Southeast Region



**January 2014**

**Update**

**Mark Your Calendars**

**Core Leadership Area (CLA) Schedule**

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

The **2014 Core Leadership Area schedule** is available at

[CLA Schedule](http://www.shrm.org/Communities/VolunteerResources/Pages/CLAConCallWebinarSchedule.aspx)

**January**1/23 – **Membership** Webinar at 3:00 pm ET

To join the meeting: <http://shrm.adobeconnect.com/mbrshp20140123/>

             Call-in: (800) 745-6370; Passcode: 882492

1/29 – **SHRM Foundation** Webinar at 4:00 pm ET

To join the meeting: <http://shrm.adobeconnect.com/found20140129/>

             Call-in: (800) 745-6370; Passcode: 882492

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

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

The **2014 Chapters-by-Size schedule** is available at

[Chapters by Size schedule](http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Pages/ChapterBySizeConfCall.aspx)

2/25 – **Small** [up to 100] Webinar @ 4:00 ET

1/22 – **Medium** [101-300] @ 4:00 ET

To join the meeting: <http://shrm.adobeconnect.com/medlrg20140122/>

               Call-in: (800) 745-6370; Passcode: 882492

1/22 – **Large** [301-500] @ 4:00 ET

To join the meeting: <http://shrm.adobeconnect.com/medlrg20140122/>

               Call-in: (800) 745-6370; Passcode:  882492

2/18 – **Mega** [501-1,000] Webinar @ 4:00 ET

2/18 – **Super-Mega** [1,000 +] Webinar @ 4:00 ET

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**2014 State Conferences**

Have you established the date(s) and location for your 2014 State Conference? If so, please be sure to complete our online request form at [State Conferences](http://apps2.shrm.org/www/conferences/conf_posting_request.asp) to post this information on the SHRM website under the CONFERENCES tab. Potential attendees, speakers, exhibitors and sponsors are frequently directed to this page for a list of state conferences in calendar format, so the earlier you post your conference information, the better!

**Submit Dates of your 2014 Events and Conferences to your FSD!**Be sure to provide your Field Services Director (FSD) with the dates for your 2014 chapter and state sponsored events and conferences, particularly those events where your anticipated attendance is 200 or more. Early communication with your FSD is encouraged to inquire about his/her availability to attend.

**Upcoming Deadlines**

**2013 SHAPE Year-End Report – Due January 31, 2014**

Don’t wait until the last minute! The 2013 SHRM Affiliate Program for Excellence (SHAPE) Year-End Report is available now in the [SHAPE Center](http://msg.shrm.org/site/R?i=KiSVVwPdhEKI4VCOqcZnEA) of the VLRC. You can enter information, save your work, and return in different sessions to complete the report before the deadline. The 2013 SHAPE Year-End Reports, FAQs and a brief 14-minute informational webinar are available in the [SHAPE Center](http://msg.shrm.org/site/R?i=KiSVVwPdhEKI4VCOqcZnEA) of the VLRC.

The 2014 SHAPE Planning Workbooks and Worksheets are now available [SHAPE Center](http://msg.shrm.org/site/R?i=KiSVVwPdhEKI4VCOqcZnEA).

**2014 SHRM Employment Law and Legislative Conference: Registration & Housing Deadline February 1, 2014**

The conference will be held in Washington, DC on March 17-19, 2014. In order to ensure that each state legislative leader is afforded adequate resources to perform his/her duties as a legislative representative, SHRM will provide 2014 State Legislative Directors, or their successor, one complimentary registration and three nights hotel accommodations (one complimentary registration/housing per state).  Visit the conference webpage to get a flavor of what’s planned for this year’s event [Legislative Conference](http://conferences.shrm.org/legislative-conference).  Registration and housing forms will be emailed to state legislative directors in early December.  To guarantee complimentary participation in this year’s conference, completed forms must be faxed to SHRM by February 1 at (703) 535-5477 to the attention of Julian Greer.

**2014 Regional Student Conference & Case Competitions**

**Attendee registration is now open** for the 2014 Regional Student Conference and Case Competitions.  Dates and locations can be found online at [Student Conferences](http://www.shrm.org/Conferences/StudentConferences/Pages/default.aspx).  Early bird registration is $49 for members and $59 for non-members for conference, and $5 per team member for case competition.  Register online at [Student Conferences](http://www.shrm.org/Conferences/StudentConferences/Pages/default.aspx) or by calling Member Care at 800-283-7476, option 3.

**Sloan Awards**

The Sloan Award recognizes model employers of all types and sizes for their innovative and effective workplace flexibility practices. Sloan Award **applications open January 21, 2014**. You may access the application [HERE](http://www.whenworkworks.org/about-the-award). All applicants will receive a free personalized and confidential benchmarking report at the end of the award cycle. The benchmarking report allows you to assess how your organization’s workplace flexibility strategies compare with other organizations based on nationally representative data. Encourage your members to apply for a Sloan Award in 2014! With your help and support we hope to make working flexibly the new way of working!

