

2016 SHRM AFFILIATE PROGRAM FOR EXCELLENCE (SHAPE) – CHAPTER CLA INITIATIVES- Seattle SHRM

Core Leadership Areas (CLA) Chapter Initiatives			
MEMBERSHIP			
In support of the HR profession and community, develop and implement strategic initiatives in Membership and a minimum of one additional topic area from those listed: College Relations; Government Affairs/Advocacy; Diversity & Inclusion; Workforce Readiness; or self-defined area other than those listed prior. <i>(Two initiatives are required for any award level. Please see the award-level definitions for the exact number of completed initiatives required for each level.)</i>			
	What is your goal/objective?	What will you do to achieve this goal?	What is the expected outcome/result?
<p>CLA Initiative Topic Area:</p> <p>Milestone Date:</p> <p>Person Responsible:</p>	<p><u>INCREASE</u> and sustain membership to maintain “large” chapter status. (301+ active, national and local designated members)</p> <p>Measured at year end 2016, and incremental measurements quarterly</p> <p>Micki Harrison</p>	<p>Create & Roll Out an Ambassador Program (focus on both new members and new Chapter meeting attendees)</p> <ul style="list-style-type: none"> • Create Ambassador job description • Recruit small (5-6 member) static team for 2016 (or beyond) • New attendees/members meet with Ambassadors 10 minutes prior to monthly chapter meetings to cover chapter basics) 	<p>Monthly membership huddles with Ambassadors and new members/new attendees at Chapter meetings.</p> <ul style="list-style-type: none"> • Ambassadors hand out new member packet. • Welcome email from Chapter President to new members.

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<p>CLA Initiative Topic Area:</p> <p>Milestone Date:</p> <p>Person Responsible:</p>	<p>Increase and <u>SUSTAIN</u> <u>membership</u> while maintaining “large” chapter status (301+ active, national and local designated members).</p> <p>March 9, 2016</p> <p>Micki Harrison</p>	<p>Invite members that attend the most meetings to an invitation only dinner</p> <p>Target group size 10-15 attendees plus 5 board members Recognize their support & solicit their frank feedback Target 3/9/16 - \$1,000 budget</p>	<p>Usable feedback from these frequent attendees Continued involvement from these regular Chapter meeting attendees Recruitment for Ambassador roles Potential future Board Members</p>

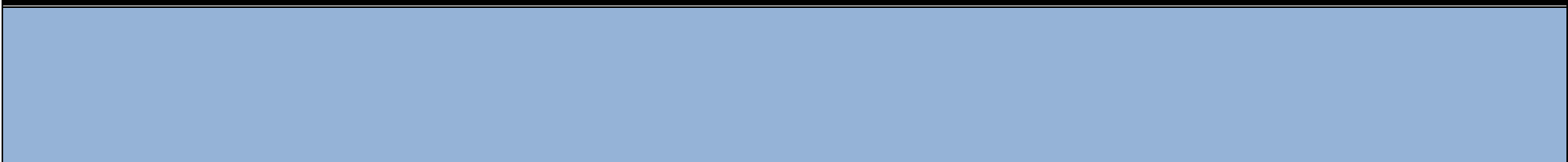
Core Leadership Areas (CLA) Chapter Initiatives

WORKFORCE READINESS

In support of the HR profession and community, develop and implement strategic initiatives in Membership and a minimum of one additional topic area from those listed: College Relations; Government Affairs/Advocacy; Diversity & Inclusion; Workforce Readiness; or self-defined area other than those listed prior. *(Two initiatives are required for any award level. Please see the award-level definitions for the exact number of completed initiatives required for each level.)*

What is your goal/objective?	What will you do to achieve this goal?	What is the expected outcome/result?
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<p>CLA Initiative Topic Area:</p> <p>Milestone Date:</p> <p>Person Responsible:</p>	<p>Develop a WF readiness partnership with Rainier Scholars aimed at the prevention of long-term unemployment with at-risk Seattle youth.</p> <p>Q2 2016</p> <p>Kenyon Stewart, WF Readiness Director</p>	<p>Establish workforce readiness program which includes: interviewing skills, resume assistance, mentoring, and a scholarship for students interested in a career in HR</p> <p>End of Q2 2016</p> <p>Kenyon Stewart, WF Readiness Director</p>	<p>Improve the readiness of at-risk Seattle to enter the workforce and maintain successful employment</p> <p>Ongoing</p> <p>Kenyon Stewart, WF Readiness Director</p>
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<p>CLA Initiative Topic Area:</p> <p>Milestone Date:</p> <p>Person Responsible:</p>	<p>Increase the readiness of our Young Professionals in HR to enter workforce</p> <p>Q3 Check point; Q4 Draft Implementation</p> <p>Kenyon Stewart, WF Readiness Director & Liz Rosas, Director of College Relations</p>	<p>Partner with University of Washington SHRM Chapter to provide mentoring, job shadowing, and career coaching to members.</p> <p>Kenyon Stewart, WF Readiness Director & Liz Rosas, Director of College Relations</p>	<p>University of Washington SHRM Chapter members will be better equipped to enter the field of human resources and take on entry level roles as HR Generalists, Recruiters, and other disciplines.</p> <p>Kenyon Stewart, WF Readiness Director & Liz Rosas, Director of College Relations</p>
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PROGRAMMING/EDUCATION			
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CLA Initiative Topic Area:	Programming- Schedule speakers for chapter meetings to educate members on HR trends and provide value for the organizations they represent.	-Review prior surveys for requested topics -Develop mini survey to request topic suggestions -Develop relationships with other SHRM chapters and share speakers -Invite speakers from local conferences and SHRM national conference -Invite authors of popular HR/business books	Increase chapter attendance and membership by 10% YOY on average per each chapter meeting.
Milestone Date:	Schedule speakers three months in advance of chapter meeting.		
Person Responsible:	Stacy Lohrer and Betsy Basch		

