



Student Chapter Operations Manual

BETTER WORKPLACES. BETTER WORLD.
SHRM

Student Chapter Operations Manual

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Introduction

Welcome to the Chapter Operations Manual! This manual is an online resource for all chapter leaders and is one of many tools to help you succeed in your volunteer role. It provides you with the basic tools and resources needed to effectively manage and grow the chapter within your college/university community. This manual provides tips on how to manage your chapter including tips on starting your year, chapter governance and fundraising. You can refer to it whenever you have a question or concern!

SHRM at a Glance

SHRM, the Society for Human Resource Management, creates better workplaces where employers and employees thrive together. As the voice of all things work, workers and the workplace, SHRM is the foremost expert, convener and thought leader on issues impacting today's evolving workplaces. With 300,000+ HR and business executive members in 165 countries, SHRM impacts the lives of more than 115 million workers and families globally. For more information about SHRM, visit the [Official SHRM Website](#).

SHRM's purpose is to elevate the HR profession. Our mission is to empower people and workplaces by advancing HR practices and by maximizing human potential. Our vision is to build a world of work that works for all. For more information about our purpose, mission, or vision, visit the SHRM [About page](#).

SHRM has two bodies of leadership which includes the SHRM Board of Directors and the Senior Leadership Team. They provide leadership for SHRM by upholding SHRM's purpose, vision, and values; setting broad policies, direction, and priorities of the organization, ensuring that SHRM has highly effective leadership; providing fiduciary oversight and maintain the integrity of SHRM services and products developed for the benefit of SHRM members. For more information about current SHRM directors and executives, visit <https://www.shrm.org/about/board-of-directors-and-senior-leadership>.

Bylaws & Code of Ethics

[SHRM's Bylaws](#)

Our Bylaws are the Society's Operating Manual. They define 1) composition of the Board of Directors and how it will function, 2) roles and duties of directors and officers, 3) rules and procedures for holding meetings, electing directors, and appointing officers, 4) conflict of interest policies and procedures, 5) other essential association governance matters.

SHRM Code of Ethical and Professional Standards in Human Resource Management

This Code of Ethical and Professional Standards in Human Resource Management is one part of an overall ethics initiative undertaken by SHRM. The Code will be supplemented by resources and services which SHRM members can use to promulgate ethics programs within their own organizations or chapters. Communications and Education strategies for initial and continuous training will be put into place as well as an infrastructure for enforcement and advice/counseling.

The standards outlined in our new Code of Ethical and Professional Standards in Human Resource Management, together with integrated ethics program components, are designed to provide guidance and support in your daily work. More than 300,000 SHRM members around the globe look to the Society for their vision and their values. In this role, SHRM assumes a responsibility to serve its members and the public with integrity. To fulfill this responsibility, SHRM is committed to conducting all operations in accordance with the [SHRM code of ethics](#).

SHRM Certification

SHRM provides two certifications that are valuable as an HR professional. The SHRM Certified Professional (SHRM-CP®) is for individuals performing HR-related duties or pursuing a career in Human Resource Management. Most applicants, 77%, take the SHRM-CP first. The SHRM Senior Certified Professional (SHRM-SCP®) is for individuals who do strategic-level HR-related work and have been doing so for a minimum of three years.

Additionally, SHRM also offers a variety of specialty credentials and qualifications. [Specialty credentials](#) allow HR professionals to enhance their credibility by demonstrating competence in targeted key areas. More information about specialty credentials can be found [here](#). [Qualifications](#) allow professionals to gain a deeper understanding about a certain topic and develop critical skills.

SHRM Foundation

The SHRM Foundation is a nonprofit affiliate that focuses on advancing the HR profession and empowering HR professionals to make a positive impact in the workplace. It provides research-based solutions, scholarships, and educational resources to help HR leaders address critical workforce challenges. The foundation also champions initiatives such as inclusive hiring practices, workplace equity, and professional development, ensuring that HR professionals are equipped to foster thriving, diverse, and innovative organizational cultures.

