President's Report to the SHRM Annual Business Meeting November 20, 2004

SOCIETY FOR HUMAN RESOURCE MANAGEMENT

HR: Leading People, Leading Organizations

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Agenda

- Year-end Forecast
- Recap of Vision and Strategic Objectives
- Implementation Plan Update: STP
- Implementation Plan Update: ATP
- SHRM as an Employer
- Investing in Volunteers
- Q&A

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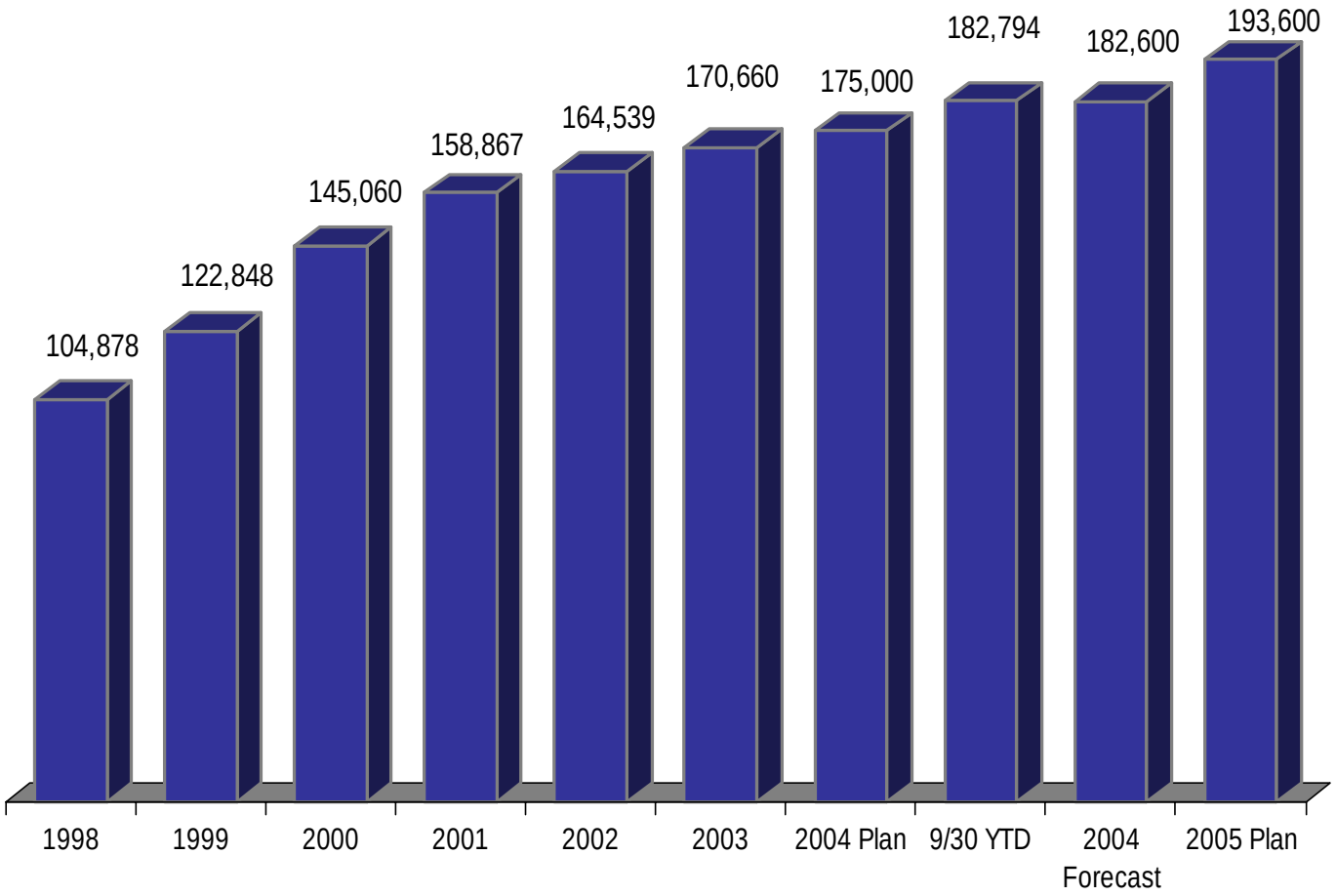
SHRM Professional Membership 1998 - 2005



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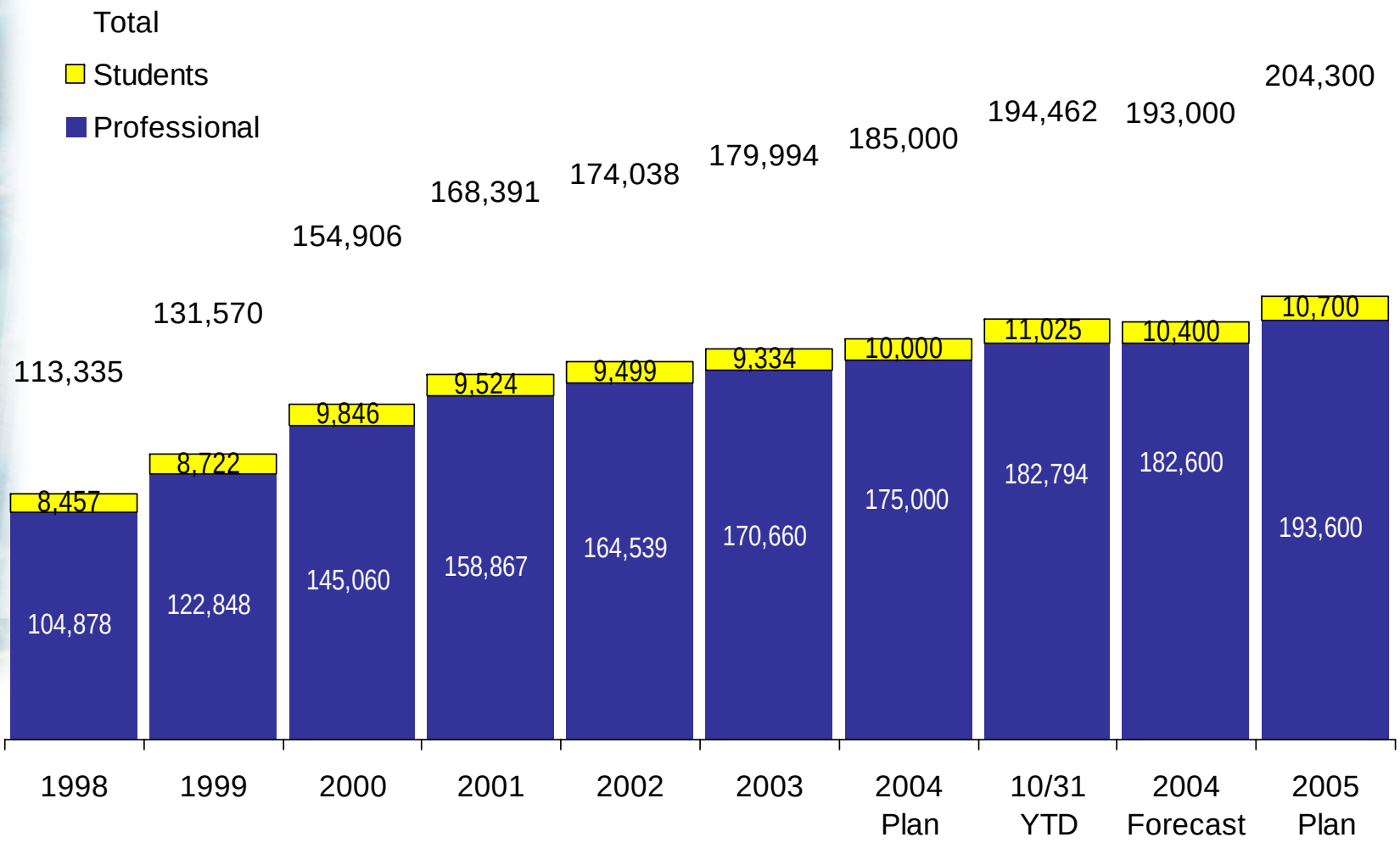
Total SHRM Membership
1998 - 2005



