



## **Vice-President, Certification**

The Vice President of Certification is an elected and critical leadership role on the Board of Directors, responsible for overseeing the development, management, and promotion of the SHRM certification programs. This role manages the chapter's certification program, drives efforts to increase the number of certified members, and promotes recertification.

The Vice President of Certification is required to obtain and maintain a SHRM certification and works closely with the Board to guide the strategic direction and effectiveness of the certification program initiatives.

### **Responsible to:**

- President
- Chapter Membership

### **Key Duties and Responsibilities:**

#### **Certification Program Strategy and Management**

- Develop and implement a strategic plan for professional certification programs that aligns with SHRM National's and the chapter's mission and goals.
- Oversee the chapter's certification program, ensuring it meets SHRM National's standards and addresses the needs of members.
- Monitor and evaluate the effectiveness of the certification program, using feedback and data to drive continuous improvement.

#### **Program Development and Implementation**

- Lead the development of new certification programs, including defining program objectives, content, and assessment criteria.
- Work with subject matter experts and industry professionals to ensure the chapter's certification program is relevant, rigorous, and up-to-date.
- Coordinate with the lead instructor and/or lead, plan, and arrange for speakers and materials for the chapter's certification study group meetings.
- Oversee the implementation and delivery of the certification program, including managing logistics, scheduling, and quality control.

### Certification Standards and Compliance

- Ensure that the certification program complies with relevant SHRM and industry standards, regulations, and best practices.
- Develop and enforce policies and procedures for administration of the chapter's certification program, including candidate eligibility.
- Address any issues or concerns related to certification standards, providing leadership in resolving challenges and maintaining program integrity.
- Provide information to the Board and membership on any changes in certification and/or recertification requirements.

### Member Engagement and Support

- Promote certification programs to members and potential members, highlighting the value and benefits of obtaining certification.
- Provide support and resources to candidates throughout the certification process, including guidance on exam preparation and application procedures.
- Gather and incorporate feedback from certification candidates and certified professionals to enhance program offerings and address member needs.
- Provide details on members' initial SHRM certification and/or recertification to the Vice President of Membership for recognition purposes.

### Leadership and Collaboration

- Collaborate with the President, President-Elect, and other Board members to align the certification program with the chapter's overall strategic plan.
- Provide leadership and support to certification committees and teams, ensuring their work is aligned with chapter priorities.
- Serve as the chapter's point of contact for SHRM National's recertification provider.
- Maintain communication with the State Council counterpart and SHRM National staff as needed.
- Participate in SHRM National Certification Core Leadership Area teleconferences and/or webcasts and disseminate relevant information to Board and membership.

### Marketing and Outreach

- Develop and oversee marketing strategies to promote the chapter's certification program and increase awareness among members.
- Create chapter promotional materials, including brochures and social media content, to effectively communicate the benefits and value of certification.
- Engage with SHRM National to enhance the visibility and credibility of certification programs.

### Financial Management and Budgeting

- Work with the Treasurer to explore funding opportunities, including grants and sponsorships, to support or expand certification program initiatives.

### Board Engagement and Reporting

- Provide regular updates to the Board on the status of the certification program, including key achievements, program performance, and future plans.
- Participate actively in Board meetings, contributing to the chapter's overall strategic direction and decision-making processes.
- Collaborate with the Board to set goals for the certification program and track progress toward achieving these objectives.

### Ethical and Legal Compliance

- Ensure that all certification program activities comply with relevant legal and ethical standards, including certification and accreditation requirements.
- Address any issues or challenges related to the chapter's certification program, providing leadership in resolving them while maintaining the chapter's integrity.