Southeast and

Caribbean Islands



**February 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)

**February**2/4 – **District Directors** Webinar at 3:00 pm ET

To join the meeting: <http://shrm.adobeconnect.com/r4lxtr2xvjo/>

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

2/5 – **Government Affairs** Webinar at 4:00 pm ET

To join the meeting: <http://shrm.adobeconnect.com/r5i72kko5j5/>

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

2/6 – **College Relations** Webinar at 3:00 pm ET

To join the meeting: <http://shrm.adobeconnect.com/r1p0l83pn2x/>

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

2/11 – **Diversity** Webinar at 2:00 pm ET

To join the meeting: <http://shrm.adobeconnect.com/r5l15pw0i3g/>

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

2/13 – **Workforce Readiness** Webinar at 4:00 pm ET

To join the meeting: <http://shrm.adobeconnect.com/r9c32pcgkyq/>

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

2/19 – **Certification** Webinar at 4:00 pm ET

To join the meeting: <http://shrm.adobeconnect.com/r4npmpt4ud9/>

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

**~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~**

**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

To join the meeting: <http://shrm.adobeconnect.com/r54de7isae8/>

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

4/16 – **Medium** [101-300] @ 4:00 ET

4/16 – **Large** [301-500] @ 4:00 ET

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

To join the meeting: <http://shrm.adobeconnect.com/r6ku0gvd2ug/>

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

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

To join the meeting: <http://shrm.adobeconnect.com/r6ku0gvd2ug/>

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

**~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~**

**Upcoming Deadlines**

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

Support the next generation of HR professionals!  Seeking volunteers to serve in March/April as Case Competition judges, team supervisors, conference ambassadors and career development mentors.  HRCI recertification credits available for some volunteer roles.  Information and registration: [Student Conferences](http://conferences.shrm.org/student-conferences)

**Spread the Word: 2014 Regional Student Conference & Case Competitions**

**Encourage students & faculty to register** for the 2014 Regional Student Conference and Case Competitions.  Early bird registration is $49 for members and $59 for non-members for conference, and $5 per team member for case competition. Attendees may view conference information and register online at [Student Conferences](http://conferences.shrm.org/student-conferences) or by calling Member Care at 800-283-7476, option 3.

**` Students: Time is running out to apply for the SHRM Assurance of Learning® Assessment**

Remind and encourage students in your region to take the assessment this Spring! They can apply now through **March 5** at [Assessment](http://www.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 for information so you will know why this additional educational achievement is important for recent graduates to earn!

**Sloan Awards**

The Sloan Award recognizes model employers of all types and sizes for their innovative and effective workplace flexibility practices. Sloan Award applications **opened in January**. 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!

**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.

**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.

**Membership**

**Membership Marketing Tip- Find and Call Expired Members (you can even use SHRM’s win-back sample call script!)**In today’s busy world, people can sometime forget to renew online, even when it’s a membership as important your chapter.  So, remind them!  And a personal call goes a long way to show that your chapter cares about serving them, even if it’s a courtesy reminder to pay us call.  Even 2-4 months past an expiration, a call can do wonders to boost your retention rate.  SHRM even has a sample winback calling script for you to customize, found on the VLRC: [Membership CLA](http://www.shrm.org/Communities/VolunteerResources/Pages/MembershipCLA.aspx)

**Volunteers**

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

**New!  Orientation Presentation for Chapter Boards**

Engage and educate your chapter board by providing them with an orientation to their role.  An updated 2014 Power Point presentation is available to orientate chapter board members.  This presentation can be customized for your chapter and can be accessed at this link:  [Orientation Presentation for Chapter Boards](http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Pages/CHAPRadmin.aspx).