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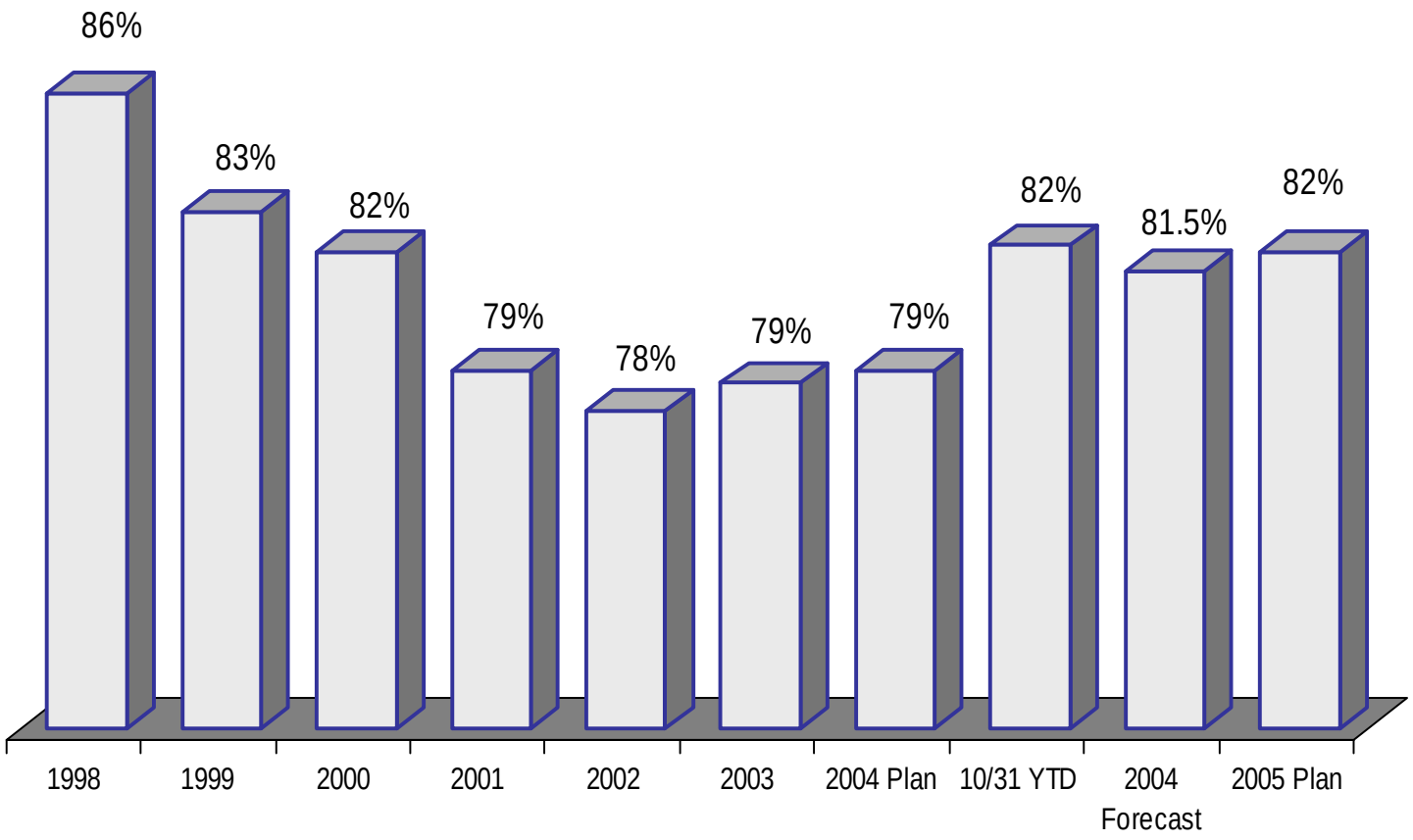
Professional Member Retention 1998 - 2005



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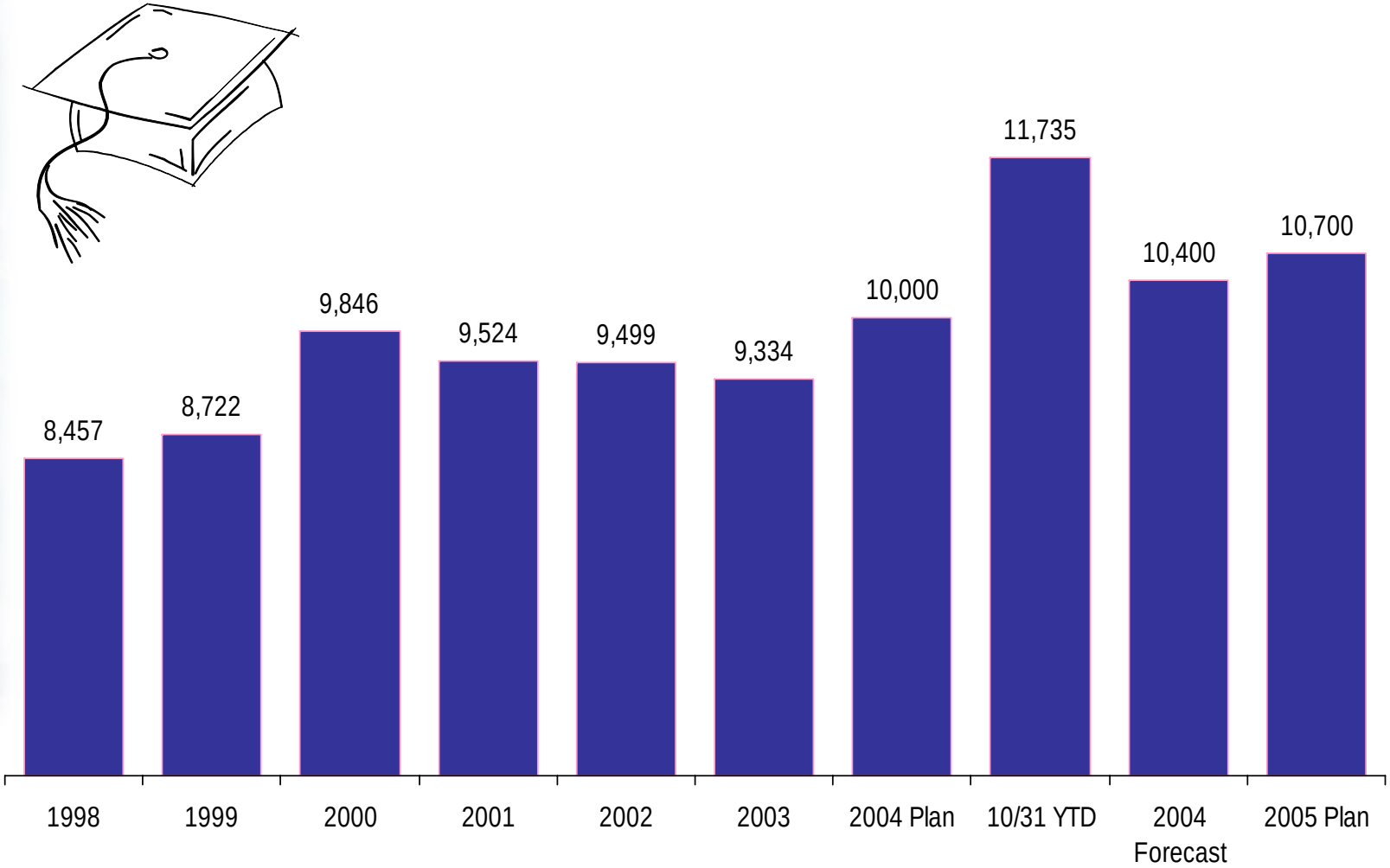
SHRM Student Membership 1998 - 2005



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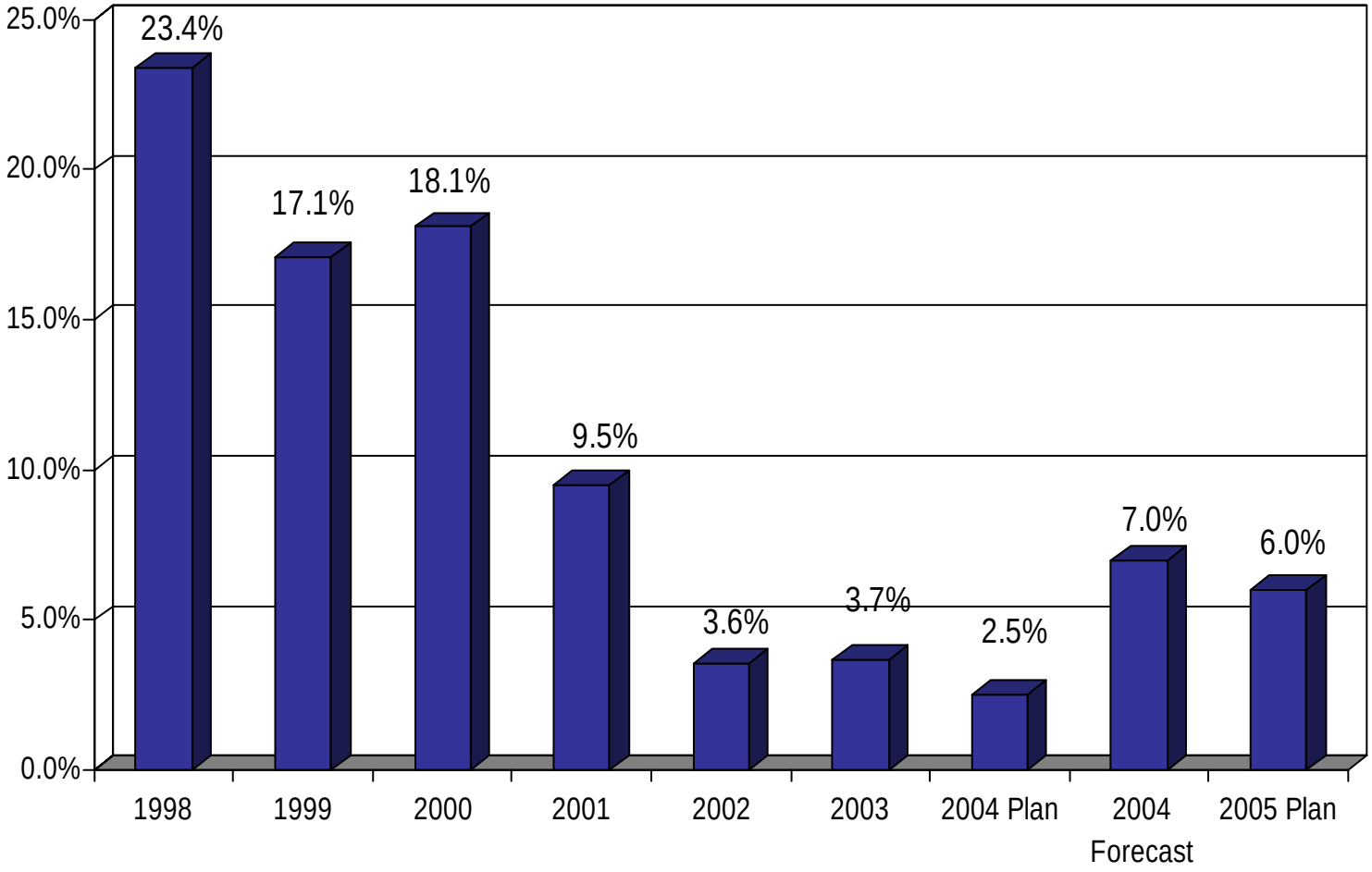
SHRM Professional Membership Annual % Growth 1998 - 2005



