# 2015 SHRM
# PREFERRED PROVIDER
## Program Guide

### SHRM CHAPTERS AND STATE COUNCILS

## SHRM-CP™ AND SHRM-SCP™

SHRM®
SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

# INTRODUCTION

A continued commitment to lifelong learning is a critical component of the SHRM Certified Professional (SHRM-CP™) and SHRM Senior Certified Professional (SHRM-SCP™). Recertification is a way for certified HR professionals to demonstrate that they are staying current, advancing their HR Competencies and developing their skills in HR Knowledge.

SHRM-CP or SHRM-SCP credential holders continue to build their skills and capabilities by earning Professional Development Credits (PDCs) for qualified activities that relate to the SHRM Body of Competency and Knowledge™ (SHRM BoCK™). They must earn 60 PDCs within a 3-year recertification period that ends on the last day of the credential holder's birth month, or retake the certification exam, in order to maintain their credentialed status. (Refer to the **Recertification Handbook** for more details.)

# BENEFITS OF SHRM PREFERRED PROVIDER STATUS

SHRM has established the SHRM Preferred Provider Program to give SHRM Chapters and State Councils that offer HR-related Competency and Knowledge programming the opportunity to award PDCs, without pre-approval by SHRM. Participation is free for SHRM Chapters and State Councils in good standing.

Key benefits to being a SHRM Preferred Provider include being able to:
>> Award PDCs for individual HR programs, without pre-approval from SHRM.
>> Publicize itself as a SHRM Preferred Provider.
>> Use the SHRM Preferred Provider seal on materials.
>> Include program offerings in a searchable database.
>> Be listed in a directory of SHRM Preferred Providers.

In addition, being identified as a SHRM Preferred Provider eliminates the guesswork for credential holders, who will know by your status that your program qualifies for recertification credits. Qualified activities may include conferences, college/university courses, seminars, videoconferences, webcasts, audiocasts, podcasts, e-learning, and other programs.

# QUALIFICATIONS

A SHRM Chapter or State Council "in good standing" (see **Appendix A**) is eligible to become a SHRM Preferred Provider by meeting the following qualifications, which ensure that sound learning principles are incorporated into program offerings:

❶ SHRM Chapters or State Councils must maintain their "in good standing" status.

❷ SHRM Chapters or State Councils must designate a contact person who will be responsible for entering relevant educational activities into the online SHRM program database.

❸ SHRM Chapters or State Councils must have the resources, facilities, and administrative support to effectively deliver HR-related Competency and/or Knowledge programming.

❹ SHRM Chapters or State Councils must offer appropriate high-quality programming, developed and presented by appropriate subject matter experts.

❺ Programming should address the HR Competencies and/or Knowledge Domains needed for effective job performance, as outlined in the SHRM BoCK (see page 6).

❻ Each program offering must describe both learning objectives and Competencies/Knowledge areas to be taught, with specific references to the SHRM BoCK.

❼ Each presenter/instructor/speaker must have proven expertise in the field and the ability to facilitate learning.

❽ SHRM Chapters or State Councils must have a participant evaluation process in place and utilize feedback to ensure continuous improvement in program content and quality.

# SHRM PREFERRED PROVIDER REGISTRATION PROCESS: SHRM CHAPTERS AND STATE COUNCILS

A SHRM Chapter or State Council seeking SHRM Preferred Provider status:

❶ Must confirm its intent to participate in the SHRM Preferred Provider program and acknowledge adherence to all program qualifications and guidelines via the online SHRM program database.

❷ Must identify a contact person responsible for entering program information into the online SHRM database.

## PROGRAM GUIDELINES

SHRM Preferred Providers must adhere to the following program guidelines:

❶ Award PDCs for its individual program offerings.

❷ Use SHRM methodology to award the appropriate number of PDCs for individual offerings. Credit is awarded based on the actual educational time spent in the program.

