
  - You will be asked to upload your plan.
- 1.7  \*Properly and consistently display the current SHRM "AFFILIATE OF" logo on your website, chapter letterhead, publications and products.
- The logo may be downloaded at [www.shrm.org/Communities/VolunteerResources/graphicsguide/use/Pages/default.aspx](http://www.shrm.org/Communities/VolunteerResources/graphicsguide/use/Pages/default.aspx).
  - The current "AFFILIATE OF" logo includes the registrata symbol (®) in the upper right corner. The logo with the trademark (™) symbol is incorrect.
  - You will be asked to upload a clear and legible sample (Word or PDF formats) demonstrating your correct use of the logo.

## CORRECT



## INCORRECT



- 1.8  Display the SHRM "AFFILIATE OF" banner at all official student chapter functions.
- For information about obtaining a SHRM "AFFILIATE OF" banner, e-mail [SHRMStudent@shrm.org](mailto:SHRMStudent@shrm.org)

**Reminder: All chapters, regardless of award eligibility, must complete all eight items in Section 1 and submit this as part of the year-end report to remain in good standing.**

# SECTION 2 CHAPTER OPERATIONS

To build and maintain a successful chapter, it is important to have an effective and comprehensive chapter operations plan, including creating fundraising opportunities, creating and utilizing multiple communication channels, offering engaging chapter activities, and establishing a community relations plan.

To be eligible for any award consideration, a chapter must complete at least eight of the following 17 items for a minimum of eight points. This section has a maximum value of 20 points. Please note that some items in this section are required for Outstanding Student Chapter Award consideration.

Items requiring additional documentation are marked with an asterisk (\*).

## Chapter Leadership

- 2.1  Hold a minimum of four executive committee or chapter planning meetings in addition to your regular student chapter meetings.
- You will be asked to provide the dates of four meetings.
- 2.2  Create and implement a fundraising plan for the chapter.
- This plan should list, in detail, the types of activities your chapter will undertake for fundraising during the 2014-15 award year.
  - Consider various sources of funding, such as your university, chapter dues, fundraising events and sponsoring professional chapter.
  - You will be asked to provide a brief description of your fundraising activities.
- GREAT IDEA!** Check out the fundraising ideas in the Student Chapter Idea Book, updated annually, online at [www.shrm.org/Communities/StudentPrograms/Pages/StudentChapterIdeaBook.aspx#fundraising](http://www.shrm.org/Communities/StudentPrograms/Pages/StudentChapterIdeaBook.aspx#fundraising)
- 2.3  Provide each board member with access information for the online SHRM's Student Chapter Operations Manual.
- The manual could be the capstone of your officer orientation.
  - A copy may be downloaded at [www.shrm.org/Communities/StudentPrograms/Pages/StudentChapterOperations.aspx](http://www.shrm.org/Communities/StudentPrograms/Pages/StudentChapterOperations.aspx)
  - This is a great resource that can be referenced throughout their term of office.
- 2.4  Implement and/or maintain a succession plan to identify potential student chapter leaders.
- Succession planning is key to strong leadership continuity for your chapter.
  - Learn more about succession planning for chapters in the Succession Planning Toolkit at [www.shrm.org/Communities/VolunteerResources/Pages/succplg.aspx](http://www.shrm.org/Communities/VolunteerResources/Pages/succplg.aspx)

## Chapter Communications

- 2.5  \*Publish a chapter newsletter in print and/or electronic formats.
- You will be asked to upload a copy of two newsletters that were published within the award year.
- 2.6  Post upcoming chapter meetings and events on campus in print and/or electronic formats.
- 2.7  Promote chapter activities in local newspapers, college newspapers, sponsoring chapter newsletter and/or other community publications.
- This must be more than routine announcements (covered in 2.6) to receive the point.
- 2.8  Maintain a chapter website/page.
- Web information should be current at all times for maximum effectiveness.
  - List chapter leaders and their contact information on your website.
  - Please note: Facebook, LinkedIn or other social media formats do NOT qualify in this section. For social media, please refer to Section 2.10.
  - You will be asked to provide the URL to your chapter's website.