**Updated!** **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  “What’s New in the VLRC.”  We hope this helps your members understand their benefits and helps your chapter retain SHRM members. [www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Documents/2014Q1\_Whats\_New\_at\_SHRM\_Rolling\_Presentation.pptx](http://www.shrm.org/Communities/VolunteerResources/ResourcesforChapters/Documents/2014Q1_Whats_New_at_SHRM_Rolling_Presentation.pptx)

**New! Email Bundle for Chapter Presidents and State Council Directors**Emails are sent to Chapter Presidents and State Council Directors with timely reminders and the newest information from SHRM. These are referred to as bundled messages as messages are combined from various areas within SHRM in order to reduce the total number of e-mails you receive. Check to ensure you receive these messages and allow emails from shrmvolunteercommunications@shrm.org.

**SHRM Affiliate Website Program**

SHRM offers a program that provides a **free** website, **free** website hosting and **free** website support?  Make plans to have 2014 the year to have your site hosted by SHRM.  To learn more, please visit our [Program Information](http://hosting.chapters.shrm.org/program-information) page.

**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).

**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/new-supervisor-training.html)

Member: $46.95

Nonmember: $49.95



**Certification**

**New for 2014 in the Certification section of the VLRC!**

“A Step-by-Step guide to Recertification” and “Frequently Asked Questions (FAQs) on Changes to the GPHR Body of Knowledge.”  There is also a blog which will give you added information on the GPHR -  [GPHR Blog](http://www.hrci.org/certified-community/blog-archive/certification-matters/2014/01/23/as-global-hr-profession-evolves-institute-s-body-of-knowledge-is-updated-prepare-for-your-gphr-exam-with-most-up-to-date-resources) You can also find a link to the new HRCI Info Hub,  [HRCI Info Hub](http://hrci.org/hrci-info-hub) , which is a Help Center with step by step instructions on how to update your profile and  a video on how to submit recertification activities.

**College Relations**

**New! 2014 Annual Student Conference: Transform in Orlando**

Students from across the country will gather in Orlando from June 21-22, 2014 for a two-day conference that includes educational sessions, networking opportunities and Saturday evening reception.  Rates are $295 per student and include: full registration to Student Conference, full registration to the Annual Conference & Exposition, including all keynote general sessions, educational sessions, exhibition access and Tuesday night entertainment.  HR Faculty also get a special conference rate.  For more details and to register, visit: [SHRM 2014 Annual Conference and Exposition](http://annual.shrm.org/).

**“I HR” Social Media Contest:**

Student members will be taking part in the I HR social media campaign on Twitter and Instagram through **February 14**. 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!

**#SHRMStudent Twitter Chat: February 27 at 3:30 pm ET**Join HR students from all over North America for SHRM’s monthly #SHRMStudent chat, which takes place on the 4th Thursday of each month.  February’s topic:  *Succession Planning: Easy as XYZ*.  Exploring the workplace environment and changes to the future of HR management as a result of generational shift in the workplace.

**Where to Connect to SHRM Students:**

[Twitter](http://www.twitter.com):     @SHRMStudent or use hashtag #SHRMStudent

[LinkedIn](http://www.linkedin.com/groups/SHRM-Students-6585209?gid=6585209&trk=vsrp_groups_res_name&trkInfo=VSRPsearchId%3A1683984761388707573826%2CVSRPtargetId%3A6585209%2CVSRPcmpt%3Aprimary):   Group Name: SHRM Students

[Facebook](https://www.facebook.com/#!/groups/SHRMStudent/):  Group Name: SHRM Student

**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).

**SHRM Foundation**

**New! The Success of the 2013 Annual Campaign**

With the time, energy and generosity of our donors and volunteers, the SHRM Foundation is extremely proud to announce that the 2013 SHRM Foundation Annual Campaign raised more than $1,000,000. The 2013 Annual Campaign was historically successful, outraising any previous annual campaign. A special recognition is owed to **Garden State Council – SHRM** for their contribution officially pushing the 2013 Annual Campaign over the $1,000,000 mark. Our sincere thanks to all of the chapters and state councils, without whom this achievement would not have been possible.

**New! 2014 Annual Campaign**The SHRM Foundation’s 2014 Annual Campaign is officially underway. New Foundation Directors should visit the [Volunteer Resource Site](http://www.shrm.org/about/foundation/volunteerresources/Pages/default.aspx) as their first task, to download informational materials vital to your new volunteer role. We encourage all new volunteers to contact Michael Ressegue, Development Coordinator, with any questions. The success of our annual campaigns would not be possible without the effort of our volunteers and we look forward to working with all of you to make 2014 our most successful campaign yet!

