

**Upcoming Deadlines:**

**Delegation Pricing for Annual Conference Extended to Chapters**

For the first time, SHRM has extended corporate delegation discounts to our affiliates! Groups of 5 or more National SHRM members from the same chapter or state council are eligible for these discounts, and more information can be found [here](#). Email [Corporatediscounts@shrm.org](mailto:Corporatediscounts@shrm.org) when you are ready to register and with any questions, and please refer your employers to this program as well.

**Assurance of Learning Assessment for Graduates of HR Degree Programs Registration for the summer test window open now through July 5<sup>th</sup>.**

Encourage students to register now for the summer 2012 testing window [www.shrm.org/assessment](http://www.shrm.org/assessment). Questions? Contact the Assurance of Learning hotline at [assessment@shrm.org](mailto:assessment@shrm.org) or 1-800-283-7476 x3926 (EXAM).

A Preparation Guidebook is also available through the SHRMStore via <http://shrmstore.shrm.org/shrm-assurance-of-learning-assessment-preparation-guidebook-2012-edition.html>. Attendees at the spring Regional Student Conferences receive \$10 off online purchases of the Preparation Guidebook through May 15<sup>th</sup>.

**Why Should Employers look for the Assurance of Learning Assessment on recent graduates' résumés?**

SHRM's Assurance of Learning Assessment is the new universal benchmark for undergraduate- and graduate-level HR students. After passing the exam, students will receive a Certificate of Learning informing hiring managers that they have sufficient knowledge to enter the workforce.

*Plan now to attend the session at Annual Conference to learn more about Preparing for a Career in HR: The Importance of Education and Knowledge Assessment for Entry-Level HR Professionals, Monday, June 25<sup>th</sup> at 2:00 p.m.*

For more details about the assessment, visit us online at [www.shrm.org/assessment](http://www.shrm.org/assessment) or contact Nancy Woolever, [nancy.woolever@shrm.org](mailto:nancy.woolever@shrm.org).

**SHRM Foundation Scholarships for SHRM Members**

The SHRM Foundation awards a total of \$100,000 annually in scholarships for SHRM professional members pursuing degrees or certification. In addition, SHRM professional chapters and state councils are eligible to compete for the certification scholarship to fund programs promoting certification. All applications must be submitted online by **July 16<sup>th</sup>** to be considered for an award.

**Mark Your Calendars:**

**Core Leadership Area (CLA)  
Conference Call/Webinar Schedule**

*E-mail notifications are sent to the respective CLA volunteers in advance.*

The **2012 Core Leadership Area schedule** is available at <http://www.shrm.org/Communities/VolunteerResources/Pages/CLAConCallWebinarSchedule.aspx>

**May**

- 5/9 – **Workforce Readiness** Webinar @ 4:00 ET  
To join the meeting: <http://shrm.adobeconnect.com/wrmay9/>  
Call-in: (800) 745-6370 Participant Pass Code 738157
- 5/15 – **Certification** Call @ 4:00 ET  
Call-in: (800) 745-6370; Participant Pass Code: 747279
- 5/16 – **College Relations** Call @ 2:00 ET  
Call-in: (800) 745-6370; Participant Pass Code: 747279
- 5/23 – **Government Affairs** Call @ 4:00 ET  
Call-in: (800) 745-6370; Participant Pass Code: 747279
- 5/24 – **Fortune Forty Team (Select Chapters)** Webinar @ 12:00 ET  
To join the meeting: <http://shrm.adobeconnect.com/fftmay/>  
Call-in: (800) 745-6370; Participant Pass Code: 393080
- 5/24 – **Diversity and Inclusion** Call @ 4:00 ET  
Call-in: (800) 745-6370; Participant Pass Code: 747279
- 5/30 – **SHRM Foundation** Call @ 4:00 ET  
Call-in: (800) 745-6370; Participant Pass Code: 747279
- 5/31 – **State Council Membership Directors** Call @ 1:00 ET  
Call-in: (800) 745-6370; Participant Pass Code: 747279
- 5/31 – **Chapter Membership Directors** Call @ 2:00 ET  
Call-in: (800) 745-6370; Participant Pass Code: 747279

**June – no CLA calls/webinars scheduled**

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**Chapters-by-Size Conference Call Schedule**

Topic specific discussions & successful practice sharing  
*E-mail notifications are sent to the respective Chapter Presidents in advance.*

The **2012 Chapters-by-Size schedule** is available at <http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Pages/ChapterBySizeConfCall.aspx>

Call-in info for ALL Chapters-by-Size conference calls is the same  
Call-in number: **(800) 745-6370**  
Participant code: **747279**