# SECTION 2 CHAPTER OPERATIONS

**Please note: Achievement of item 2.8 or 2.10 is required for Outstanding Student Chapter Award consideration.**

- 2.9  Provide a link on your chapter's website to SHRM Online ([www.shrm.org](http://www.shrm.org)).
- One bonus point will be awarded if you include a direct link (e.g., "Join Now") to the SHRM Student Membership Online Application.

**GREAT IDEA!** You may find it helpful to your members to include additional links to the SHRM Student Awards and Scholarships website.

- 2.10  Create or maintain a social media platform for the chapter using Facebook, LinkedIn, Twitter or similar tools.
- You will be asked to provide a link to your chapter's social networking site or provide your chapter's Twitter handle.

**Please note: Achievement of either item 2.8 or 2.10 is required for Outstanding Student Chapter Award consideration.**

- 2.11  Have a minimum of three students post or participate on one of SHRM's Student Programs social media platforms, including Twitter, Facebook or LinkedIn.
- This is a great way to engage members about the Human Resources profession, trends, resources, career guidance, mentoring, internships, etc.
  - You will be asked to provide screenshots for proof of participation.

**GREAT IDEA!** When you are tweeting, include the #SHRMStudent hashtag!

- 2.12  Provide internship opportunities and job openings to all student chapter members in print and/or electronic formats.

- 2.13  Submit articles for publication in *SHRMStudent Focus*. *SHRMStudent Focus* is a quarterly publication delivered with the digital edition of *HR Magazine* sent to all student members.
- Each article is worth one point with a maximum value of three points.
  - Articles must be written by members of your chapter, and should not be research papers written for a class.
  - Submission guidelines for acceptable articles are available online at [www.shrm.org/Communities/StudentPrograms/Pages/EditorialGuidelines.aspx](http://www.shrm.org/Communities/StudentPrograms/Pages/EditorialGuidelines.aspx)
  - You will be asked to provide the article title, author's name(s) and submission date for each article written.

**GREAT IDEA!** Share your story! Consider writing an article about your experiences in such areas as fund raising, chapter activities or events, community outreach, or mentorships and internships.

## Promotion of SHRM

- 2.14  Provide at least one update to existing/prospective members about SHRM student membership benefits each year.
- A sample PowerPoint presentation is available for download at [www.shrm.org/Students](http://www.shrm.org/Students)
- 2.15  Promote SHRM activities, such as local, state, regional or national conferences in your chapter newsletter and/or on your chapter website.

## Community Relations

- 2.16  Plan and implement a chapter project(s) to benefit the community, such as collecting books for a literacy program, providing school supplies to a local elementary school, holding a coat or food drive, toilet paper for a homeless shelter, sponsor/participate in a blood drive, etc.
- A minimum of three members must participate to be eligible for the point on this item.
  - You will be asked to provide a brief description of the activity and the names of the members participating in the activity.

## Chapter Activities

- 2.17  Sponsor a joint chapter activity with another SHRM student chapter or another student organization.
- You may include a joint chapter meeting.
  - A minimum of three SHRM members must participate for credit.
  - A directory of SHRM student chapters can be found online at [www.shrm.org/Communities/SHRMChapters/StudentChapters/Pages/TermsOfUse.aspx](http://www.shrm.org/Communities/SHRMChapters/StudentChapters/Pages/TermsOfUse.aspx)
  - You will be asked to provide a description of the activity, the name of the group involved and the date of the activity.

**GREAT IDEA!** Leverage social media for this event.



# SECTION 3 CHAPTER PROGRAMMING AND PROFESSIONAL DEVELOPMENT OF MEMBERS

An integral part of student-chapter participation is supplementing one's classroom learning with real-world education/experience and increased opportunities for networking. When planning for the award year, consider a variety of programming topics and formats to enhance the learning experience.

To be eligible for any award consideration, a chapter must complete a minimum of four of the following seven items. This section has a maximum point value of 25.