**Membership**

**Membership Marketing Tip: Make it Easy!**

In today’s limited attention span world, where people decide in less than 2 seconds if they want to open your email, you need to make it EASY for people to interact with you!  Make it easy for them to know what they’ll get when they open your email by using a clear from name and an accurate or intriguing subject line, make it easy for them to join or register with big, bold text or buttons at the top of your email or webpage and make it easy for them to know who to contact if they have questions.  And make it easy for them to know what they will get by joining/registering/interacting with you- spell out your value so they don’t have to guess.

**Volunteers**

**Volunteer Leader Resource Center link:** [VLRC](http://www.shrm.org/Communities/VolunteerResources/Pages/default.aspx)

**New! 2014 Young Professionals Advisory Council Members Announced!**

15 Young Professionals from across the country were selected from hundreds of applicants to serve as a member of the 2014 Young Professionals Advisory Council (YPAC). The YPAC exists to serve the interests and represent the YP members of SHRM, and to provide guidance to SHRM for attracting and retaining non-member YPs. For more information and to see the list of 2014 YPAC members, please visit: [Young Professionals](http://www.shrm.org/Communities/yp/Pages/default.aspx).

**Calling all Volunteers: 2014 Regional Student Conferences – Online Volunteer Registration Now Open!**

Support the next generation of HR professionals by sharing your knowledge and expertise!  Currently seeking volunteers to serve as Case Competition judges, team supervisors, conference ambassadors and career development mentors at the SHRM Regional Student Conferences, which will be held in Spring 2014.  Each two-day conference is packed with educational sessions, networking & mentoring opportunities and the regional case competition, where teams compete for a $2,500 cash prize and registration to Annual Conference in Orlando.  HRCI recertification credits available for some volunteer roles. For more information and to register as a conference volunteer, please visit: [Student Conferences](http://www.shrm.org/Conferences/StudentConferences/Pages/default.aspx)

**Pinnacle Award Winners Announced**

The 2013 Pinnacle Award Winners were announced at the SHRM Leadership Conference. Congratulations to the 11 Chapters and State Councils that received this prestigious award! [Pinnacle Award Winners](http://www.shrm.org/about/pressroom/PressReleases/Pages/2013PinnacleAwards.aspx)

**Chapter Officer Badges**Now is the time to order hard badges for your new chapter officers.  RCB Awards has been the preferred vendor for badges for the last couple of years.  You can place your order online, and review/approve proofs prior to paying and printing.  RCB Awards also has recognition items that can be produced with your chapter logo.  Please visit [Chapter Officer Badges](http://www.shrmrcbawards.com/) to place your order.

**New Supervisor Training***New Supervisor Training* will enable you to help up-and-coming supervisors make the transition from individual contributor to leader. #48.16635 [SHRMStore](http://shrmstore.shrm.org/the-hr-answer-book-2nd-edition.html)

Member: $46.95

Nonmember: $49.95

[](http://msg.shrm.org/site/R?i=RPrnkvqNRFondPn48Ofs6w)

**Certification**

**Update!  Certification Changes**

Changes have been made in the terminology for recertification credits!  Starting this month, your Business and Strategy Management credits will be called "Business" credits on your recertification application! Your "international" credits will now be called "global" and your "general" credits will now be called "HR" credits. It will be so much easier to refer to these specific credits and to get recertified!

Also, watch the VLRC for postings of the HR Certification changes for 2014. They will be posted in the Certification Section under the Core Leadership for your reference. The HRCI website also has up to date certification information for your reference.

2014 could be your year – to certify or recertify! Go for it!  And let us know how we can help!

**College Relations**

**New! “I HR” Social Media Contest:** Student members will be taking part in the I HR social media campaign on Twitter and Instagram from January 15 – February 14, 2014. Students are encouraged to share pictures of how they love HR using the hashtag #SHRMStudent. Winning student photographer will receive a complimentary registration to one of the SHRM Regional Student Conferences this spring. Please share with your students and watch your Twitter streams to see how the future of HR is showing their love for the profession!

**New! Merit Award Update: Deadline to Complete Award Activities on March 31, 2014**

Student chapters wishing to apply for a Merit Award must complete all activities no later than March 31, 2014 to receive credit for the 2013-14 award year. Professional chapters can help student chapters earn various award levels by supporting student chapter initiatives, including students in chapter meetings and providing networking, internship or mentorship opportunities. Learn more about the Merit Award process [here](http://www.shrm.org/Communities/StudentPrograms/pages/awards.aspx).