- 5/22 – **Small** [up to 100] @ 2:00 ET
- 7/24 – **Medium** [101-300] @ 4:00 ET
- 6/19 – **Large** [301-500] @ 2:00 ET
- 6/14 – **Mega** [501-1,000] @ 4:00 ET
- 7/17 – **Super-Mega** [501-1,000] @ 3:00 ET

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**Volunteer Leader Webcast Series &  
Special Focus Conference Call/Webinar Schedule**

*E-mail notifications are sent to the respective Volunteer Leaders in advance.*

The **2012 Volunteer Leader Webcast Series schedule** is available at <http://www.shrm.org/Communities/VolunteerResources/WebcastArchivesforVolunteerLeaders/Pages/VLWebcastSchedule.aspx>

- 5/17 – **Volunteer Leader Webcast Series** Webinar @ 4:00ET  
Topic: "Engaging with Graduating Students"  
To join the meeting: <http://shrm.adobeconnect.com/vlmay17/>  
Call-in: (800) 745-6370; Participant Pass Code: 738157

The Volunteer Leader Webcast Series is an extension of the learning opportunities available at our annual Leadership Conference. As an SHRM volunteer leader, you will have an opportunity to participate in these events focused on leadership development and informational topics. The webinars are free to SHRM volunteer leaders. Advance registration is NOT required.

## Membership:

### Reminder! Save the Date!

Membership Marketing Summit at Annual Conference: **Saturday, June 23<sup>rd</sup> in Atlanta from 10am-4pm.** State Councils, Chapter Presidents and Membership Directors are invited to join this interactive session to build your prospective member base and increase engagement with current members. Invitations have been extended via email. Register at <http://www.eventbrite.com/event/3065299393>.

### Membership Marketing Tip – Personalize your emails

If you are sending out e-mails to chapter members, personalize as much as possible. Putting first names in the subject line can improve open rates, and mentioning the last time they interacted with your chapter (came to a meeting, listened to a webcast, etc.) is a great way to add a personal touch, especially as you are nearing renewal time.

### May Online Membership Promotion



The special **\$170 first-year rate** (\$10 discount off the \$180 rate for renewing members) is valid only for **FIRST-TIME, new professional members** of SHRM who join online from May 1–31, 2012. In addition to the special first-year rate, we will also be offering a **FREE SHRM logo tote bag** to professional members.

Chapter Members and other individuals who have specific promotional/discount codes will be able to get the discounted **\$165 first-year rate**, in addition to the tote bag. **Be sure to use the Promo Code 0118 to receive the \$165 first-year/new member rate for chapter members.**

Chapter Presidents and Membership Directors will receive an e-mail this week with information that they can forward on about the promotion.



We will also be offering draw-string backpacks to **new student members** who join during the month of May. The student membership rate is \$35.

### NEW!! Change in New SHRM Member Discount Code for 2012

We are continuing to offer a \$15 discount to new, first-time SHRM members recruited through our chapters and state councils. However, the CHSWD promotion code that was used previously has been replaced by a **new promotion code 0118**. As a result, please **discontinue use of the CHSWD code** in your marketing initiatives, promotional materials, websites, etc. and replace with the new code **0118**.

For new SHRM members who join online at [www.shrm.org](http://www.shrm.org), the **0118** discount code should be typed in to the promotion code field after they select their chapter from the drop down menu. For chapters or states using a paper process, the SHRM membership application in the Volunteer Leaders Resource Center already includes the **0118 promotion code**, and we encourage you to use this version going forward.

([CLICK HERE](#) or go to <http://www.shrm.org/Communities/VolunteerResources/Pages/MembershipCLA.aspx> to access the SHRM Membership Application for Local Chapter Members, as well as many other resources to guide you in your membership recruitment and retention efforts.)

## FYI:

### New! Leaders Lounge at Annual Conference

When you are at Annual Conference and you need a break look no further than the Leaders Lounge. We'll have comfy couches, a place to charge your phone, snacks, coffee/sodas, computers, giveaways, information and special ribbons exclusive to the Lounge! Stop by to relax, get caught up with old friends, make new ones and say hi to your favorite SHRM staff. The Lounge will be open Sunday 12pm–2pm and Monday/Tuesday from 7am–4pm. Check us out at A406-407. Do you tweet? Follow us at #shrmlead before, during and after the conference.