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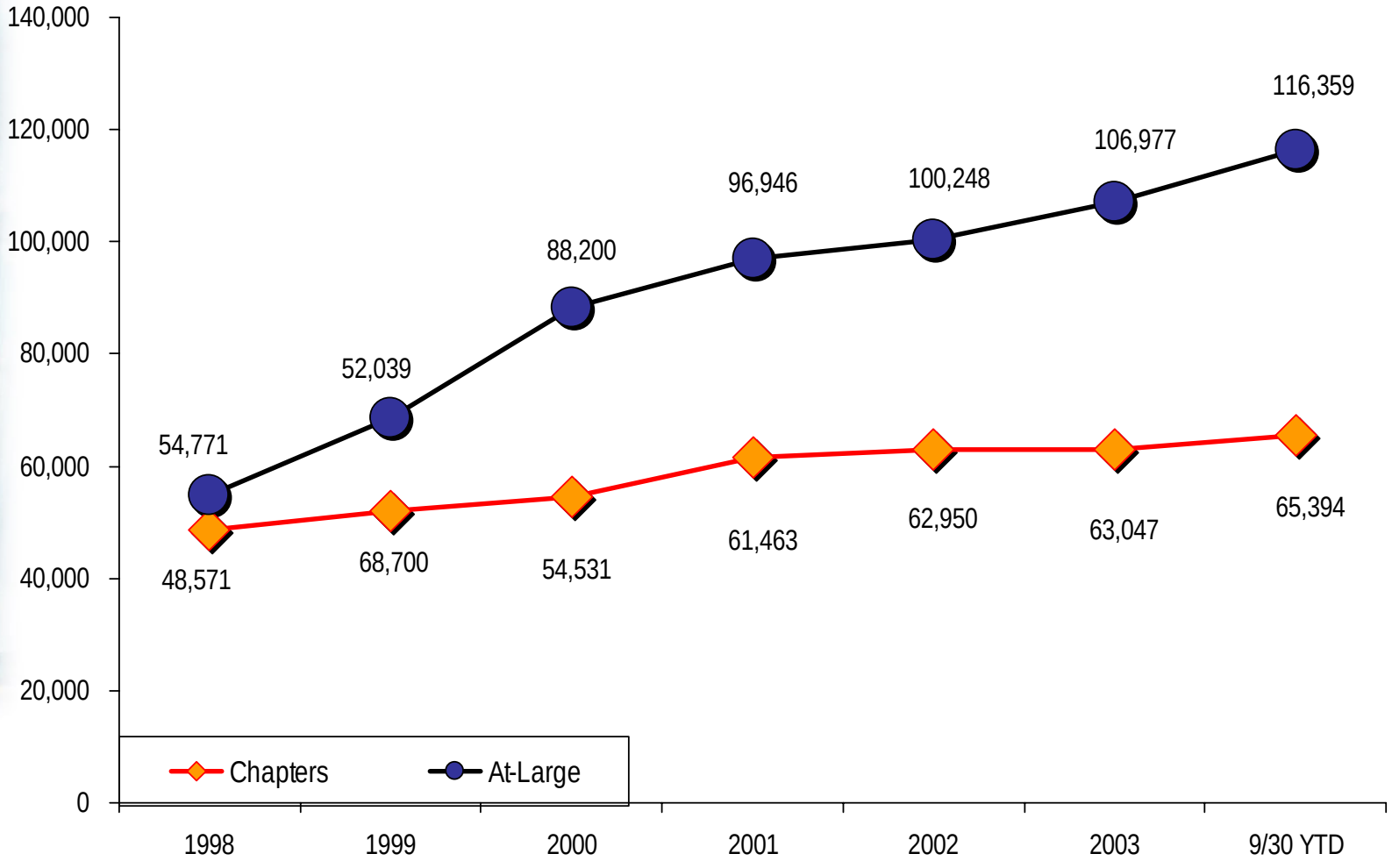
SHRM Professional Membership Distribution Chapter vs. At-Large



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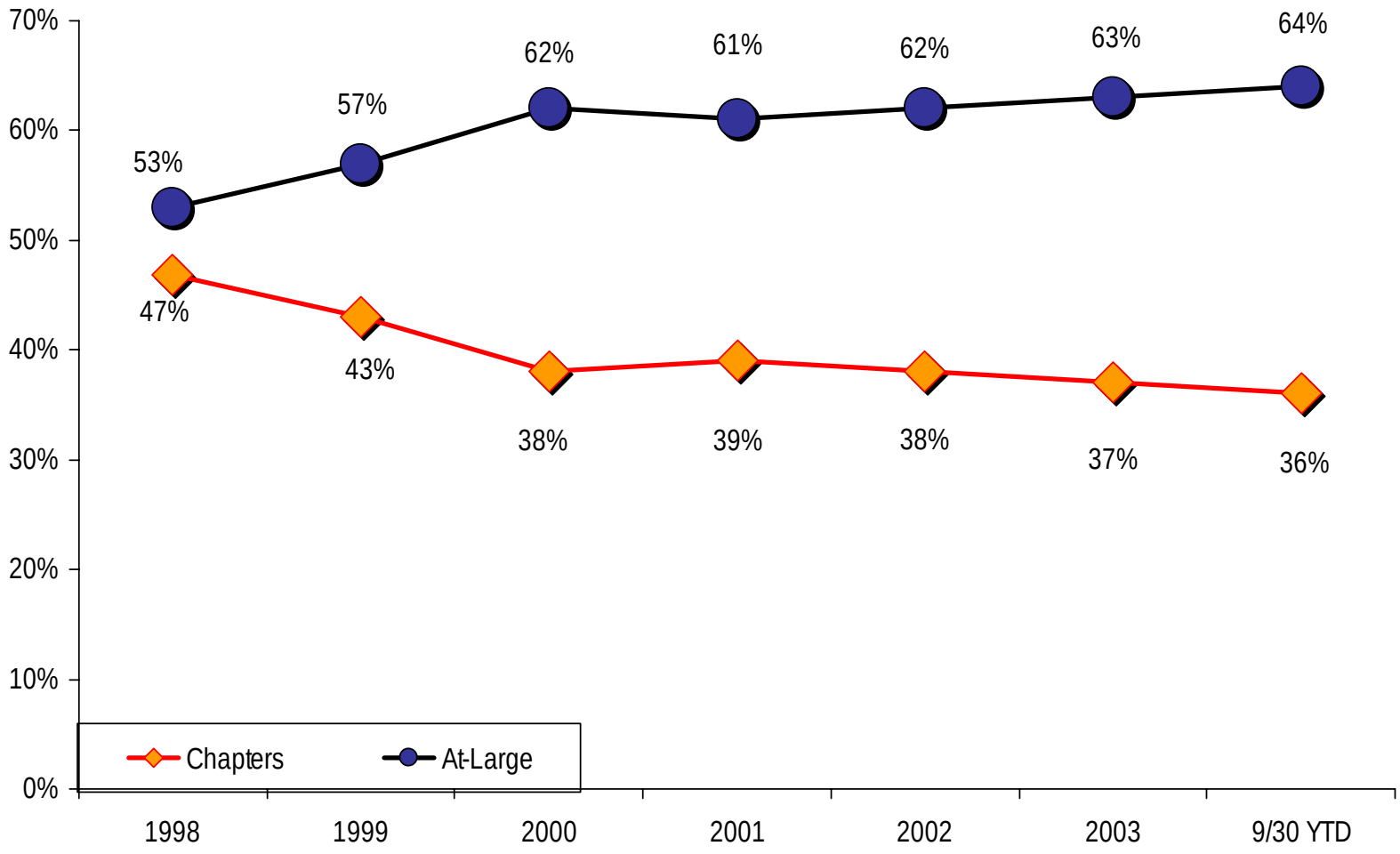
SHRM Professional Membership Distribution Chapter vs. At-Large



