Southeast Region



**December 2013**

**Update**

**Mark Your Calendars**

**Core Leadership Area (CLA) Schedule**

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

The **2013 Core Leadership Area schedule** is available at

[2013 CLA Schedule](http://www.shrm.org/Communities/VolunteerResources/Pages/CLAConCallWebinarSchedule.aspx)

**December**12/4 – **Diversity** Webinar at 4:00 pm ET

To join the meeting:

<http://shrm.adobeconnect.com/divcla20131204/>

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

12/11 – **Membership** Webinar at 2:00 pm ET

To join the meeting:

<http://shrm.adobeconnect.com/mbrshpcla20131211/>

             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 **2013 Chapters-by-Size schedule** is available at

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

12/10 – **Small** [up to 100] Webinar @ 4:00 ET

To join the meeting: <http://shrm.adobeconnect.com/smcp20131210/>

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

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**Volunteer Leader Webcast Series Webinar Schedule**

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

The **2013 Volunteer Leader Webcast Series schedule** is available at [Volunteer Leader Webcast Series](http://www.shrm.org/Communities/VolunteerResources/WebcastArchivesforVolunteerLeaders/Pages/VLWebcastSchedule.aspx)

12/12 – **Volunteer Leader Webcast Series**

Webinar @ 4:00ET

Topic*: Time Management*

To join the meeting:

<http://shrm.adobeconnect.com/vl20131212/>

Call-in: (800) 745-6370; Pass Code: 882492

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.

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**Upcoming Deadlines**

**Announcements for participants in the SHRM Affiliate Website Program**

We have created a survey to gather your feedback on the Content Management Software (CMS).  To access the survey please copy and paste the following URL into your web browser:  [SHRM Hosted Website Survey](http://hosting.chapters.shrm.org/surveys/2013-software-survey).  The survey will be available until **December** **13, 2013**. Thank you in advance for sharing your thoughts with us.

**Limited Time Left in the SHRM Foundation 2013 Annual Campaign**The end of the 2013 Annual Campaign is quickly approaching, and the contributions of our state councils and chapters are vital in helping us to reach our goal! Thank you for your tireless efforts on behalf of the Foundation thus far, and as the **December 31, 2014** deadline for submission of your contributions approaches, we encourage you to keep up the great work for just two more months as we look to make 2013 our most successful year yet.

**2013 SHAPE Year-End Report**

Chapter and State Council year-end SHAPE reports are due by **January 31, 2014**, but your chapter/state council can now start inputting and saving your accomplishments for the 2013 calendar year, allowing you to go back to it often before submitting. The 2013 SHAPE Year-End Reports, FAQs and a brief 14-minute informational webinar are now 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).

**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.

**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!

**SHRM Leadership Conference**

**New! SHRM Leadership Conference**

This year’s SHRM Leadership Conference is now in the books and initial feedback is very positive.  Thank you to over 850 volunteer leaders that attended the conference.  For those who attended, we encourage you to complete the conference evaluation that was sent to you the week of November 25th.  Your input will help us plan for next year.  The conference workbook is available in the Volunteer Leader Resource Center under SHRM Leadership Conferences.  We encourage you to use this for your own chapter board/state council planning.  Planning for 2014 has already begun.  Stay tuned for information.

**New! 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)

**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.

**2014 Star and Superstar Goals**

SHRM’s 2014 Star and Superstar goal requirements for Membership growth remains the same as 2013. Membership Star recognition requires that your chapter or state experience a net increase in its in-chapter SHRM membership count of 1% to 3.99% over the 12/31/2013 count as determined by the 12/31/2014 SHRM In-Chapter Membership Report. Membership increases of 4% or more qualifies as a Superstar. As you are planning for 2014, take these goals into consideration as they help determine the Excel Award accomplishment levels for both Chapters and State Councils. Don’t forget retention of your members is key to increasing your overall membership; it’s easier to retain a member vs. recruiting new members. These new goals will be included in the 2014 SHAPE Planning Workbooks, which will be available soon on the Volunteer Leader Resource Center (VLRC). If you have any questions on Membership, please contact your Field Services Director.

**2014 Membership Advisory Council (MAC):**

**2014 MAC Representatives Elected**  
SHRM is pleased to announce the following volunteer leaders have been elected by their fellow Regional Council members to serve on the Membership Advisory Council (MAC) for 2014: North Central Region – Steve Browne, SPHR (OH); Northeast Region – Kristine Avery, SPHR (ME); Pacific West Region – Debbie Horne, SPHR (CA); Southeast Region – Paula Harvey, SPHR, GPHR (NC); and Southwest Central Region, Rebecca Briley (LA). Congratulations to all!  For more information on the MAC and its role and responsibilities, [click here](http://www.shrm.org/Communities/VolunteerResources/ResourcesforStateCouncils/Pages/MACOperatingGuidelines.aspx).

**Volunteer Leader Resource Center (VLRC)**

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

**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” [VLRC](http://www.shrm.org/vlrc).  We hope this helps your members understand their benefits and helps your chapter retain SHRM members.

**Volunteers**

**New! 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.

**SHRM Affiliate Website Program**

Did you know that SHRM offers a program that provides a **free** website, **free** website hosting and **free** website support?  To learn more, please visit our [Program Information](http://hosting.chapters.shrm.org/program-information) page.