As you plan your programming and professional development opportunities in the items below, please check out additional ideas in the Student Chapter Idea Book, updated annually, at [www.shrm.org/Communities/StudentPrograms/Pages/StudentChapterIdeaBook.aspx#ideas](http://www.shrm.org/Communities/StudentPrograms/Pages/StudentChapterIdeaBook.aspx#ideas)

## Programming

- 3.1  Hold educational programs that are organized and led by the chapter membership.
- Each educational program must be at least 45 minutes in length to qualify for a point.
  - Your chapter may earn a maximum of six points for this item. Each program counts as a single point.
  - You will be asked to provide the date of each program, the topic and speaker for each point sought.

**GREAT IDEA!** Guest speakers and panel discussions are popular options. Consider contacting your sponsoring professional SHRM chapter to inquire about possible speakers.

## Workshops, Seminars or Conference

- 3.2  Plan and implement an HRM-related workshop, seminar or conference event either independently or in partnership with a professional organization.
- Each event must be at least two hours in length.
  - You may hold up to four events in this category.
  - Each workshop or seminar event counts for two points.
  - Your chapter may earn a maximum of eight points.
  - If your chapter is hosting a conference, each one hour of programming is eligible for one point with a maximum of eight points for the conference.  
  
For example: If your conference is a total of six hours with six one-hour content segments, your conference is eligible for six points. If your conference is a total of eight hours with six one-hour content segments, your conference is eligible for six points.
  - You will be asked to provide the event date(s), the topic(s), speaker(s) and length of the program(s).
- 3.3  Attend a SHRM local/state/regional workshop, seminar or conference event on HRM, including a SHRM State/Regional/Annual Student Conference.
- A minimum of three members must attend each event to qualify for a point.
  - Your chapter may earn up to four points for this activity. Provided that the minimum three members attended each activity, each activity would be worth one point.
  - Please note: If your SHRM Regional Student Conference is held after the **March 31 deadline** for this award year but your student members are registered by the **March 31 deadline** for this award year, please indicate that you participated in the regional student conference to receive credit during this award year. Your participation will be validated for the point to be awarded.
  - You will be asked to provide the date of the program, the program name and the number of members attending the program.

## SHRM State or Regional Competition

- 3.4  Prepare and send a team to participate in a SHRM affiliate state or regional competition or SHRM Regional Case Competition.
- Two points will be awarded for each participating team: two points for a graduate team and two points for an undergraduate team.
  - A minimum of two team members must participate in an event to qualify for the team points.
  - Please note: If your SHRM Regional Case Competition occurs after the **March 31 deadline** for this award year but your team is registered by the **March 31 deadline** for this award year, please indicate that you participated to receive credit during this award year. Your participation will be validated for the points to be awarded.
  - Your chapter may earn a maximum of four points for this item.

## Internships, Mentoring and Career Development

- 3.5  Participate in a formal university-based internship program, an independent chapter-organized internship program or equivalent.
- A minimum of three student members must participate for the one point for this item.
  - You will be asked to list the names of the students who participated in the internship program, the dates of the internship, and the names of the organizations at which they interned.

**GREAT IDEA!** SHRM's alliance with Internships.com provides student members free access to career-building tools, company directories and exclusive HR internship opportunities across the country. Be sure to check it out!

- 3.6  Provide company visits or job shadow opportunities to chapter members.
- For credit, three members must visit at least one company together OR three members must participate in a job shadow program.
  - You will be asked to provide the company name, the date of the visit and the number of members visiting the company or participating in the job shadow program.

- 3.7  Participate in a mentorship program.
- Mentorship programs at the local level could be chapter-organized, university-based, independent or equivalent.
  - A minimum of three members must participate to be eligible for the point on this activity.
  - You will be asked to provide the names of the mentors (professionals) and mentees (students).

**GREAT IDEA!** Contact your sponsoring professional chapter about developing or participating in their mentorship program, should they have one.

# SECTION 4 SUPPORT OF THE HUMAN RESOURCE PROFESSION

Whether through research, advocacy, promoting scholarships, or educating future human resource professionals, consider creating programming within your chapter to assist in supporting and advancing the human resource profession.

To be eligible for any award consideration, a chapter must complete a minimum of five of the following 11 items. This section has a maximum point value of 14 points. Please note that some items in this section are required for Outstanding Student Chapter Award consideration.