### 2012 Annual Conference Marketing Collateral Just a "Click" Away

Want to get "in SHAPE"? Want to complete the SHAPE 3.1 requirement quickly? Market the SHRM Annual Conference today. Resources and collateral are available in the VLRC to assist you in meeting 3.1! Visit [www.shrm.org/Communities/VLRC/ResourcesforChapters/Pages/CHAPRmarket](http://www.shrm.org/Communities/VLRC/ResourcesforChapters/Pages/CHAPRmarket)

### **Update! SHRM Annual Conference Mobile App**

SHRM is pleased to announce that our SHRM 2012 Annual Conference & Exposition mobile app, called SHRM 2012, [SHRM 2012 Annual Conference mobile app](#) and is now available for download in the [Apple Store](#) and [Android Marketplace](#). A [web-only](#) version is also available for other devices including Blackberries. This convenient tool will allow you to access information and updates about all conference sessions, exhibitors and speakers.

SHRM is available as a native app for iPhone, iPod Touch, iPad and Android devices free of charge. A mobile optimized web version allows all other device users to easily browse the entire conference program.

### **Student Conference Case Competition**

Congratulations to all of the Case Competition teams that competed in the Regional Student Conferences during the last two months. First place winners received \$3,000 cash for their team and each individual team member received a complimentary registration to Annual Conference (student and professional) in Atlanta. Second place winners received a \$2,000 cash prize for their team. Winning teams for the Southwest Central Region were [First Place Thunderbird International School of Management - Arizona \(Graduate\)](#), and the [Second Place](#) honor went to [Southeast Missouri State University \(Undergrad\)](#).

### **Reminder! SHAPE Initiative Examples**

We've expanded the number of SHAPE initiatives being shared and placed them in spreadsheets for ease of use. Check out the new online Idea Center that includes examples of SHAPE Initiatives: [www.shrm.org/Communities/VLRC/Pages/IdeaCenter.aspx](http://www.shrm.org/Communities/VLRC/Pages/IdeaCenter.aspx).

### **Focus on HR**

The latest episode of Focus on HR is now available and can be shown before or during your chapter meeting. The latest episode features several news stories; the NLRB poster rules, resignation of an EEOC Chair, tattoos and talented job applicants, cool things Annual Conference attendees can get, and key factors of safety training. You can check out the episode here: [www.shrm.org/FocusOnHR](http://www.shrm.org/FocusOnHR).

### **Rolling Power Point to use at Chapter Meetings**

During your chapter's networking time, consider using SHRM's rolling PowerPoint presentation with updates from SHRM. The slides change automatically every 10-15 seconds and show the latest benefits and news from SHRM. The slides are located at <http://www.shrm.org/Communities/VolunteerResources/Pages/default.aspx> at "What's New in the VLRC." We hope this helps your members understand their benefits and helps your chapter retain SHRM members.

### **Social Media**

SHRM's NEW Social Media E-Newsletter offers a monthly digest of social media information including: featured articles from SHRM online, Express Request Updates, legal updates, SHRMStore books on social media, webcasts, and updates from SHRM Connect. Subscribe to the Social Media E-Newsletter link to: [SHRM Social Media E-Newsletter](#)

### **Update! Statement of Support - ESGR**

Congratulations to all of the chapters and state councils that signed the Statement of Support with the ESGR. There were 614 chapters and state councils that signed statements showing support for this effort. Information and the list of signed statements can be found here [www.shrm.org/Communities/VLRC/Pages/SHRMsupportofVeteransGuardReservistsMilitaryFamilies.aspx](http://www.shrm.org/Communities/VLRC/Pages/SHRMsupportofVeteransGuardReservistsMilitaryFamilies.aspx)

### **NEW!! Military Toolkit**

A toolkit "Support from Behind the Lines: 10 Steps to Becoming a Military-Ready Employer" has been developed and is available at: [http://www.shrm.org/TemplatesTools/Toolkits/Documents/12-0177%20Behind\\_the\\_Lines\\_Toolkit\\_FNL.pdf](http://www.shrm.org/TemplatesTools/Toolkits/Documents/12-0177%20Behind_the_Lines_Toolkit_FNL.pdf).

### **News on Workplace Lactation that may Interest You**

HHS's Office on Women's Health is creating an online searchable resource for employers and HR professionals to showcase creative workplace solutions for employees who are nursing mothers, with a special emphasis on employers of overtime eligible employees. You can submit information to the online site at [www.everymother.org/workplace](http://www.everymother.org/workplace). For more information about this project and how you can support it is available [here](#).

### **New! Add Your Insight to HR Standards!**

Two draft standards are currently available for public review. The Investor Metrics draft standard is in first public review and the Performance Management draft standard is in second public review through May 24, 2012. View and submit your comments on the proposed standards at <http://www.shrm.org/HRStandards/StandardsBodies/Pages/CurrentPublicReviewDocuments.aspx>. The standards taskforces will review feedback and incorporate into the drafts as appropriate. Questions about HR standards can be directed to Lee Webster at [hrstds@shrm.org](mailto:hrstds@shrm.org).