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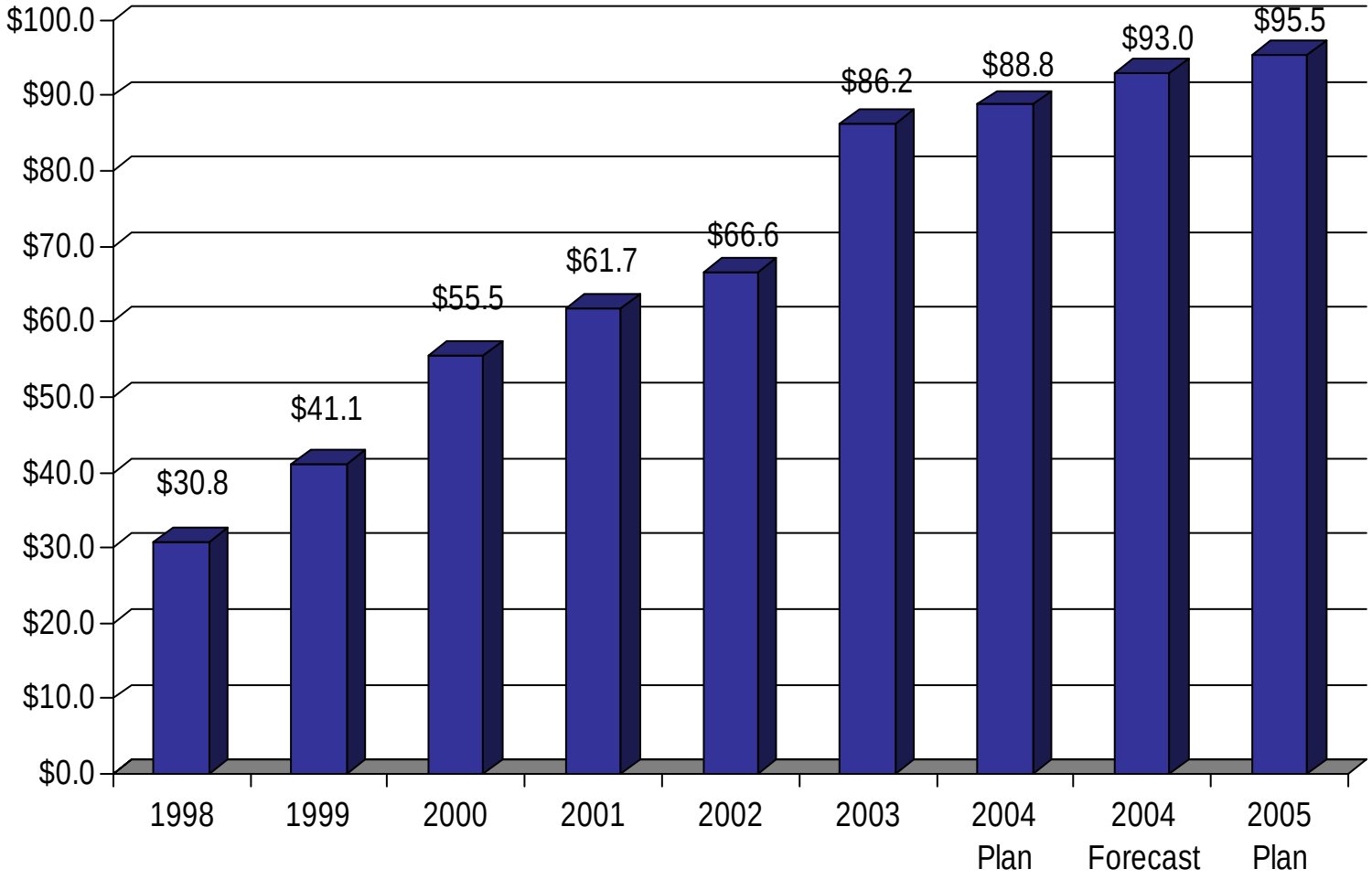
SHRM Total Net Assets
1998 - 2005



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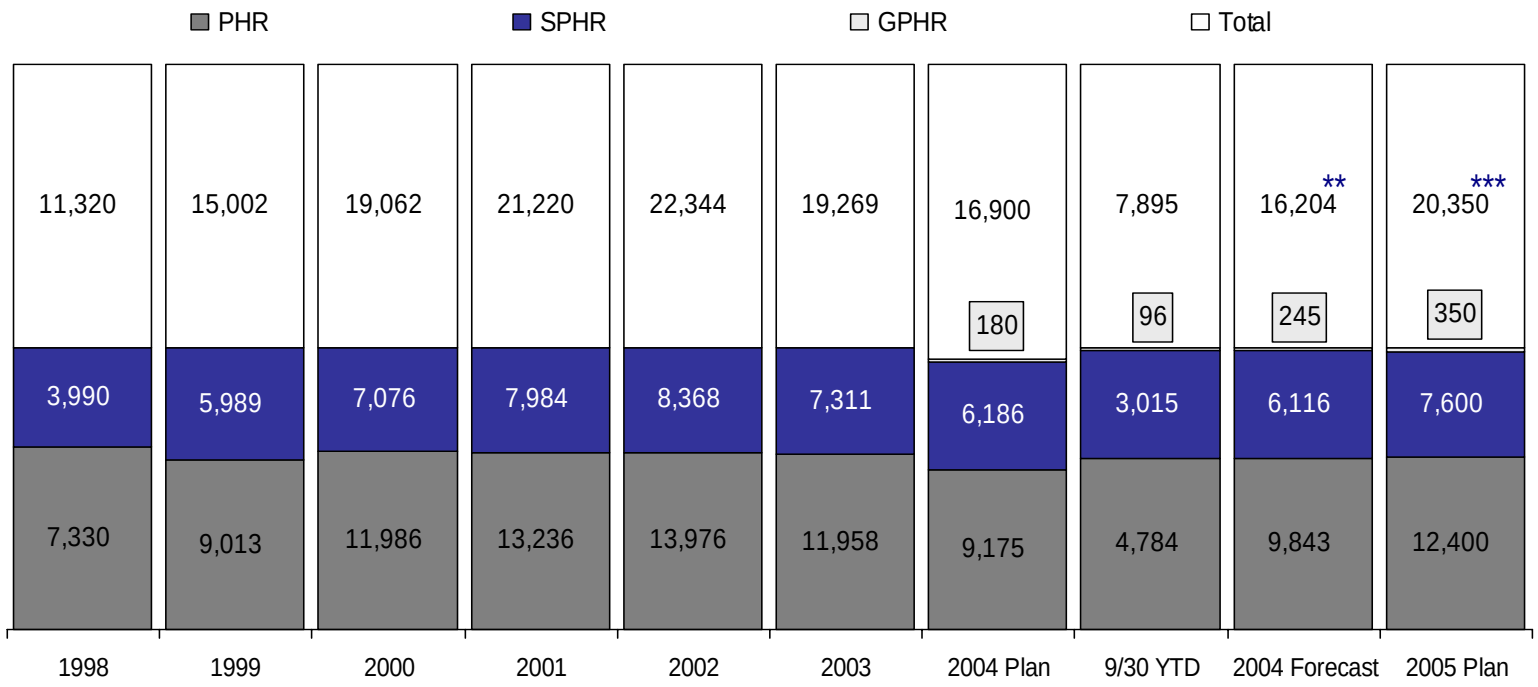
PHR, SPHR and GPHR Examinees 1998 - 2005