Participating in a mentorship program as a student offers a unique opportunity to gain personalized career guidance, expand professional networks, and acquire practical insights from industry leaders. The [SHRM Foundation Mentorship Program](#) connects aspiring HR professionals with seasoned mentors who provide tailored advice on career development, skill enhancement, and navigating industry trends. By engaging in this program, students can access invaluable expertise, strengthen their professional acumen, and build meaningful connections that will support their long-term career aspirations. This initiative serves as an essential stepping stone for those seeking to establish a successful and impactful career in Human Resources.

SHRM Annual Conference

The SHRM Annual Conference is an excellent opportunity for students to connect with HR professionals from around the world and gain valuable insights into the Human Resources field. Through keynote sessions, workshops, and networking events, students can learn about emerging HR trends, best practices, and career strategies. This conference provides a platform for professional development, allowing students to build relationships, enhance their knowledge, and take meaningful steps toward their future HR careers.

Starting Your Year

Many student members join through local chapters on their campuses. Modeled after the SHRM professional chapters, each group completes an affiliation process to receive a charter, writes its own by-laws, and elects its own student officers. You can use the chapter by-laws developed in previous years, update them as needed, or write new by-laws for your chapter. You can read a sample set of by-laws under [Bylaws, Charters, and Mission Statements](#). The majority of student members (95%) join through local chapters on their campuses. Modeled after the SHRM professional chapters, each group completes an affiliation process to receive a charter, writes its own by-laws, and elects its own student officers. If your chapter has been inactive for several years, contact the SHRM Student Communities' Team to obtain information on renewing your charter, or visit [Chapter Reactivation](#). Below are the steps to starting your year.

- 1 •Designate a chapter advisor or establish regular communication with the current advisor.
- 2 •Initiate contact with your local professional chapter.
- 3 •Establish a regular meeting schedule.
- 4 •Elect officers and submit a Student Chapter Information Form by June 1st.
- 5 •Write or revise chapter bylaws, establish goals, and write a mission statement.
- 6 •Obtain official school recognition/funding.
- 7 •Plan chapter activities using the Chapter Merit Award Planning Workbook as a guide. Delegate planning to specific committees or officers. (Fundraising as needed.)
- 8 •Develop an active recruiting program. Educate faculty members on the value of the club.
- 9 •Publicize SHRM and chapter activities.
•Hold chapter social activities to build cohesiveness and team spirit.
- 10 •Complete and submit a Chapter Merit Award application to receive recognition for your chapter's accomplishments.

Getting Affiliated

Eligibility

To be eligible for affiliation with SHRM, your student group must meet the following requirements:

- ☐ You have at least eight (8) current National SHRM student members.
- ☐ Your institution must be one of the following:
 - Four-year or graduate college/university
 - Two-year college with a matriculation agreement between the institution and a four year-college or university, which provides for automatic acceptance of the community/technical college students into the four-year college or university.
- ☐ Provide verification of a demonstrated emphasis in human resource management subjects or verification of the college or university's human resources or related degree program.

Acceptable degree programs include:

- Human Resource Management
 - Human Resource Development
 - Business Administration & Management
 - Industrial/Organizational Psychology
 - Labor Relations
 - MBA
 - MBA/HR
 - Organizational Behavior/ Organizational Development
- ☐ Designate a current SHRM Professional, General, or Associate member as the advisor. At the discretion of the chapter, a co-advisor may be granted. See Chapter Advisor information for more details.
- ☐ Designate a current SHRM student member as the chapter president.

Steps to Affiliating a SHRM Student Chapter

Before you begin the affiliation process, please review the chapter eligibility requirements.

STEP 1: Connect with Advisor

- Seek the support of a faculty member, a local professional member or an individual from the university's human resources or career services office who is or will become a SHRM member to serve as the chapter's advisor. See [Chapter Advisor](#) information for more details on roles and responsibilities.

STEP 2: Gauge interest

- Hold a preliminary meeting to gauge interest and to discuss the reasons for forming a student chapter.