   ***Examples:***
   ›› 1-hour educational program = 1 PDC
   ›› 1-hour and 15 minute concurrent conference session = 1.25 PDCs
   ›› 3-hour e-learning course = 3 PDCs

❸ Enter into the online SHRM program database all required information for each individual program offering.

❹ Include a process for determining attendee participation for passive-format programs (e.g., webinars, videoconferences, audiocasts, self-directed e-learning).

❺ Ensure that qualifying programs are at least one hour (e.g., 45-minute presentation with 15-minute Q&A period).

❻ Have a SHRM-CP or SHRM-SCP be part of the program review process by the end of 2015.

❼ Adhere to SHRM Preferred Provider seal usage guidelines when using the SHRM Preferred Provider seal on any publications, and add the following statement: "[SHRM Chapter or State Council name] is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP or SHRM-SCP."

❽ Provide program participants with verification of attendance (e.g., certificate of completion, e-mail notification, materials distributed on site) that also show the number of PDCs assigned to the educational activity.

❾ Comply with any audits conducted by SHRM (see **Compliance & Program Audits**, below).

## FEES

None.

# REAFFIRMATION

Each year SHRM Chapters or State Councils will be required to reaffirm the adherence to program standards and guidelines and provide the name of the contact person for the following calendar year. A reminder email will be sent in late October each year requesting this information.

# COMPLIANCE & PROGRAM AUDITS

SHRM has a responsibility to maintain and protect the integrity of the SHRM Preferred Provider program and the quality of educational offerings of SHRM Preferred Providers. Therefore, SHRM reserves the right to:

1. Award SHRM Preferred Provider status only if a SHRM Chapter or State Council is an affiliate "in good standing" as defined under SHRM's Chapter and State Council SHAPE programs.
2. Monitor program submissions as part of the SHRM audit process.
3. Regularly audit a random percentage of SHRM Preferred Providers.
4. Request supporting documentation for specific programs from a SHRM Preferred Provider chosen for audit.
5. Terminate SHRM Preferred Provider status if there is evidence of the provider's failure to uphold SHRM education criteria or comply with program guidelines (see **Denial & Termination**, below).

# DENIAL & TERMINATION

In the unlikely event that SHRM finds a SHRM Preferred Provider Chapter or State Council not in compliance with program standards or procedures, they will be notified by SHRM staff. The SHRM Chapter or State Council will have 30 days within which to comply with any conditions identified and to provide verification of corrective action taken. Failure to comply by the end of the 30-day probationary period may result in suspension or revocation of SHRM Preferred Provider status.

# SHRM BODY OF COMPETENCY & KNOWLEDGE™ (SHRM BoCK™)

SHRM-CP and SHRM-SCP credential holders qualify for recertification credits by participating in professional development activities that relate to the SHRM BoCK. The SHRM BoCK describes eight Behavioral Competencies, one Technical Competency (*HR Expertise*), and 15 Functional Areas of Knowledge, grouped into four general Knowledge Domains. **Figure 1** provides an overview of the SHRM BoCK.

The SHRM BoCK greatly expands the scope of professional development activities that will qualify for recertification credit. By including Competencies in the SHRM BoCK, many educational programs not directly tied to human resource management will qualify for PDCs. For example, leadership programs build proficiency in the *Leadership & Navigation* Competency, courses in statistics expand capabilities in the *Critical Evaluation* Competency, and business education offerings promote the *Business Acumen* Competency. All would be eligible for PDCs. Broadening the scope of eligible recertification activities will help individual HR professionals strengthen their core skills, while contributing to a stronger HR profession