**Assumes a 15% 'no show' rate which is reflective of the May/June actual

***Applicant count in the plan for 2005

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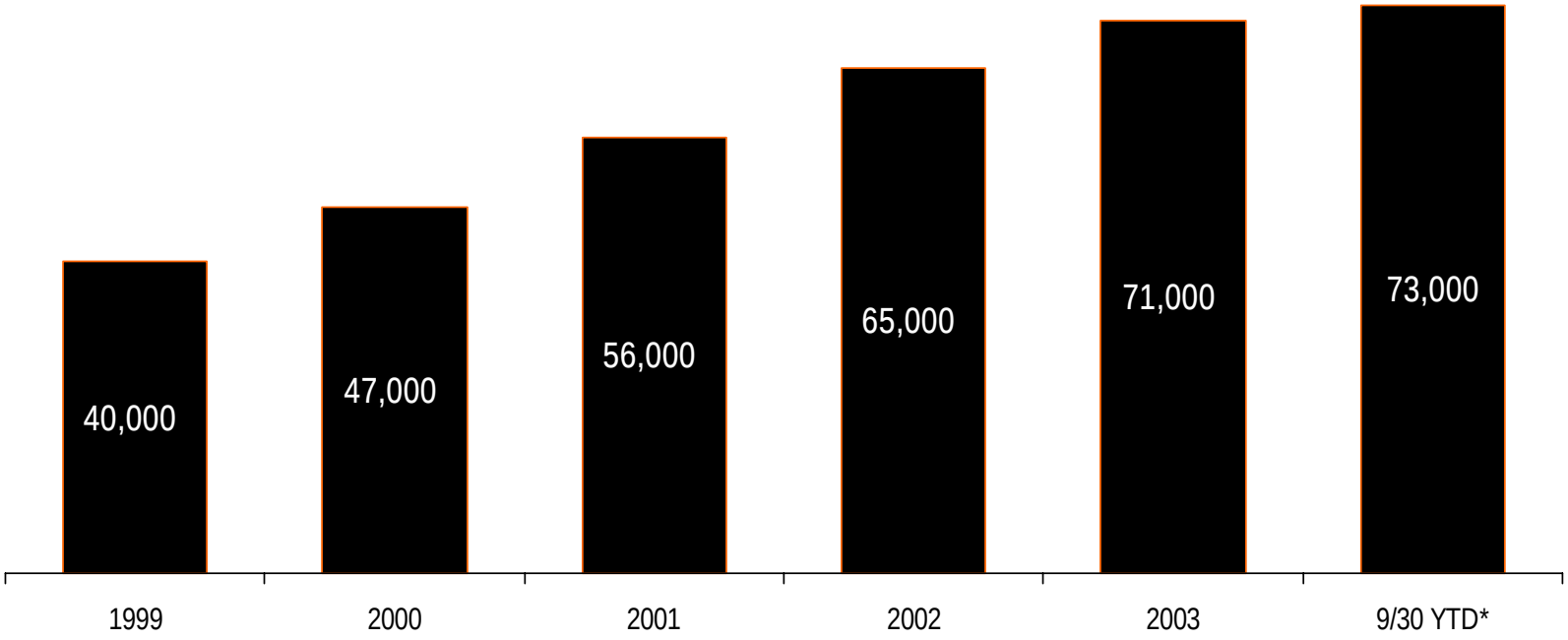
HRCI Total Certified Professionals 1999 - 2004



*Note YTD is through the May/June testing window.

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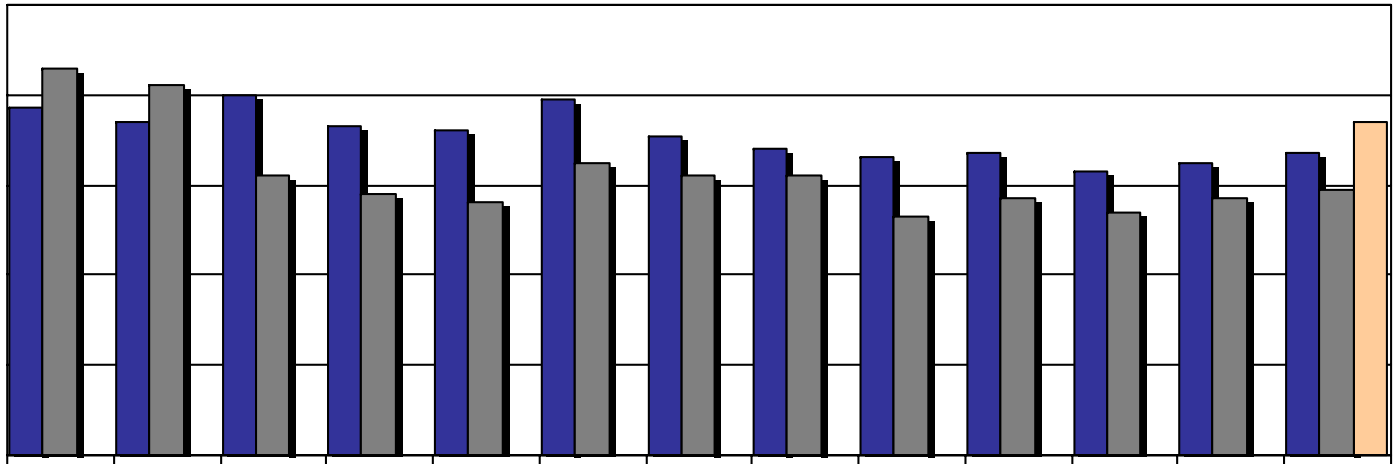
HRCI Pass Rate Results
1992 - 2004



	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	9/30 YTD*
PHR	77%	74%	80%	73%	72%	79%	71%	68%	66%	67%	63%	65%	67%
SPHR	86%	82%	62%	58%	56%	65%	62%	62%	53%	57%	54%	57%	59%
GPHR													74%

*The PHR and SPHR 2004 YTD pass rate for May/June testing windows.

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SHRM Vision Statement

SHRM serves the needs of the human resource management professional by providing the most essential and comprehensive set of resources available. In addition, the Society is committed to advance the human resource profession and the capabilities of all human resource professionals to ensure that HR is recognized as an essential and effective partner in developing and executing organizational strategy.

In short:

Serve the HR professional (STP) and advance the HR profession (ATP).

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Seven Critical Strategic Objectives

Serve the Professional (STP)

- SHRM must provide comprehensive information and tools to HR professionals to enable them to make informed decisions.
- SHRM must help HR professionals develop their knowledge, skills and careers.
- SHRM is the recognized community for exchanging ideas, developing professional relationships, and increasing HR knowledge.

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Seven Critical Strategic Objectives

Advance the Profession (ATP)

- SHRM must set the agenda for the HR profession.
- SHRM must ensure HR is recognized for its contribution to business success.
- SHRM must enhance the capability and credibility of the HR profession.
- SHRM must build communities for the exchange of leading-edge business ideas and the development of professional relationships.

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Serve the Professional (STP):

Examples of STP Activities in 2004

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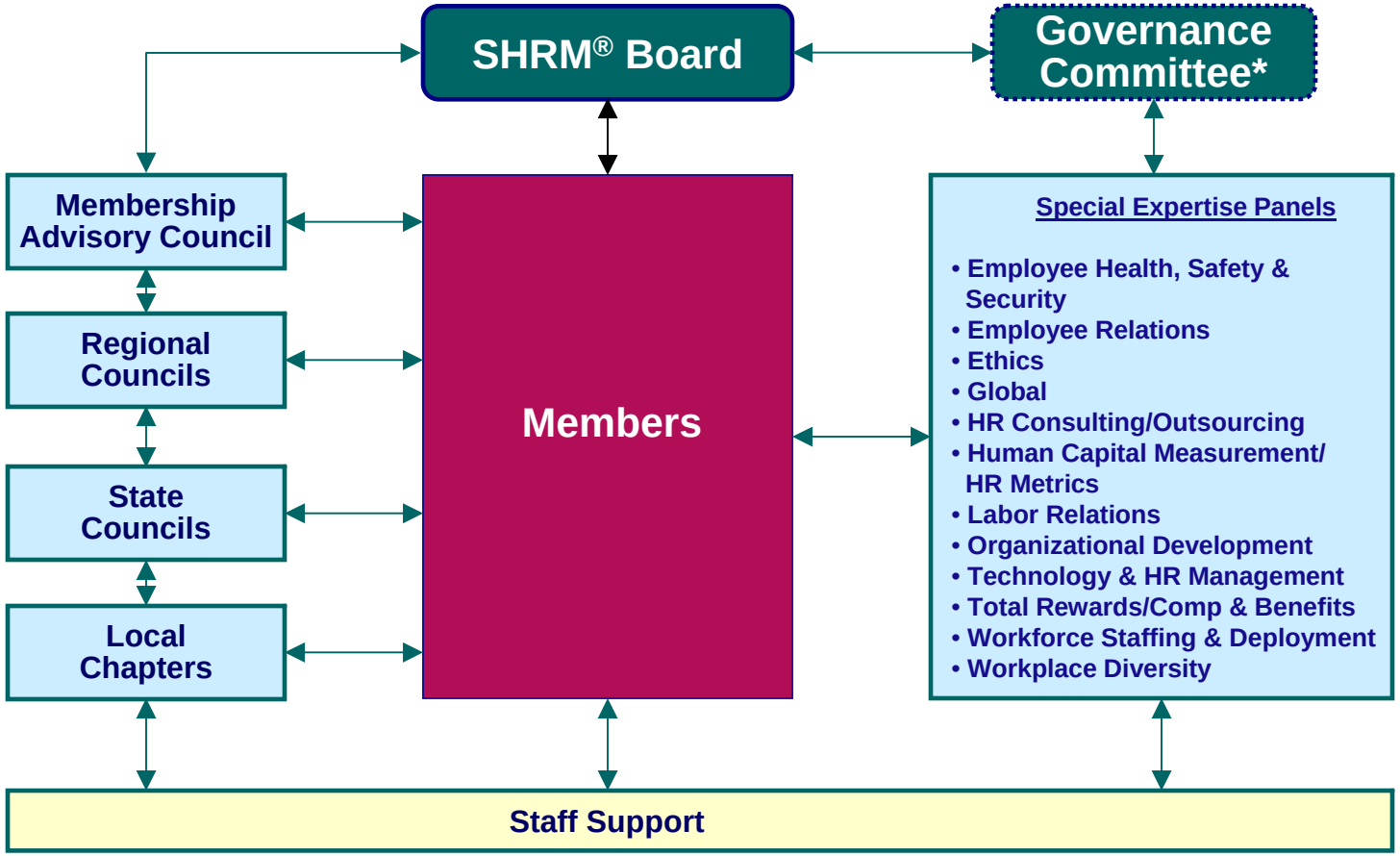
Serve the Professional

Volunteer Leadership Structure



*Governance Committee approves appointment of members to special expertise panels.