STEP 3: Elect Executive Committee

- Elect students to take the role of officer positions. There must be a student chapter president. The president must be a current SHRM student member or willing to become one.
- The following positions are recommended:
 - Vice president
 - Secretary
 - Treasurer

(Note: You may choose to elect additional officer positions. These are the recommended positions to choose as your group works to become affiliated with SHRM. See [optional positions](#) for more details.)

STEP 4: Chapter Name

- Select a name for the chapter. Student chapters are required to select a name that indicates the college/university where the chapter is located. For example, American University SHRM Student Chapter or SHRM Student Chapter of National University. In the case of consortium chapters, this name may include the city where meetings are held, it may be a regional name, or it may take the name of a landmark or geographic site in the area.
- The chapter name may include the "Society for Human Resource Management" or the acronym "SHRM." The name must be different enough from SHRM's own name as to not create confusion to the member or prospective member between SHRM and the chapter.

STEP 5: Contact SHRM

- Contact SHRM regarding intent to affiliate with SHRM at SHRMStudent@shrm.org.

Step 6: Create & review bylaws

- Create and review the structure and content of your chapter bylaws against the model chapter bylaws provided for compatibility. Before chapters sign the bylaws, they should send them to Student Programs for review to ensure everything is in order and no changes need to be made. Amend where needed. SHRM-affiliated student chapters are autonomous, but their bylaws must not be in conflict with the intent of the bylaws of SHRM. The bylaws must be ratified by the chapter advisor and president and sent back to SHRM for final approval.

Step 7: Complete and sign student chapter charter

- Complete and sign the student chapter charter. The charter defines the relationship between SHRM and each of its affiliate chapters. Information in the charter should be shared with your chapter officers and advisor, so they completely understand the affiliation with SHRM.

Step 8: Create chapter roster

- Create a chapter roster for submission. SHRM will verify the membership status of all student chapter members listed on the roster. A minimum of 8 current SHRM student members is required.
- If it appears that the existing number of SHRM members in the chapter falls short of the affiliation standards for filing a petition, create a plan to increase the number of SHRM student members. Work with SHRM Student Programs staff. Have a speaker or program on the benefits of membership in SHRM, utilizing volunteer leaders in your area.

Step 9: Submit documents to SHRM

- Once you've determined that your chapter meets the affiliation standards, submit the following documents to your state council director for review/signature:
 - A completed and signed Chapter Charter Agreement.
 - A completed Student Chapter Information Form.
 - A copy of your membership roster. Please include names and SHRM emails.
 - Chapter bylaws.

Step 10: Get confirmation from SHRM

- SHRM staff will review the submitted materials. Upon approval by SHRM and the SHRM CEO or Designee, you will be notified that your charter is approved. The review and approval process can last up to six weeks.
- Should a petition not receive approval, your chapter advisor and/or president will be informed of the status and what additional requirements must be completed.
- Questions? Contact Student Communities at shrmstudent@shrm.org or 1-800-283-7476.

Virtual Student Chapters

Occasionally, student chapters may request to become a virtual student chapter. Virtual student chapters must meet the requirements of a standard student chapter.

The requirements for virtual chapters are as follows:

- The student chapter must always retain a student chapter advisor. In situations where an advisor must step down, the chapter must draw upon an established succession plan to ensure a smooth transition.
- Provide an electronic forum (e.g. bulletin board, Facebook page, Blackboard site, etc.) for communication and discussion among chapter members.
- Maintain an electronic list of HR internships and entry-level HR jobs for chapter members.
- Hold at least four educational events per year.
- Conduct at least two networking events per year.
- Provide an opportunity for chapter members to meet face-to-face at least once per year. (SHRM Regional Student Conferences and the SHRM Annual Conference are recommended opportunities for this interaction).
- Facilitate opportunities for student members to participate within their local SHRM professional chapters.

Virtual Student Chapter FAQs:

1. Can our chapter be both a virtual chapter and a brick-and-mortar chapter?

No, chapters can only be one or the other. Only online schools are eligible to have a virtual chapter. Schools with brick-and-mortar facilities may not charter exclusively as a virtual chapter. However, chapters may incorporate virtual components into their chapter; such as online bulletin boards or webinars.