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**Figure 1: The SHRM Body of Competency & Knowledge (SHRM BoCK)**
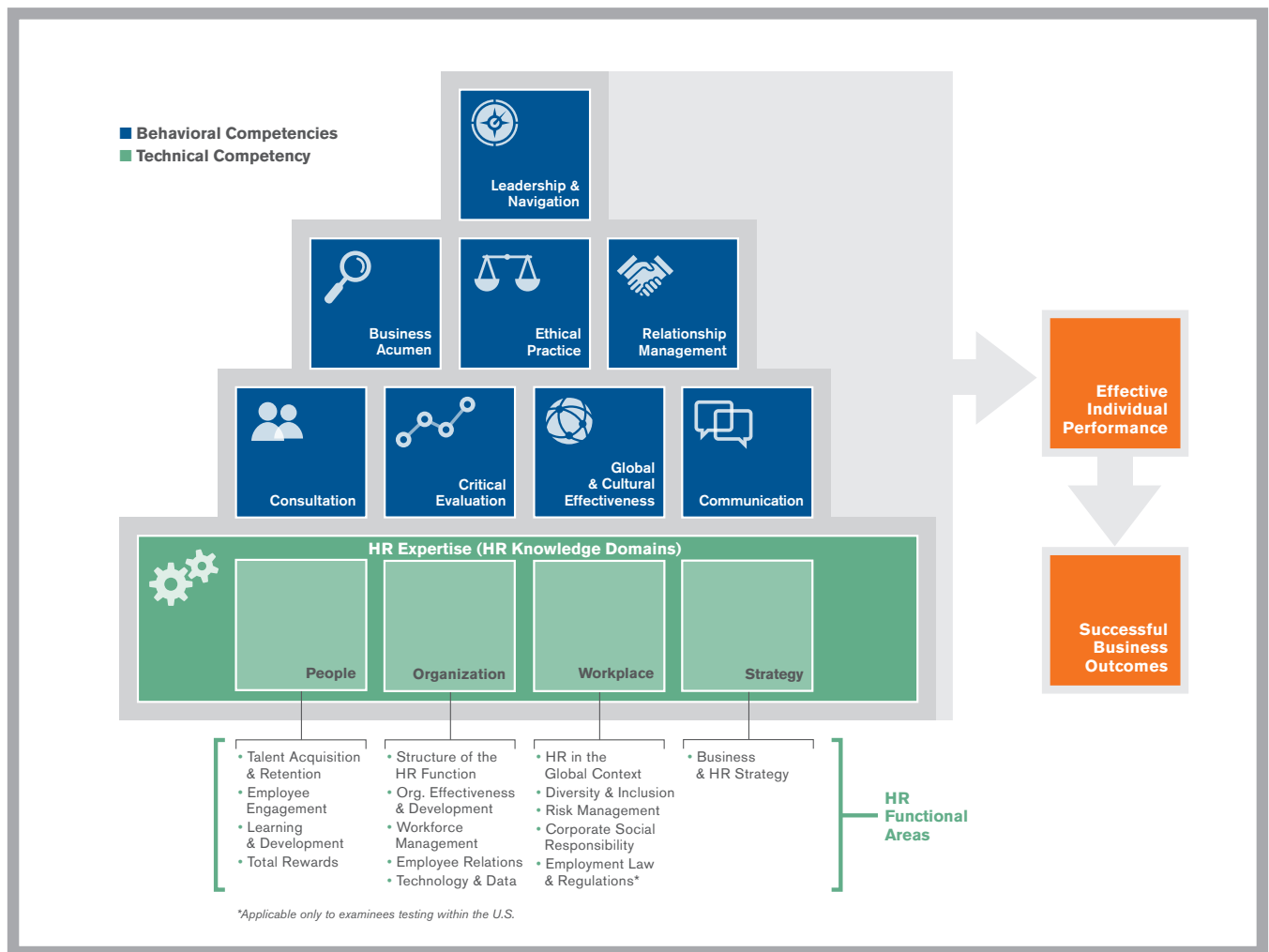
# ACCEPTABLE TOPICS FOR EDUCATIONAL PROGRAMMING

The following is an **illustrative** list of examples of subject areas relating to the SHRM BoCK that may be awarded PDCs:

## COMPETENCIES

### Leadership & Navigation
- Improving negotiation effectiveness
- Leading change

### Ethical Practice
- Business ethics
- Dealing with unethical behavior or conflicts of interest

### Business Acumen
- Advancing business acumen
- Understanding organizational metrics

### Relationship Management
- Customer relationship management
- Managing internal and external relationships

### Consultation
- Effective consultation
- Applying creative problem solving

### Critical Evaluation
- Critical thinking
- Data analysis

### Global & Cultural Effectiveness
- Cross-culture and cross-border issues
- Global strategic leadership

### Communication
- Communicating up, down and across the organization
- Constructive feedback for developmental opportunities

## HR KNOWLEDGE

### People
- Talent management
- Recruitment and selection techniques
- Retention techniques
- Job analysis
- Employee engagement
- Compensation and benefits
- Conflict management
- HR metrics
- Change management
- Training and development
- Remuneration data analysis
- Understanding external labor market factors

### Organization
- Balanced scorecards philosophy
- Motivational theories
- Organizational behavior theories
- HR organizational structure and design
- Understanding individual differences and perceptions
- Needs assessment techniques
- Succession planning
- Employee relations
- HRIS
- Data analytic techniques

### Workplace
- Global mindset techniques
- Visa and work permit considerations
- Managing international assignments
- Emotional intelligence
- Glass-ceiling prevention
- High- and low-context cultures
- Drug prevention
- Duty of care
- Safety auditing techniques
- Terrorism prevention and responses
- Privacy concerns
- Corporate citizenship and governance programs and legislation
- Legal update

### Strategy
- Goal-setting approaches
- Quality assurance techniques
- Strategic management considerations
- SWOT and environmental scan techniques

# INELIGIBLE PROGRAMMING

The following is an **illustrative** list of examples of offerings/course titles that do not relate to the SHRM BoCK:

• Marketing skills techniques
• Specific software tools
• Basic office skills
• Time management

In addition, the following activities do not qualify for PDCs, regardless of topic:

• Programs that are less than 1 hour long.
• Time spent in exhibit hall at a conference.
• Presentations on the certification or recertification process.

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# SHRM PREFERRED PROVIDER PROGRAM

SHRM has established the SHRM Preferred Provider Program to allow chapters, state councils, colleges, universities, education and/or training providers, and other organizations to award PDCs for their programming, without pre-approval by SHRM. This removes the guesswork over which activities meet recertification requirements.

To find out how your organization can become a SHRM Preferred Provider, please email **preferredprovider@shrm.org** or visit **shrmcertification.org** for more information.

**FOR MORE INFORMATION:**
**SHRMCertification.org**

**QUESTIONS:**
E-mail: **shrmcertification@shrm.org**
Phone (U.S. only): **800.283.7476, option 3**
Phone (International): **+1.703.548.3440, option 3**

## WHAT IS SHRM?

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.**

# APPENDIX A

## CHAPTER "IN GOOD STANDING"
### *(Refer to SHAPE Planning Workbook for specific due dates and timeframes)*

- Meet and maintain the minimum chapter affiliation requirements pertaining to your chapter.
- Submit a Chapter Leader Information Form (CLIF) by December 1 to identify all board leaders in the coming year.
- Chapter president must be a member of SHRM during the entire term of office.
- Provide year-end financial results for the calendar year.
- Ensure that the current SHRM "AFFILIATE OF" logo is correctly, consistently and prominently displayed in accordance with the *Graphics Standards Guide for Affiliates.*
- Submit your chapter's membership directory/roster for auditing by SHRM staff as requested.

## STATE COUNCIL "IN GOOD STANDING"
### *(Refer to SHAPE Planning Workbook for specific due dates and timeframes)*

- Submit a State Council Leader Information Form (SCLIF) by December 1 to identify all council leaders in the coming year.
- During calendar year, all state council members must be members of SHRM throughout the duration of their term of office.
- Provide year-end financial results for the calendar year.
- Ensure that the current SHRM "AFFILIATE OF" logo is correctly, consistently and prominently displayed in accordance with the *Graphics Standards Manual for Affiliates.*
- Utilize the State Council Financial Support Payment Program funds appropriately.