**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**

**2013 State of Employee Benefits in the Workplace Series**

The purpose of the 2013 State of Employee Benefits in the Workplace series is to determine what types of benefits organizations currently offer and how they leverage these benefits to recruit and retain employees. [Click Here](http://www.shrm.org/Research/SurveyFindings/Articles/Pages/2013StateofBenefits-Main.aspx)

**2013 Holiday/Year-End Activities**Two-thirds (66%) of organizations plan to have a 2013 end-of-year/holiday party. [Click Here](http://www.shrm.org/Research/SurveyFindings/Articles/Pages/SHRM-Holiday-Year-End-Activities-2013.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)

**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)

**2014 Southeast State Conferences**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| April 27, 2014 | April 30, 2014 | Hot Springs | VA | State Conference |
| May 6, 2014 | May 8, 2014 | Biloxi | MS | State Conference |
| May 13, 2014 | May 14, 2014 | Birmingham | AL | State Conference |
| September 11, 2014 | September 12, 2014 | Flatwoods | WV | State Conference |
| September 17, 2014 | September 19, 2014 | Sevierville | TN | State Conference |
| September 17, 2014 | September 19, 2014 | Greenville | NC | State Conference |
| September 24, 2014 | September 26, 2014 | Myrtle Beach | SC | State Conference |
| September 24, 2014 | September 26, 2014 | Louisville | KY | State Conference |
| September 17, 2014 | September 20, 2014 | Fajardo | PR | State Conference |
| October 6, 2014 | October 8, 2014 | Orlando | FL | State Conference |

**2014-2015 Southeast Leadership Conferences**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| February 14, 2014 | February 15, 2014 | Meridian | MS | State Leadership Conference & Council Meeting |
| December 3, 2014 | December 5, 2014 | TBD | KY | State Leadership Conference & Council Meeting |
| December 5, 2014 |   | Triad | NC | State Leadership Conference & Council Meeting |
| December 2, 2014 |   | Columbia | SC | State Leadership Conference & Council Planning Meeting |
|  |  |  |  |  |

**2014 – Other Major Conferences in the Southeast**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| April 2, 2014 | April 4, 2014 | Tallahassee | FL | Legislative Event |
| May 16, 2014 |  | Nashville | TN | Employee Benefits Conference |

***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.
* Workplace Diversity & Exposition; October 13-15; New Orleans, LA

Learn more at [SHRM Conferences](http://www.shrm.org/Conferences/Pages/default.aspx)

***2014 SHRM Seminars***

* ALEXANDRIA, VA
	+ Feb. 24-25 | SHRM Essentials of HR Management
	+ Mar. 6-7 | HR Generalist
	+ Mar. 13-14 | HR Business Partners I: Consulting Skills Model
	+ Mar. 17 | Communication & Credibility for HR Professionals
	+ Mar. 27 | Creating a Culture of Ethics
	+ Mar. 28 | Finance for Strategic HR
* VIRTUAL
	+ Mar. 3-26 | Virtual HR Generalist
	+ Mar. 3-26 | Virtual Essentials of HR Management
	+ Mar. 18-May 1 | Virtual PHR/SPHR Certification Preparation
	+ Mar. 24-May 7 | Virtual GPHR Certification Preparation
	+ Mar. 24-Apr 30 | Virtual PHR-CA/SPHR-CA 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 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**

Shelly Trent, SPHR Dorothy Knapp, SPHR Crystal Adair

Shelly.Trent@shrm.org Dorothy.Knapp@shrm.org Crystal.Adair@shrm.org

Field Services Director Field Services Director Regional Administrator

(VA, NC, TN, KY, WV; DE, MD) (AL, FL, GA, MS, SC, BM, BS, PR) (Entire Southeast Region)

**Regional Administration: 1-800-283-7476 ext. 3333** **SHRM.MemberRelations@shrm.org**

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