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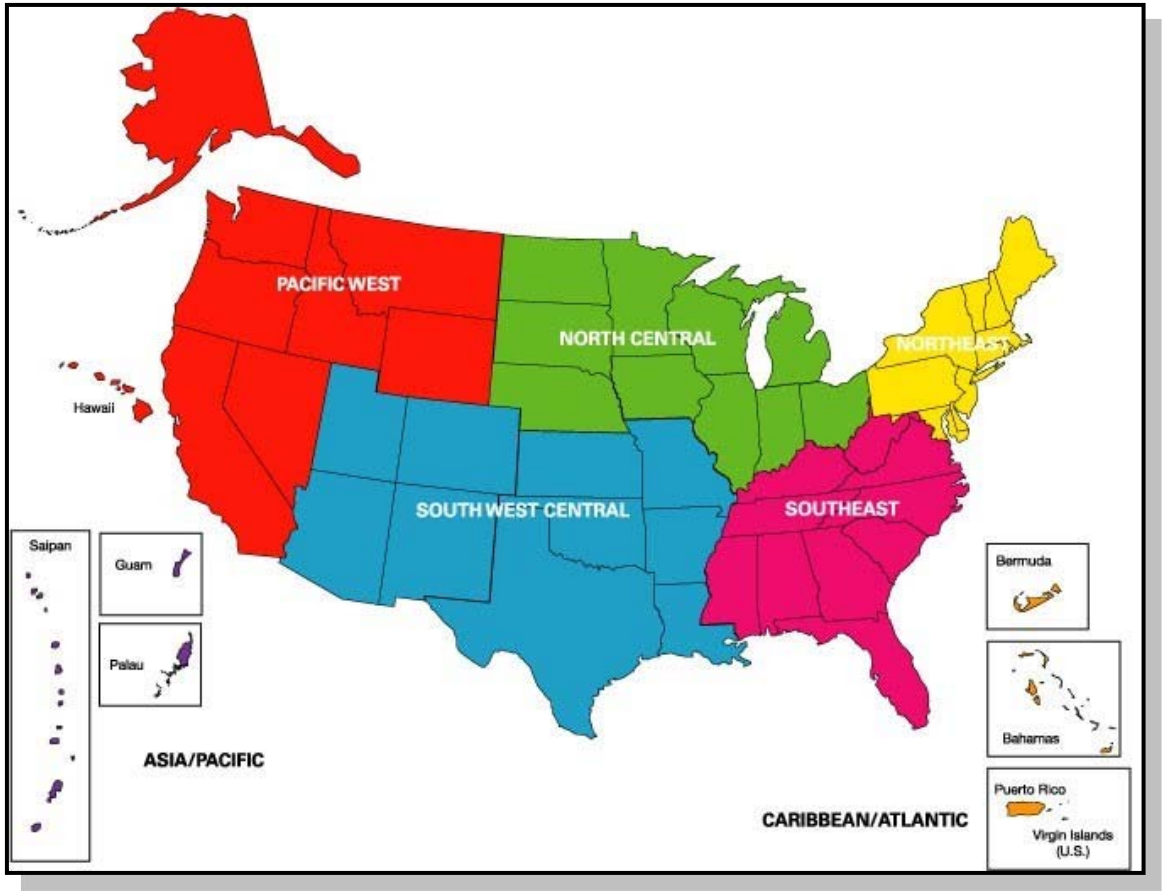
Serve the Professional

Regional Structure



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Serve the Professional

Outreach to Members

- New Volunteer Recruitment and Selection Program
  - "The Volunteer Opportunities Center"
    - New program to ensure that members are aware of and encouraged to express interest in myriad volunteer opportunities
    - A new technologically supported approach
    - Demos available here to allow members to express interest
    - Full program including list of all opportunities—launched mid-December
    - 2005 goal to recruit 4,000 potential volunteers!

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Serve the Professional

Outreach to Members

- Speakers Bureau
  - 8 Speakers Bureau Topics from which to choose:
    - HR Legislative Update
    - HR Competencies
    - Measuring Human Capital
    - Ethical Issues in Human Resources
    - Workplace Trends: Why Preparing for the Future is Key to HR
    - Learning to Lead an Increasingly Diverse Workforce
    - Introduction to International Human Resources
    - Strategic Human Resources to Leverage Your Workforce

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Serve the Professional

Outreach to Members

- Interest in SHRM Speakers Bureau continues to grow
  - About 200 requests for speakers so far in 2004
  - In addition, 120 presentations given to chapters by regional team leaders
  - Developed speakers bureau guidelines for chapters
  - For more information on resources available to chapters and state councils, please visit www.shrm.org/speakers.

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Serve the Professional

Information & Education

- Released 2004-2004 Workplace Forecast in June
  - Sent to all members via member mailing.
- Research Quarterlies – Glass Ceiling, Rising Cost of Health Care and Performance Management so far in 2004
- So far in 2004, provided members with 11 comprehensive survey reports covering such topics as:
  - HR outsourcing
  - Employee benefits
  - Health care
  - The Maturing Profession of HR (in 23 countries)
  - Employee loyalty
  - Aligning HR with Organizational Strategy
  - C-Suite Trends Survey (to be conducted in December)

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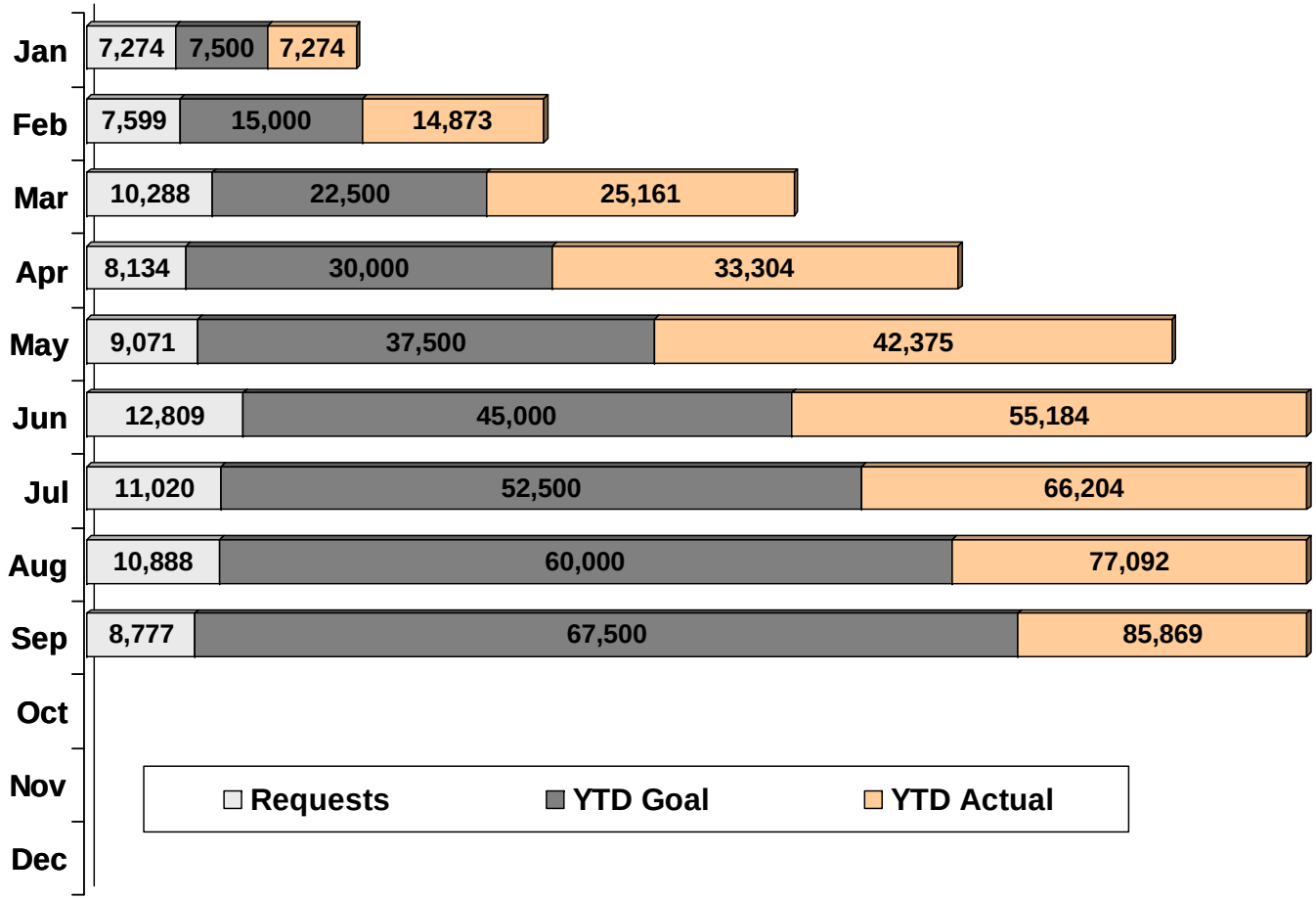
Information Center 2004
Member Requests*