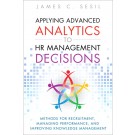
*Approved for Recertification Credit*

**Applying Advanced Analytics to HR Management Decisions: Methods for Selection, Developing Incentives, and Improving Collaboration**

Dramatically improve human capital management decisions by applying advanced analytics and "Big Data" technologies and processes! Pioneering HR technology expert James Sesil identifies widespread flaws in today's HR decision-making processes, and reveals how advanced analytics can help organizations make far more robust decisions about employee selection, performance management, strategy alignment, collaboration, and more. # 48.66501 [SHRMStore](http://shrmstore.shrm.org/the-hr-answer-book-2nd-edition.html)

Member: $54.99

Nonmember: $59.99

[](http://shrmstore.shrm.org/applying-advanced-analytics-to-hr-management-decisions-methods-for-selection-developing-incentives-and-improving-collaboration.html)

**Certification**

**Update!  Certification Changes**

The HR Certification Institute has unveiled a new and improved system for recertification in the first quarter of 2014.  These include a change to your recertification due date to the last day of your birth month. There are also changes to the process for lapsed certifications. Watch for a summary of all of the changes to come to your email box in mid-December!  

**2014 Conference Schedule**

HRCI is working on their 2014 conference + expo calendar and would love an opportunity to speak about the value of certification\* at YOUR event. Taking into account budget, market, and conference size, if you are interested in having us speak at your annual conference next year, please email Katie Batten ([Katie.batten@hrci.org](mailto:Katie.batten@hrci.org)), Senior Marketing Events Specialist with the following information:

* Conference name
* Conference date(s)
* 2013 conference attendance numbers (Including % of which are certified with one of the Institute’s credentials)

Thank you for your continued support of certification and we look forward to working with you in 2014!

**College Relations**

**New! 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.

**New! StudentFocus Magazine: Winter 2013-14 Edition Now Available!**

Feature articles include: How Workplace Environment Affects Job Satisfaction, Inside Joke: How Humor Can Help the Bottom Line, The Value of a Thank You.  Student-submitted articles, information about new technology in internships and information about the 2014 Regional Student conferences included.  Download your copy here:  [StudentFocus](http://www.shrm.org/Communities/StudentPrograms/Pages/shrmstudentfocus.aspx). Currently accepting article submissions for Spring 2014 edition.  Contributions from members encouraged.  Email [shrmstudent@shrm.org](mailto:shrmstudent@shrm.org) for more information.

**New! Calling all Volunteers: 2014 Regional Student Conferences**

Support the next generation of HR professionals by sharing your knowledge and expertise!  Currently seeking volunteers to serve as Case Competition judges, team supervisors 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)

**New! Registration Open: 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).  Registration is $49 for members and $59 for non-members for conference, and $5 per team member for case competition.  Register by calling Member Care at 800-283-7476 or online (starting December 12) at [Student Conferences](http://www.shrm.org/Conferences/StudentConferences/Pages/default.aspx).

**Academic Initiatives on Twitter**

Please follow Academic Initiatives on Twitter @shrmacademics for the latest information on all things academic. For up-to-date information for faculty and employers about the SHRM Assurance of Learning® Assessment, email us at [academics@shrm.org](mailto:academics@shrm.org) for a free copy of the Technical Manual or Employer’s Guide for the exam.

**Government Affairs**

**New! 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.

**SHRM Foundation**

**New! Leadership Conference**

It was great to see our hardworking volunteers at the Gaylord in National Harbor, MD. Thank you to all of those who attended and continue to display their commitment to the HR profession. A very special thanks to those who also participated in the SHRM Foundation’s silent auction! All proceeds will support the SHRM Foundation’s research, educational products and academic and certification scholarships.

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

Strong ethics are the heart of a positive workplace culture. Yet each year, almost half of U.S. employees report witnessing unethical or illegal conduct in their workplaces-- with direct business implications. Many of the largest corporate bankruptcies have resulted from unethical business practices. Finding ways to foster a more ethical culture should be a top priority for today’s business leaders. Entrusted with the time, talent and potential of employees, HR professionals are uniquely positioned to serve as both guardians and champions of an ethical workplace culture. 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) **SHRM Regional Scholarships Announced for 2013**

SHRM and the SHRM Foundation have announced the awardees of 20 Academic and 80 Certification scholarships for SHRM members from around the country. The juried process delivered four academic scholarships of $2,000 per  SHRM regions, while 16 certification scholarships of $750 each were awarded per region.  Among the certification scholarships, 12 were awarded to SHRM chapters. To see a complete list of scholarship awardees, [click here](http://www.shrm.org/about/foundation/Documents/2013%20Scholarship%20Winners%20For%20Sharepoint.pdf). The SHRM Regional Scholarship application period for 2014 will start in April 2014.

**FYI**

[**2014 Holiday Schedules**](http://www.shrm.org/Research/SurveyFindings/Articles/Pages/2014HolidaySchedules.aspx)

A majority of employers (9 out of 10) plan to observe Christmas Day, Thanksgiving and New Year’s Day in 2014, according to the 2014 Holiday Schedules survey.[Holiday Schedules](http://www.shrm.org/Research/SurveyFindings/Articles/Pages/2014HolidaySchedules.aspx)

[**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)

**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)

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)

***2013 SHRM Seminars***

* ALEXANDRIA, VA
  + Dec. 2-3 | Developing Effective Coaching Skills
  + Dec 2-4 | PHR/SPHR Certification Preparation
  + Dec 5-6 | SHRM Essentials of HR Management
  + Dec 9-10 | Compensation Essentials
  + Dec 11-13 | PHR/SPHR Certification Preparation
* VIRTUAL
  + Dec. 2-18 | Virtual PHR/SPHR Certification Preparation Review
  + Dec. 3-19 | Virtual PHR/SPHR Certification Preparation Review

The 2014 spring seminar registration opens Dec. 2. For the full listing of our current seminars, visit [SHRM Seminars](http://www.shrm.org/seminars/shrmupdate).

To learn more about bringing any of the SHRM Seminar programs onsite to your next state conference, chapter meeting, or organization, contact SHRM’s Organizational Training & Development team at [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**

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

**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)