Items requiring additional documentation are marked with an asterisk (\*).

- 4.1  \*Conduct a research survey or special project for SHRM professional chapters, government or educational institutions or local community organizations.
- Research must be conducted as a chapter project. Research conducted for an academic course, a class project or individual research is not eligible for submission.
  - A minimum of three members must participate in the research to be eligible for the points on this item.
  - This item is worth **three points!**
  - You will be asked to include an executive summary of the project's purpose, scope, procedure and results, as well as the number of chapter members engaged in the project. Your project could be highlighted in a future Student Chapter Idea Book.

**GREAT IDEA!** Check out the Student Chapter Idea Book, updated annually, for suggestions and/or sample research survey or projects. Visit [www.shrm.org/Communities/StudentPrograms/Pages/StudentChapterIdeaBook.aspx](http://www.shrm.org/Communities/StudentPrograms/Pages/StudentChapterIdeaBook.aspx)

- 4.2  Select an article from *HR Magazine* and hold a discussion group with your student chapter or students in your HR program or school of business to exchange ideas and strengthen your knowledge of current issues affecting HR practitioners. This may be done virtually or in-person.
- You will be asked to provide the name of the article, date of the issue of *HR Magazine* in which the article appeared, and the link to the discussion group.
  - If your discussion was held in person, you will be asked to provide a copy of the notes generated from the discussion.

- 4.3  Engage alumni of your chapter or your university's school of business in a chapter alumni network.
- You will be asked to provide a description of the activities of your alumni network.

**GREAT IDEA!** Ask chapter alumni to participate in chapter events, serve as chapter speakers, assist with fundraisers or serve as mentors.

- 4.4  Create an awareness of the human resource profession to non-HR majors or high school or middle school students.
- Sample activities include: in-class presentations, participation in campus activity fairs, one-on-one mentoring and/or tutoring activities with other students.
  - Events must specifically promote the human resource profession.
  - Your chapter may earn a maximum of **two points**; one point for each activity.
  - You will be asked to provide a brief description of each activity.

**Check out this resource!** The Academic Initiatives brochure is specifically designed to target multiple student audiences and educate them on careers in the human resource profession. Contact SHRM Student Programs to order this brochure.

**GREAT IDEA!** Invite non-HR majors to a chapter meeting promoting the HR profession or careers in HR.

## Assurance of Learning Assessment

- 4.5  Promote the benefits and value of the SHRM Assurance of Learning Assessment for graduates of HR (or related) degree programs.
- Methods of promotion may include:
    - Giving presentations about the exam
    - Using social media to announce upcoming exam dates to your chapter network
    - Promoting the exam in your student newsletter or e-newsletter
    - Contacting the Assessment staff ([assessment@shrm.org](mailto:assessment@shrm.org)) for an article to include in a newsletter or for promotional flyers to distribute at meetings
  - Information about the exam is available at [www.shrm.org/assessment](http://www.shrm.org/assessment)

**GREAT IDEA!** Link to the Assurance of Learning website to your chapter's website.

- 4.6  Eligible chapter members sit for the Assurance of Learning Assessment Exam between **April 1, 2014**, and **March 31, 2015**.
- A minimum of three eligible members must sit for the exam to be eligible for the point.
  - You will be asked to provide the members' names and the testing dates.

## Legislative Advocacy

- 4.7  Send letters to a local, state or national legislative body to communicate a position on legislation affecting the HRM field.
- You may refer to SHRM's online letter-writing tool found at [www.shrm.org/Advocacy/GetInvolved/Pages/default.aspx](http://www.shrm.org/Advocacy/GetInvolved/Pages/default.aspx)
  - A minimum of three members must write letters for the point.
  - You will be asked to provide the names of the members submitting letters, the name of the legislator to whom the letter was written, the topic of the letter and date of submission.
- 4.8  Participate in a local, state, or federal issue or candidate campaign, or other advocacy activity.
- A minimum of three members must participate in the activity to be eligible for the point.
  - University/campus political activities are not eligible for the point.
  - You will be asked to briefly describe the activity, including the names of the members participating.