### **New! Get Involved in Creating Global HR Standards!**

Participate in the creation of global HR standards by joining the U.S. Technical Advisory Group ("U.S. TAG"). The U.S. TAG consists of organizational members that develop the position of the United States toward any HRM standards being developed at ISO, proposes global standards projects that have originated in the United States, and sends delegates to represent the United States at international meetings. If your organization is interested in joining the U.S. TAG to ISO TC 260 for Human Resource Management, please complete a membership application at <https://adobeformscentral.com/?f=J7mQq2nbv2PybD1wxEJXyg>.

### **SHRM Research**

According to the latest monthly Society for Human Resource Management (SHRM) Leading Indicators of National Employment (LINE) [report](#), hiring by U.S. companies is expected to continue in May 2012—far more employers plan to hire than lay off workers. However, hiring expectations lag on an annual basis when comparing May 2012 to May 2011.

## **CERTIFICATION:**

### **SHRM's Learning System**

Learn more about how you can help your members prepare for Certification! See the SHRM Special Offer for State Councils and SHRM Chapters – a study group is a great option and a great value!! SHRM Learning System for Chapters and State Councils: [http://www.shrm.org/Communities/VolunteerResources/Documents/2012\\_SHRMLearningSystem\\_Chapter\\_SC\\_Offer.pdf](http://www.shrm.org/Communities/VolunteerResources/Documents/2012_SHRMLearningSystem_Chapter_SC_Offer.pdf)

### **Reminder! SHRM Learning System – Copy Written Material**

The Society for Human Resource Management ("SHRM") is the exclusive copyright owner of the SHRM Learning System. The Learning System is a licensed product which limits the right of the member to use the Learning System solely for their own personal educational use, and not for the purpose of printing or making copies in any media or to sell, or sublicense, or loan or otherwise convey or distribute such materials or any copies thereof.

### **HR recertification credits**

Did you know that you could be eligible for HR Certification Institute recertification credits for writing a letter to Congress or your State Legislator? The letter must be HR-related and you are eligible for .25 credit per letter and letters must be on different issues (max of 1 hour per year). Go to <http://www.hrci.org/Recertification.aspx?id=2147483994> for additional information.

## **SHRM FOUNDATION:**

### **New! SHRM Foundation DVDs**

SHRM Foundation DVDs/videos can be used to as a webinar for certification as long as the discussion guides and PowerPoint presentation are also used.

### **Auction Donations**

In 2011, the SHRM Affiliated Chapters/State Councils made the SHRM Foundation Auction Series one of the most successful series to date. Continue to help us have successful events with your Chapter's/State Council's donation to the 2012 SHRM Foundation Auction Series. Some items that have been particularly popular in our auctions include:

- electronics such as iPads, iPods, Bose speakers, cameras, GPS systems
- weekend getaways in your state, cruise packages, hotel gift certificates, themed getaways
- luxury or artisan jewelry, handmade pieces, pieces unique to your area
- home décor from your state such as paintings, pottery and photographs
- gift certificates to national chains

For more suggestions on auction items or other questions regarding the SHRM Foundation auctions, please contact Janée Nouët-Morales at [janee@shrm.org](mailto:janee@shrm.org). The auction donation form is on our website at [Foundation Auction Items](#).

### **Leadership Campaign**

Have you begun your leadership campaign? A "Leadership Campaign" is a requirement to receive the "Champions" designation from the SHRM Foundation *and* the gold and platinum status in the SHAPE document. Now is a great time to send out an email encouraging your board members to begin shaping the future of HR with their donation to the SHRM Foundation. There is sample language, a step-by-step process and updates on the changes to 2012 requirements on the SHRM Foundation website at [Foundation Leadership Campaign](#)

## Resources for Your Spring Events

Share some unmatched HR knowledge with your members by requesting SHRM Foundation products to distribute at your spring events. The SHRM Foundation would be more than happy to send you complimentary copies of our latest resources, such as our Effective Practice Guidelines series, DVDs or Executive briefings on innovative HR topics. Please email [Susan.Reyes@shrm.org](mailto:Susan.Reyes@shrm.org) with your Chapter/ State Council name, shipping address, phone number, date of your event and the number of people expected to attend. You can also encourage your members to visit our website to download these materials or review the many visionary research findings from our research grant winners at [www.shrmfoundation.org](http://www.shrmfoundation.org) under "Foundation Products" or "Research Grants."