* Monthly goal = 7,500, Annual goal = 90,000

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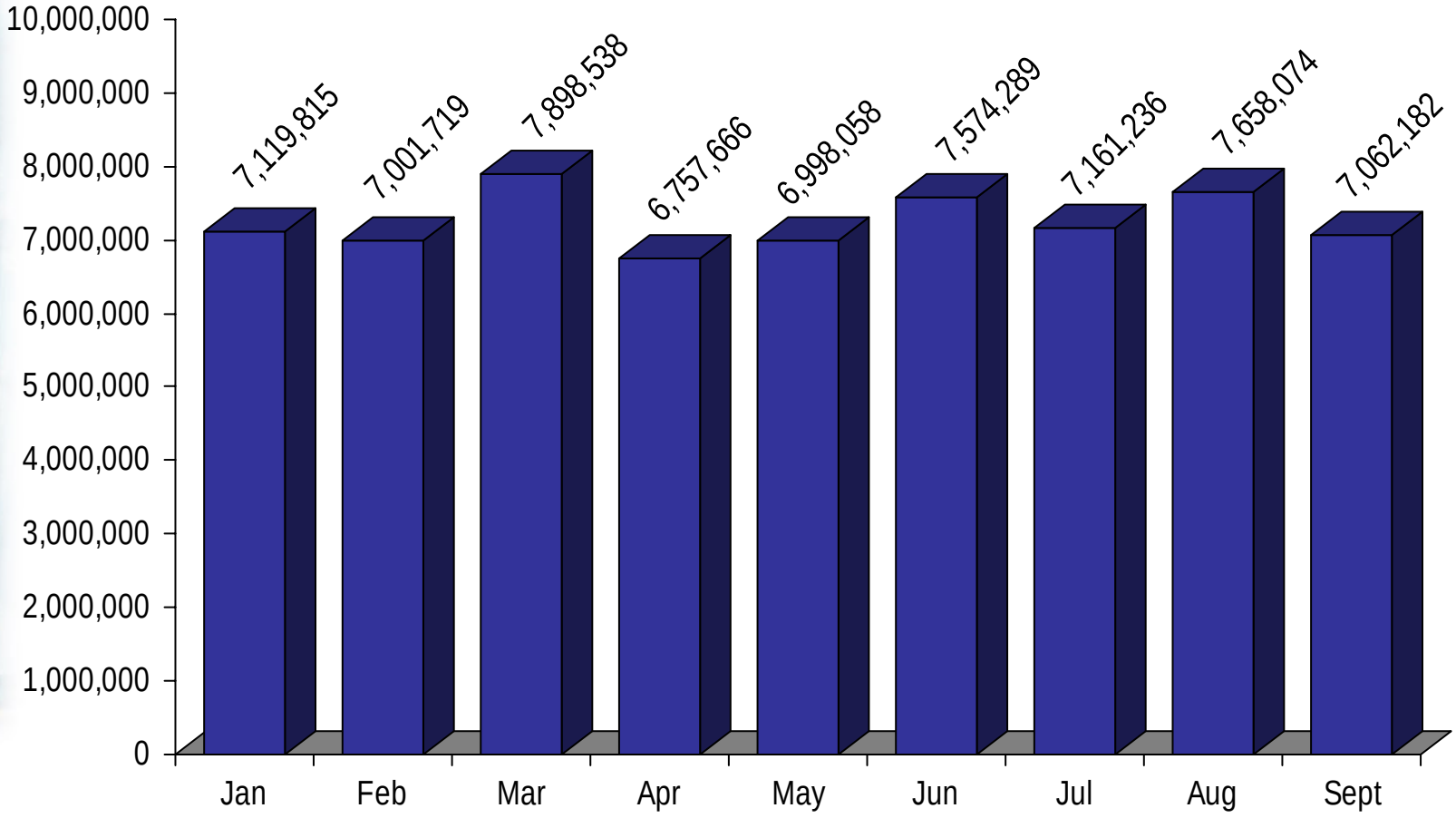
SHRM Monthly Website Page Views 2004



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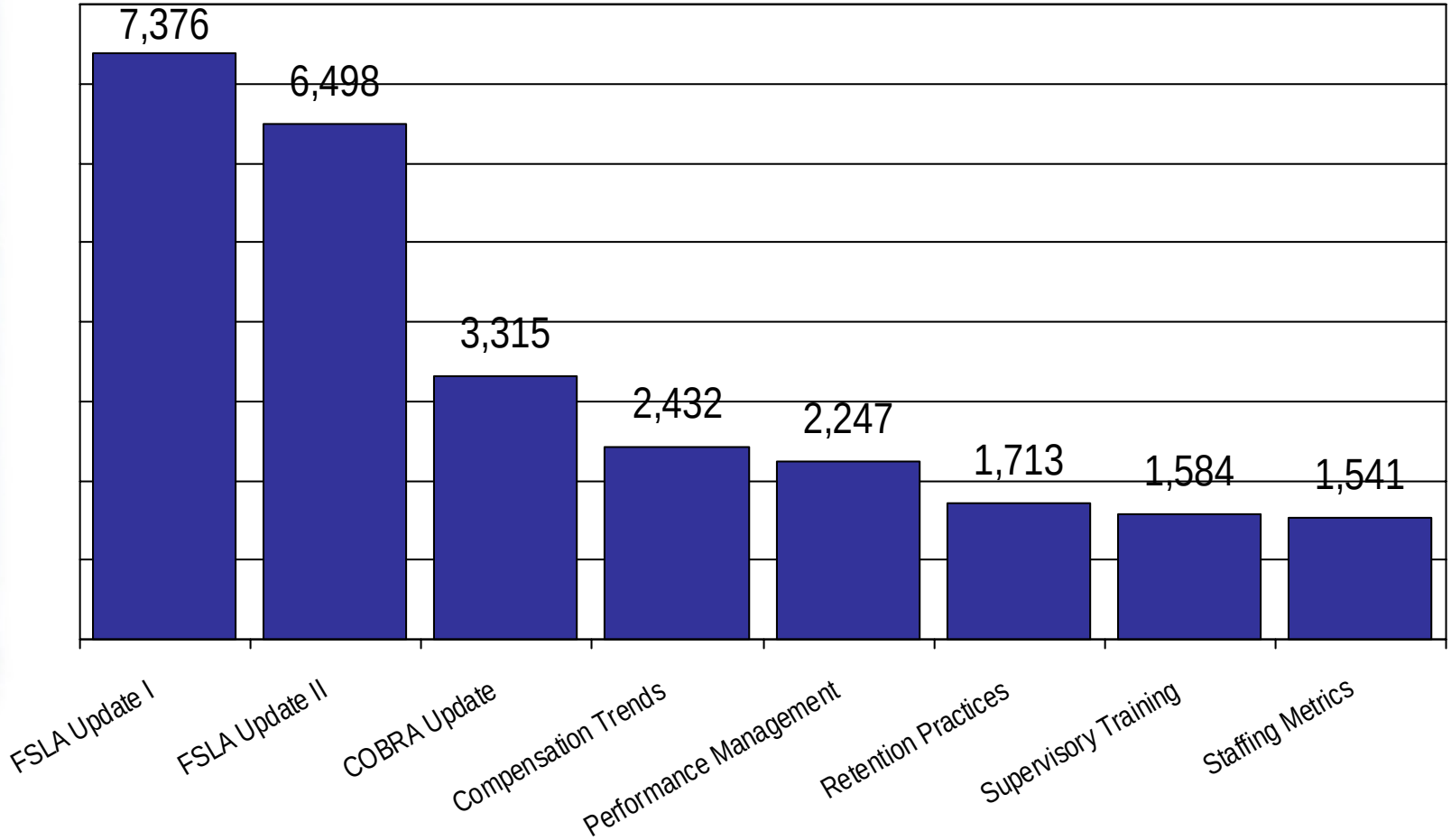
Total Webcast Viewers - 2004



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Serve the Professional

Information & Education Activities

- More than 30 web casts provided to members so far in 2004
- More than 20 chats provided to members thus far
- E-Learning
  - 6,600 participants by end of 2004
- 21 in-house programs (such as Advanced Generalist Certificate) conducted to date
- 80+ seminars offered Four FLSA seminars plus webcasts and concurrent sessions
- Annual conferences offered members several opportunities to learn and network throughout the year. Of special note: SHRM Annual Conference in New Orleans—almost 11,000 paid attendees, 1210 booths, keynote speakers included Queen Noor, Christopher Reeve (in one of his last public appearances), Marcus Buckingham and Scott Livengood.