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CERTIFICATIONS			
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CLA Initiative Topic Area: Certification Milestone Date: 2016- Q4 Person Responsible: Nana Mendez	Promote SHRM certification, educate Non-certifies members about the benefits of being Certified, support members in getting the SHRM Certification	<ul style="list-style-type: none"> • Certification event on February 24 to educate non-certified members about the new SHRM certification • Quarterly conference certification Q&A calls • Partnership with Seattle Research Partners – 10% discount for the SHRM 	<ul style="list-style-type: none"> • Increase the number of the current non-certified members by 10% YOY from 2015. • Have at least one recipient for the scholarship award per testing window • Start offering additional resources to members to help them to prepare for the SHRM exam (boot
CLA initiative Topic Area: <hr/> Milestone Date: Person Responsible:		<ul style="list-style-type: none"> • Promote Seattle SHRM scholarship award to members as a financial support for obtaining the SHRM certification • Connect with other chapters to learn what they offer to members to help them to prepare for the SHRM exam (study group, boot camp, retreat) • Quarterly recognition letters to newly SHRM certified members 	

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SPECIAL INTEREST GROUPS (SIGs)			
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	What is your goal/objective?	What will you do to achieve this goal?	What is the expected outcome/result?
CLA Initiative Topic Area: Milestone Date: Person Responsible:	Path to establishment of Special Interest Groups (SIGs) Q2, Q3 and Q4 checkpoints 2016 Laura Spies	<ul style="list-style-type: none"> Finalize SIG leadership Guidelines (Jan) Determine Members' Interest in SIGs (Mar) Shore up active SIGs— Recruitment; Comp & Ben; Career Management (Feb) 	<ul style="list-style-type: none"> Meet needs of membership in more specialized areas. Attract new members to chapter. Develop pipeline to Board of Directors
CLA initiative Topic Area: Milestone Date: Person Responsible:	Have SIGs that represent core areas <ul style="list-style-type: none"> Recruiting Comp & Benefits Career/Talent Management HR Business Intelligence Global HR Employee/Labor Relations 	<ul style="list-style-type: none"> Recruit SIG leaders Support SIG leaders Publicize SIG meetings Offer recertification when appropriate 	<ul style="list-style-type: none"> Allow Specialists more programming in their areas Attract new members to the chapter Coordinate with programming to offer more in-depth programs

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DIVERSITY & INCLUSION			
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	What is your goal/objective?	What will you do to achieve this goal?	What is the expected outcome/result?
CLA Initiative Topic Area: Milestone Date: Person Responsible:	To diversify the Membership within our chapter. 2016 Calendar Year January 31, 2016 Leah Levar	We will obtain data to learn the diversity within our own Membership group. We will identify gaps and build an outreach program, led by the D&I team in partnership with Membership, to increase Membership in these gap areas by 10% YOY from 2015.	We will diversify our membership within our chapter. This will lead to stronger representation within our community and greater scope of initiatives to offer our Membership group.
CLA initiative Topic Area: Milestone Date: Person Responsible:	To provide education to our Membership. 2016 Calendar Year January 31, 2016 Leah Levar	We will source a speaker to provide education on cross-cultural communication. We will also partner with an attorney to conduct an activity based session with ADA case studies most relevant to our Membership.	To provide D&I oriented learning to our Membership that is relevant to the vast majority of our group.

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COLLEGE RELATIONS			
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CLA Initiative Topic Area: Milestone Date: Person Responsible:	Increase awareness of HR profession to the student population in Seattle; educate students on the value of membership / certification and encourage newer graduates to transition to professional members. 2016 Calendar Year Liz Rosas	<ol style="list-style-type: none"> 1. Continue to provide the UW SHRM students a platform and presence at Chapter meetings an events to facilitate connection between student and professional members. 2. Partner with UW Foster School of Business but also schools of Psychology, Social Work, Public Administration, Communication, and the Career center. Provide collateral, make connections with key professors and contacts. 3. Continue to support the UW SHRM student board with certification information, explaining affiliation, marketing chapter meetings to students, assisting with speakers / events on campus. 4. Get involved with local young professional networks; attend existing events to meet key contacts and spread information of Seattle SHRM. 	<ol style="list-style-type: none"> 1. Strong student presence at all chapter events (attendance, updates on slides, fundraising drives, etc.) 2. Provide the UW Board an opportunity to support the board on a project related to membership. This will expose them to the workings of the Board and enlighten them on Seattle SHRM and National SHRM initiatives and encourage them to continue as a highly engaged professional member. 3. Increase student membership by 10%