

## **CORE LEADERSHIP AREA DIRECTORS**

### ***College Relations Director***

The College Relations Director promotes and assists with student chapter activities across the state. He/she serves as a liaison between student chapters, professional chapters and the state council, works with faculty advisors and chapter presidents to encourage student participation in local chapter meetings, promotes the formation of new student chapters, and disseminates information relative to student programs, scholarships, certification, student conferences, etc. The incumbent also encourages student participation in SHRM publications, awards programs, HR Games, and in student activities at the state and SHRM national conferences.

### ***Diversity Director***

The Diversity Director communicates SHRM, State Council, and community diversity activities to the chapters. He/she works with chapter diversity directors to encourage greater involvement regarding diversity issues and recommends community service and other diversity-related projects to be supported by the council. The incumbent spearheads the Council's effort to publicize successful diversity programs, coordinate the development of diversity initiatives that can serve as chapter models, and identify diverse members who may be interested in volunteer leadership opportunities at the chapter or state council level.

### ***Legislative Affairs Director – Federal & State***

Two individuals are appointed by the Council President to serve as the State Legislative Affairs Director and Federal Legislative Affairs Director. Each position has accountability for monitoring and evaluating, on a continuing basis, pending legislative, regulatory, and legal activities at the federal or state/local level that may have an impact on the HR profession. The incumbents communicate SHRM legislative affairs policies and goals to SHRM chapters and members, working in close cooperation with the SHRM Government Affairs staff.

### ***Certification Director***

The Certification Director promotes the value of certification while maintaining their recertifications. The incumbent coordinates activities for the State Council, SHRM-affiliated chapters, and at-large members within the State.

### ***Membership Director***

The Membership Director has accountability for providing leadership to membership activities in the chapters, assuring that chapter membership directors have access to the resources necessary to recruit and retain at-large SHRM members to chapters, local chapter members only to SHRM, and non-affiliated HR professionals to both organizations. The incumbents also provide leadership to the development and implementation of chapter member engagement and retention strategies.

### ***SHRM Foundation Director***

The SHRM Foundation Director manages all of the SHRM Foundation activities for the State Council. He/she encourages the State Council and chapter members to support the Foundation, coordinates the fundraising programs and the leadership and state conferences and canvases the State Council, chapters and other interested parties to obtain donations. Additionally, the incumbent manages the annual fundraiser for the Council-selected charity.

### ***Workforce Readiness Director***

The Workforce Readiness Director develops and implements the State Council strategy regarding workforce development. He/she regularly monitors and evaluates federal, state, and local activities concerning workforce development and serves as a resource to the chapters on workforce development issues. The incumbent works with chapter Workforce Readiness directors to plan and encourage chapter involvement and activities affecting the workforce readiness arena.