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Information & Education

- SHRM Online averages 7 million page views (hits) per month
  - Increased unique visitors by 16.5%
- New Virtual Forums are in full operation.
  - Through 9/04, 93,477 members have visited Forum sites
    - SHRM Consultants Forum
    - SHRM Global Forum
    - Compensation and Benefits Forum
    - HR Measurements Forum
    - Employment Management Association Forum
    - HRTX–HR Technology Forum
    - High Tech Net Forum
    - MHRA Media–HR Forum

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Serve the Professional

Information & Education

- Added new SHRM Online sections on:
  - Workplace Law
  - Federal Sector Resources
  - Health Care Resources and
  - FLSA Resources
- Google search engine launched in September
- Began pilot to provide news feeds to super mega chapters.
  - Three chapters participating in pilot (NCHRA, PMRA, NEHRA).
- Collaborated with Fortune Magazine to produce a diversity supplement, published in October 18th issue of Fortune.

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Serve the Professional: 2005 Plans

A few of our planned activities to Serve the Professional in 2005…

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Serve the Professional

Information & Education

- SHRM will explore developing generally accepted HR standards or practices
- SHRM will conduct HR roundtable to discuss trends in the profession and other areas of interest to senior level professionals.
- Develop a student member strategy designed to recruit and retain students to SHRM as well as to the profession

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Serve the Professional

Information & Education

- Investigate career mapping tools, education guide and competency models to assist members
- Assess value of current virtual forums and modify (expand/add/delete) as appropriate for our members.
- Create a new Awards program to recognize excellence and leadership in HR.

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Serve the Professional

Outreach to Members

- SHRM will implement changes to the Volunteer Leadership Structure as approved by the Board at November meeting
- Conduct a networking event in each region
  - To discuss trends in HR as well as other areas of interest
  - Targeting senior HR professionals
- Explore providing web-based tools for chapters and state councils to create and maintain their websites.

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Advance the Professional (ATP):

Examples of ATP Activities in 2004

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Advance the Profession

Information & Education

- Broaden scope of international activities
  - Raise awareness of global issues by HR professionals
  - Expand global orientation of SHRM Staff
  - Integrated SHRM Global Forum into overall member benefits package
  - All members now have access to international HR management information
  - In-country focus
    - China and India
    - Hiring staff and leasing office space in Beijing and Mumbai
  - Partnership opportunities with Canada

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Advance the Profession

Information & Education

• New Global Certification Preparation Course and Global Learning System created and offered.

•Two executive education programs offered at Annual Conference

- •Strategic Decision Making in HR
- •Strategic Leadership: The Next Paradigm for HR

•Executive HR Network subscription service with Harvard Business School Publishing

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Advance the Profession

Information & Education

- HR Strategy Conference in LA
  - 517 attendees

- Developed 20 different courses for SHRM Academy
  - Delivered 18
  - Now offering Academy program in-house

- HR Magazine – added strategic content (ie. HR On the Board, June 2004 issue)

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Advance the Profession

Information & Education

- SHRM and Rutger's LINE project
  - Held Web cast news conference
    - Targeted financial/business reports
  - Conducted online Power Point presentation
  - Launched LINE Web site
  - LINE presentation to be given at Leadership Conference
  - Release November 23

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Advance the Profession

SHRM Foundation

- Thought Leaders retreat: "HR Leadership at the Board Level"
- "Effective Practice Guidelines: Performance Management" report
- Foundation video: "HR Role Models"
- New DVD video: "*HR in Alignment: The Link to Business Results*"
  - Free copy available to all chapters and state councils

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Advance the Profession

Advocacy/Outreach

- More than 360 million media impressions in major media
  - An increase of 145 million impressions over 2003

- Recent record media coverage on shortage of flu shots
  - The story was picked up by a dozen major media outlets, such as the *Washington Post*, *LA Times*, *USA Today, Good Morning America, and ABC World News Tonight*

- *Best Places to Work* launched
  - 50 Small & Medium sized businesses recognized for their people strategies.
  - Covered in July issue of HR Magazine
  - Conducted press conference including video news releases

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Advance the Profession

Advocacy/Outreach

•Sponsorship of *Marketplace Morning Report* and *All Things Considered*.

- •Airs on National Public Radio stations
- •*Marketplace Morning* reaches 4.7 million listeners
- •*All Things Considered* reaches 9 million listeners

•Participation in Democratic & Republican National Conventions

- •Ads in Roll Call each day of conference on importance of HR
- •Sponsored event at each conference with Savings Coalition
- •Staff attended both Conventions.

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Advance the Profession

Advocacy/Outreach

- FLSA regulations
  - Instrumental in final passage of new FLSA regulations
    - Provided members with extensive FLSA education opportunities
- Leading role in passage of Assistive Technology Act
- Testimony to the House Ways and Mean Committee on Social Security Number Privacy and Identity Theft Prevention Act
- First association to sign DOL Partnership for Compliance agreement

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Advance the Profession

Advocacy/Outreach

- Conducted successful "Get Out the Vote" campaign

- Member advocacy at the state level is robust
  - Aided in the veto of:
    - The living wage legislation in Maryland
    - Expanded sick leave in Hawaii
    - Minimum wage increase in New York
  - Assisted with enactment of a workplace violence protection law in North Carolina

- HR Voice Website upgraded
  - Provides members with access to federal, state and executive branch officials

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Advance the Profession: 2005 Plans

A few of our planned activities to Advance the Profession in 2005…

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Advance the Profession

Advocacy/Outreach

- Conduct a branding study of SHRM
  - Will bring a better understanding of how SHRM is perceived within the HR market at all levels
  - Better understand our members and their needs
- Implement first full year of new international strategy
  - Enter China and India
  - Expand information for members
  - Potential partnership opportunities in Canada

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Advance the Profession

Advocacy/Outreach

- Monthly LINE Outreach
  - Conduct 5 major events in first quarter
  - Coordinate proactive media outreach
  - Leverage LINE champions such as senior business executives, analysts, academics
- 2005 Trends and Forecasting
  - Conduct survey of C-suite executives re: priorities in 2005 and forecasting for 2006
- Question of the Quarter Poll
  - Poll members quarterly on key business drivers, such as ethics, outsourcing, healthcare and workforce dev.
  - Promote results to create visibility for key role of HR

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Advance the Profession

Information & Education

- Provide members with resources and tools to fully understand issues surrounding outsourcing and off-shoring (including HR outsourcing)

- Develop resources and tools on health care and workforce development for all members
  - Include conference programming, subject-related information, editorial content, webcast etc.

- Conduct survey of C-Suite on perceptions of HR/strategic role of HR in organizations. Results to inform PR Campaign.

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SHRM as an Employer

Human Resources

- Hired a new Director Holly Clark, SPHR
- Launched organizational values initiative
- Succession planning for senior level positions.
- By end of 2004, 100% of SHRM employees will participate in at least one professional development activity linked to development plan.
- By end of October, more than 70% of SHRM employees will participate in community service opportunities.

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SHRM as an Employer

Human Resources

- Developed organizational divisional diversity goals to support SHRM business goals
- Quarterly management training for supervisory rank
- Mandatory diversity training for all staff
- Biannual employee survey administered next month.

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Investing in our Volunteers: 2004

A few of our activities in 2004 in this important area….

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Investing in Volunteers

- Launched Special Expertise panels
- Held series of volunteer webcasts for state council directors, chapter presidents and core leadership area volunteers
- Ongoing chapter financial support ($1.2 million in 2004)
- Special state council grant in 2004!
- Implemented new Volunteer Leadership structure including new regional structure plus creation of Member Advisory Council (MAC) and Regional Councils

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Investing in Volunteers

- ATP tool kit for chapters
- Expansion of regional team to provide local support
- Support for Special Interest Chapters and Special Interest Groups
- Joint billing introduced on limited basis

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Investing in Volunteers

- $1,000 per attendee at Leadership Conference
  - Registration and hotel paid by SHRM for chapter presidents and state council leaders
  - This year, benefit was also extended to panel members and state council core leadership volunteers
- Registration and housing for state council legislative reps to attend 2005 Legislative Conference

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Investing in our Volunteers: 2005

And a few plans for 2005 in this important area….

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Investing in Volunteers

Investing in Volunteers

- Implement State Council financial support program.
- Expand volunteer recruitment and selection program
- Explore providing Web-based tools for chapters and state councils to create and maintain their Web sites
- Chapter speaker support program
- Joint billing participation opportunities

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