**Students can now apply for the SHRM Assurance of Learning® Assessment**

More than 2,000 recent graduates have taken the Assessment over the past three years. Encourage students in your region to take the assessment by applying now through March 5, 2014 at shrm.org/assessment. The *Study Guide* and *Review Materials* are available, and *Practice Tests* will also soon be available—all through SHRMSTORE—to help examinees study. Don’t know a lot about the exam? Contact [academics@shrm.org](mailto:academics@shrm.org) for information so you too can have the scoop on what this additional educational achievement tells employers about recent HR graduates.

**SHRM Foundation**

**Shaping an Ethical Workplace Culture Effective Practice Guideline**

Each year, almost half of U.S. employees report witnessing unethical or illegal conduct in their workplaces-- with direct business implications. This new SHRM Foundation report describes the characteristics of an ethical workplace and identifies specific ways HR can foster a more ethical environment. It includes company examples and provides clear, research-based guidelines for making change. [Download your complimentary report in .pdf](http://www.shrm.org/about/foundation/products/Documents/9-13%20Ethics%20EPG%20FINAL.pdf)

**FYI**

[**Vacation's Impact on the Workplace**](http://www.shrm.org/Research/SurveyFindings/Articles/Pages/SHRM-US-Travel-Vacation-Benefits.aspx)SHRM, in collaboration with U.S. Travel Association, conducted a survey to examine HR professionals’ opinions about the importance of vacation. [Vacation Benefits](http://www.shrm.org/Research/SurveyFindings/Articles/Pages/SHRM-US-Travel-Vacation-Benefits.aspx)

**Get Involved in Creating Global HR Standards!**Add your expertise to global standards under development in HR 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.  Organizations that are interested in joining the U.S. TAG to ISO/TC 260 for Human Resource Management may complete the online [membership application](https://adobeformscentral.com/?f=J7mQq2nbv2PybD1wxEJXyg).  For general information about global and American National HR standards development, please visit the [HR standards](http://www.shrm.org/hrstandards) website.

**Conferences**

**Upcoming State Conferences:** A complete listing of all state conferences by month is available at [State Conferences](http://www.shrm.org/Conferences/StateAffilliateConferences/Pages/default.aspx)

**New! Regional Council Summit – February 28 – March 1, Phoenix, AZ**

2014 State Council Directors/Directors-Elect: Plan to attend this years’ Summit to gain insight on SHRM’s strategic initiatives and how they integrate with the work you do at the state level to support SHRM members in your state.  Registration information has been sent directly to those eligible to attend.  Questions?  Contact a member of your regional team.

**Online State Conference Posting Request Form: *REMINDER!!!*** Post your state conference info on the SHRM website!

[State Conference Posting Request Form](http://apps2.shrm.org/www/conferences/conf_posting_request.asp)

**2013 [Enter Region Name] State Conferences**

* Enter listing of regional state conferences

**2013 [Enter Region Name] Leadership Conferences**

* Enter listing of regional state leadership conferences

**2013 [Enter Region Name] – Other Major Conferences**

Enter listing of other major regional conferences/events with 200+ anticipated attendees

Learn more at conferences.shrm.org

***2014 SHRM Conferences***

* Law & Legislative Conference; March 17 - 19, 2014; Washington, D.C.
* Talent Management Conference & Exposition; April 28 - 30, 2014; Nashville, Tenn.
* Annual Conference & Exposition; June 22 - 25, 2014; Orlando, Fla.

Learn more at [SHRM Conferences](http://www.shrm.org/conferences/shrmupdate)

***2014 SHRM Seminars***

* ALEXANDRIA, VA
  + Feb. 24-25 | SHRM Essentials of HR Management
* VIRTUAL
  + Jan. 23-Feb. 27 | Virtual HRMP Certification Preparation

For the full listing of our current seminars, visit [SHRM Seminars](http://www.shrm.org/seminars/shrmupdate).

***SHRM Organizational Training & Development***

***Onsite Education for State Conferences, Chapters and Organizations***Did you know that SHRM’s broad portfolio of professional development courses can be brought onsite to your next event? Contact SHRM’s Organizational Training and Development team today to learn more about bringing any of our Seminar topics onsite to your next state conference, chapter meeting, or organization. SHRM’s Organizational Training & Development: [OrgTraining@shrm.org](mailto:OrgTraining@shrm.org) or 703-535-7496.

**New on the Web**

New information is continuously being added to the website. A **summary of each new article** is available on the Volunteer Leaders Resource Center (VLRC) at:

[New on the Web](http://www.shrm.org/vlrc)

Or, you can access it from the front landing page of the VLRC at [VLRC](http://www.shrm.org/vlrc).

**Your Regional Team**

[Enter Regional Team contact information]

**Regional Administration: 1-800-283-7476 ext. 3333** [**SHRM.MemberRelations@shrm.org**](mailto:SHRM.MemberRelations@shrm.org)

**Volunteer Leader’ Resource Center (VLRC)** [**http://www.shrm.org/vlrc**](http://www.shrm.org/vlrc)