**Please note: Completion of one of the two Legislative Advocacy items is required for Outstanding Student Chapter Award consideration.**

## SHRM Foundation and Scholarships

- 4.9  Contribute to the SHRM Foundation during the 2014-15 award year.
- Contributions of \$25 or more are eligible for one point.
  - To donate online, please visit [www.shrm.org/about/foundation/contributions/Pages/default.aspx](http://www.shrm.org/about/foundation/contributions/Pages/default.aspx).
  - You will be asked to identify the amount of your chapter's contribution.

**GREAT IDEA!** Check out the resources available from the SHRM Foundation to assist you with educating your chapter about the SHRM Foundation. Visit [www.shrm.org/about/foundation/volunteerresources/Pages/default.aspx](http://www.shrm.org/about/foundation/volunteerresources/Pages/default.aspx)

**Please note: A donation to the SHRM Foundation of \$50 or more is required for Outstanding Student Chapter Award consideration.**

# SECTION 4 SUPPORT OF THE HUMAN RESOURCE PROFESSION

- 4.10  Promote the SHRM Foundation student scholarships or the Susan R. Meisinger Fellowship for Graduate Study in HR to your chapter members.
- Scholarship details are available online at [www.shrm.org/about/foundation/scholarships/Pages/ags.asp.aspx](http://www.shrm.org/about/foundation/scholarships/Pages/ags.asp.aspx)
- 4.11  Contribute to a scholarship fund benefiting a student in the HRM field.
- You will be asked to provide the name of the scholarship fund and the amount of your contribution.

# SECTION 5 SHRM ENGAGEMENT

Student chapters can be successful by working with their sponsoring professional chapters, state councils and SHRM. Partnering with these entities provides an opportunity to meet HR professionals, gain a better understanding of the challenges and successes of working in human resources and provides insight into the “everyday” workings of HR in the business world.

In order to receive any award, a chapter must complete a minimum of two of the following four items. This section has a maximum point value of four.

- 5.1  Attend a minimum of two sponsoring professional chapter meetings.
- Meetings may be held in person or virtually.
  - A minimum of three members must participate within the award year.
  - You will be asked to provide the name of your sponsoring chapter, the dates of the meetings attended and the names of the members in attendance.
- 5.2  Attend a professional chapter meeting other than a sponsoring chapter meeting.
- Meetings may be held in person or virtually.
  - A minimum of three members must participate within the award year.
  - The SHRM Chapter Directory is available at [www.shrm.org/Communities/SHRMChapters/Pages/default.aspx](http://www.shrm.org/Communities/SHRMChapters/Pages/default.aspx)
  - You will be asked to provide the name of the chapter, the dates of the meeting attended and the names of the students.
- 5.3  Assist a professional chapter or state council with programs, including helping with the organization of a major program or project, serving as a registrar at a chapter meeting, etc.
- A minimum of three student members must participate within the award year.
  - You will be asked to provide a brief description of the program/project and the nature of the involvement and the name of the participating students.
- 5.4  Coordinate a visit by a SHRM chapter or state council volunteer or SHRM staff member to attend a chapter meeting/event.
- Do not count in Section 2 the individual that you choose to list below.
  - Examples include sponsoring chapter president or member of state council.
  - Don't forget about the College Relations directors at the local chapter or state council!
  - The SHRM State Council Directory is located at [www.shrm.org/Communities/SHRMRegions-StateCouncils-MAC/SHRMStateCouncils/Pages/default.aspx](http://www.shrm.org/Communities/SHRMRegions-StateCouncils-MAC/SHRMStateCouncils/Pages/default.aspx)
  - You will be asked to list the name of the visitor, the date of the visit and the SHRM volunteer/staff member title.

# SECTION 6 BONUS

Over the course of the award year, your chapter may complete activities outside of those described in this document. Setting your chapter apart by “going above and beyond” shows your dedication to excellence. This benefits the chapter, as well as prepares individuals for their future HR career. The bonus section provides you with the opportunity to report on those activities and achieve bonus points.