## Conferences:

**Upcoming State Conferences:** A complete listing of all state conferences by month is available at <http://www.shrm.org/Conferences/StateAffiliateConferences/Pages/default.aspx>

**Online State Conference Posting Request Form:** **REMINDER!!!** Post your state conference info on the SHRM website! [http://apps2.shrm.org/www/conferences/conf\\_posting\\_request.asp](http://apps2.shrm.org/www/conferences/conf_posting_request.asp)

### 2012 Southwest Central State Conferences:

- MO State Conference; August 8-10, 2012; Lake of the Ozarks, MO
- AZ State Conference; August 28-31, 2012; Phoenix, AZ
- KS State Conference; September 12-14, 2012; Topeka, KS
- UT State Crossroads Conference; September 18-19, 2012; Layton, UT
- TX State/The HRSouthwest Conference; October 14-17, 2012; Ft. Worth, TX
- CO State Conference; No conference in 2012

### 2012 Southwest Central Leadership Conferences:

- AR State Leadership Conference; September 27-28, 2012; Mountain View, AR
- LA State Leadership Conference & Membership Summit; November 2, 2012; Lake Charles, LA
- KS State Leadership Conference; November 30, 2012; Manhattan, KS
- MO State Orientation for 2013 Volunteer Leaders; December \_\_, 2012; Conference Call
- AZ State Leadership Conference; December \_\_, 2012

### 2012 Southwest Central – Other Major Conferences/Events (with 200+ attendees):

- TX – HR Houston Gulf Coast Symposium; May 9-10, 2012; Houston, TX
- AR – Central Arkansas HRA Manager's Conference; June 21, 2012; Little Rock, AR
- CO – Best Companies to Work for in Colorado; July 27, 2012
- AR – West Central Arkansas SHRM Annual Seminar; August 23, 2012; Hot Springs, AR
- TX – Austin HRMA Conference; August 23-24, 2012; Austin, TX
- AR State Employment Law & Legislative Conference; September 19-20, 2012; Little Rock, AR
- TX – Fort Worth HRMA Strategic Mindset Seminar; September 21, 2012; Fort Worth, TX
- MO State Diversity Conference; September 21, 2012; Columbia, MO
- AR – Central Arkansas HRA Diversity Conference; October 11, 2012; Little Rock, AR
- MO State Strategic Business Conference; October 26, 2012; Lake of the Ozarks, MO
- OK State Ready to Work Conference; October 26, 2012; Oklahoma City, OK
- AR – Central Arkansas HRA 60<sup>th</sup> Anniversary Event; November 8, 2012; Little Rock, AR

### 2012 SHRM Conferences: (*Announce at your chapter meetings*)

<http://www.shrm.org/Conferences/Pages/default.aspx>

- SHRM Annual Conference & Exposition; June 24-27; Atlanta, GA
- SHRM Strategy Conference; October 3-5; Palm Springs, CA
- SHRM Diversity & Inclusion Conference & Exposition; October 22-24; Chicago, IL
- SHRM-FWI Workflex Conference (presented in partnership with Families & Work Institute); October 23-24; Chicago, IL
- SHRM Leadership Conference; November 15-17; Arlington, VA

### Future SHRM Annual Conferences:

- 2013 – Chicago, IL
- 2014 – Orlando, FL

## New on the Web:

New information is continuously being added to the website. Following are just a few of the new items recently posted. A **summary of each new article** is available on the Volunteer Leaders Resource Center (VLRC) at:

[http://www.shrm.org/Communities/VolunteerResources/Documents/2012\\_05\\_Update\\_WhatsNewWeb.docx](http://www.shrm.org/Communities/VolunteerResources/Documents/2012_05_Update_WhatsNewWeb.docx)

### **HR Q & A's** (*members only*)

- When conducting stay interviews, how can employers mitigate trust issues employees may have with the process?
- What should we consider when amending company policies?
- What are the steps typically found in a grievance procedure?
- How can we get our managers to think more inclusively?
- What is a compensation philosophy? Does my company need one, and what should be included?
- What are the components of a lesson plan?

### **Resources for Educators** (*members and non-members*)

- 2011 State of HR Education Study Final Report

### **Survey Findings** (*members and non-members*)

- The Ongoing Impact of the Recession—Manufacturing Industry SHRM Poll
- SHRM – AARP Strategic Workforce Planning
- Employing People With Disabilities: Practices and Policies Related to Recruiting and Hiring Employees With Disabilities
- Employee Recognition Programs, Winter 2012

## Your Regional Team:

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**Volunteer Leader' Resource Center (VLRC)** <http://www.shrm.org/vlrc>