- Bonus activities cannot be reported elsewhere in the year-end report.
- You may report up to three bonus activities. Each activity will be eligible for one point.
- Your chapter may earn a maximum of three points for Section 6.
- You will be asked to describe each activity, including any essential dates or locations.

**GREAT IDEA!** Volunteer to create study aids to donate to SHRM headquarters to study for the Assurance of Learning Assessment. Your materials may be made available on the SHRM website to other students for free.

**GREAT IDEA!** Reach out to your local professional SHRM chapter and find ways to partner on their strategic initiatives, including Workforce Readiness, Veterans, and Long-Term Unemployment.

For more great ideas, check out the [www.shrm.org/Communities/StudentPrograms/Pages/StudentChapterIdeaBook.aspx](http://www.shrm.org/Communities/StudentPrograms/Pages/StudentChapterIdeaBook.aspx).

# SECTION 7 ACHIEVEMENT AND RECOGNITION

SHRM would like to thank each and every student chapter, advisor and student member for their hard work, dedication and desire to design and implement innovative programs that serve to truly advance and shape the future of the human resource profession. Best wishes for a successful 2014-15 award year.

As you complete your planning, make a note of the anticipated points for each section. Award consideration is based upon a combination of items completed and points earned.

- \_\_\_\_\_ Section 1: Chapter Requirements (8 maximum points)
- \_\_\_\_\_ Section 2: Chapter Operations (20 maximum points)
- \_\_\_\_\_ Section 3: Chapter Programming and Professional Development of Members (25 maximum points)
- \_\_\_\_\_ Section 4: Support of the Human Resource Profession (14 maximum points)
- \_\_\_\_\_ Section 5: SHRM Engagement (4 maximum points)
- \_\_\_\_\_ Section 6: Bonus (3 maximum points)
  
- \_\_\_\_\_ **Total anticipated score (74 maximum points)**

## AWARD ELIGIBILITY AND SCORING

SHRM recognizes student chapter achievement by awarding designations at three different levels with a consideration of chapter size at each level. Your year-end report will also serve as your application for award consideration.

To be eligible for a Superior Merit or Merit Award, your chapter must meet the following minimum criteria.

- Meet the minimum affiliation requirements.
- Complete all 8 items in Section 1.
- Complete a minimum of 8 of the 17 items in Section 2.
- Complete a minimum of 4 of the 7 items in Section 3.
- Complete a minimum of 5 of the 11 items in Section 4.
- Complete a minimum of 2 of the 4 items in Section 5.

## SUPERIOR MERIT AWARD

In addition to the minimum award criteria listed above:

- Chapters with 8-20 student members must earn a minimum of 39 total points.
- Chapters with 21 or more student members must earn a minimum of 50 total points.

## MERIT AWARD

In addition to the minimum award criteria listed above:

- Chapters with 8-20 student members must earn a minimum of 29 total points.
- Chapters with 21 or more student members must earn a minimum of 38 total points.

## HONORABLE MENTION DESIGNATION

To be eligible for an honorable mention designation, your chapter must:

- Meet the minimum affiliation requirements.
- Complete all 8 required items in Section 1, plus a minimum of 10 items in any combination from sections 2 through 6.

In addition to the minimum criteria listed above:

- Chapters with 8-20 student members must earn a minimum of 18 points.
- Chapters with 21 or more student members must earn a minimum of 20 points.

For assistance, please e-mail SHRM's Student Programs at [SHRMStudent@shrm.org](mailto:SHRMStudent@shrm.org), call 1-800-283-7476, or refer to the Student Program's webpage at [www.shrm.org/students](http://www.shrm.org/students).



# OUTSTANDING STUDENT CHAPTER AWARD

The Outstanding Student Chapter Award recognizes specific programs and activities conducted by SHRM student chapters that distinguish them from other chapters. SHRM will award up to ten Outstanding Student Chapter awards for the 2014-15 award year.

The award will consist of an inscribed plaque, as well as a certificate for the chapter advisor and chapter president. Additionally, each chapter will receive a special “Outstanding Student Chapter” graphic to proudly display on their chapter’s web page. These chapters will be featured on the SHRM Student Programs website and in the *SHRM Student Focus*, a quarterly publication delivered with the *HR Magazine* sent to all student members. There will not be a monetary award. Awards will be presented to student chapter advisors and chapter presidents of the winning student chapters at the Annual Student Conference held in conjunction with SHRM’s Annual Conference & Exposition.

Chapters meeting the following criteria are eligible to apply for the Outstanding Student Chapter Award:

- Qualifies for a Superior Merit Award
- Has completed a well-rounded scope of work that includes, but is not limited to, the following items:
  - Legislative Advocacy – Either Item 4.7 or 4.8
  - Social Media/Web Presence – Either Item 2.8 or 2.10
- Has made a monetary donation of \$50 or more to the SHRM Foundation.

Significant achievement in the following broad categories will be recognized:

- Career Development
- Campus/Community Service
- Innovation/Technology
- Programming/Education
- SHRM National Student Membership Acquisition/Retention

When applying for the Outstanding Student Chapter Award, you will be asked to identify the category for which you wish to be considered.

## **What type of programs might qualify for Outstanding Student Chapter Award consideration?**

The Selection Committee looks for innovative projects created and implemented by the chapter. Special consideration is given to those successful programs that are readily transferable to other chapters. Examples include, but are not limited to:

- A program designed to assist in the transition from college to career.
- An effort to provide innovative support to a professional chapter or state council.
- A creative program designed to meet the professional development needs of individual members.
- An outstanding contribution to the strategic direction and programs of SHRM.
- A new program to foster the quality process or competitiveness of your student chapter.
- A program which provides inventive support and guidance to a local community organization.

To view the previous Outstanding Student Chapter Award winners’ applications, please visit [www.shrm.org/Communities/StudentPrograms/Pages/awards](http://www.shrm.org/Communities/StudentPrograms/Pages/awards)

# OUTSTANDING STUDENT CHAPTER AWARD

## HOW TO APPLY

Student chapters applying for the Outstanding Student Chapter Award should provide the following information via the online year-end report.

### Section 1 – Executive Summary

Each application should include an Executive Summary (up to 400 words), which will serve as an introduction.

### Section 2 – Questions

In addition to the Executive Summary, each chapter that applies is expected to respond to a series of seven questions. You may provide up to 200 words in response to each of the following questions.

- Why was the program created?
- Who participated in the implementation of your program?
- How was the program implemented?
- What were the program's goals? Were they met?
- Was the program effective? Based upon what measurable criteria?
- Who benefited from your program? How so?
- What makes your program deserving of an Outstanding Student Chapter Award?

### Section 3 – Standards of Excellence

The SHRM Outstanding Student Chapter awards reflect the best that our affiliated student chapters have to offer. In this section, you will be asked to: a) select a standard your submission reflects; and b) explain why it meets that standard. You may provide a response of up to 400 words. Your application serves as the sole basis for evaluating and judging by the Selection Committee utilizing the following Standards of Excellence.

- Significant technical or professional impact on the human resource profession.
- High levels of originality or inventiveness that clearly identifies your affiliate as creating an innovative enhancement or solution to a significant issue or problem.
- Outstanding leadership and coordination of effective activities.
- A program that produced significant results and enabled your affiliate to meet key benchmarks and schedules that otherwise would not have been completed.
- Improved program, service and product quality—or member satisfaction—to a degree that significantly increased membership and revenue and/or reduced costs.
- Provided an important addition or amendment to the SHRM portfolio of programs, products and services.

**Please Note: It is unlikely that any one program will satisfy every standard of excellence mentioned, and some achievements may reflect qualities other than those listed here. The Selection Committee reserves the right to adopt additional criteria agreed upon by all of its members.**

**ALL APPLICATIONS MUST BE SUBMITTED ONLINE BY APRIL 15, 2015, IN ORDER TO BE CONSIDERED. NO HARD COPY SUBMISSIONS WILL BE ACCEPTED.**

### For More Information

Please visit the SHRM Student Programs website at [www.shrm.org/students](http://www.shrm.org/students), or contact us at [SHRMStudent@shrm.org](mailto:SHRMStudent@shrm.org) or 1-800-283-7476.