2. Do you have any recommendations for virtual chapters engaging their members?

We recommend virtual chapters hold webinars, record them, and post them on their website. To keep the conversation going, they should designate someone to moderate postings on their website. We also suggest they link back to the SHRM website and the student programs section as a resource.

3. Should a student join a virtual chapter at their school or a local chapter at a different school?

It depends on the situation. If students are looking for a more active role in the chapter and are willing to travel to other schools, we recommend they reach out to local chapters and ask about joining their chapter. Students can use our online directory to look up contact information for local chapters.

Please keep in mind that some chapters may not allow students from other schools to join their chapter, depending on their chapter bylaws, school policies, and whether or not the chapter is open to the idea. If this is the case, students can always join their school's virtual chapter.

If students join a virtual chapter and want more networking opportunities, they can always attend student conferences and reach out local professional chapters about setting up a mentorship and attending meetings.

Chapter Reactivation

If your chapter is shown as “inactive” it is because your chapter did not meet the requirements to remain an active chapter.

The initial requirements for reactivating a chapter are as follows:

- Contact SHRMStudent@shrm.org regarding interest and for instruction on requirements. Please include your chapter number and full chapter name.
- Your chapter must have at least 8 current SHRM student members
- Your chapter’s college or university is an accredited four year or graduate institution/or a consortium of these or a two-year community college with a matriculation agreement between it and a four-year college or university
- Your chapter has designated a current Professional, General, or Associate SHRM member as the faculty advisor and a current SHRM Student member as the chapter president. If a co-advisor is designated, that individual also be a current Professional, General, or Associate SHRM member.

Required Documents:

- Submit the [Student Chapter Information Form](#) (SCIF)
 - All SHRM student chapters are required to designate 1 primary advisor, and 1 student chapter president (with active SHRM memberships and student memberships, respectively) in order to maintain their active chapter status.
- Submit the [Chapter Roster Update Form](#)
 - All SHRM student chapters are required to maintain a minimum of 8 active SHRM student memberships in order to maintain their active chapter status. Please include the member’s name, address, and email address
- Submit the current Chapter Bylaws (or updated Chapter Bylaws if existing bylaws are from 1999 or earlier). SHRM's [model chapter bylaws](#) are included on our website.
 - Before signing, please send them to SHRMStudent@shrm.org in advance for review to ensure everything is in order and no changes need to be made. Once approved, the chapter bylaws must be signed by the advisor and the student chapter president before being sent back to SHRM for approval and ratification.
- Submit section 1 of the [Chapter Merit award](#) , if applicable
 - Chapters who re-affiliate between Jan. 1 and March 31 of the current award year will be exempt from submitting Section 1 of the Chapter Merit Award report.

Chapter Organization & Governance

Chapter Advisor:

Every student chapter must have a designated chapter advisor. Any faculty, administration, professional staff person of the university, or a regular member of SHRM may be designated as the student chapter advisor. The advisor is most often a faculty member at the college or university where the chapter is located; however, SHRM members outside of academics are also eligible to serve as advisors. At the discretion of the chapter, a co-advisor may be granted. The co-advisor must also be a current SHRM Professional, General, or Associate member. See Chapter Advisor information for more details. Student chapter advisors are eligible to receive 50% off the current annual professional dues rate. Both the primary advisor and one co-advisor are eligible for this rate. The advisor serves as the point of contact for the chapter.

Since graduating students ensure constant membership turnover, the advisor receives all chapter mailings, such as recruiting supplies and awards information, and maintains the chapter history and continuity from year-to-year. For this reason, it is very important for students to maintain regular contact with their advisor. Students should check with their advisor frequently to ensure that they are receiving supplies and updated information from the national office.

Connecting with Local Professional Chapters:

Most student chapters receive additional support from a local professional SHRM chapter. This group is known as the "sponsoring" or "parent" chapter. Your sponsoring chapter is your best source for interaction with professionals in the HR field. Your sponsoring chapter should have a designated "student chapter liaison" to be the link with your student chapter. To initiate contact with your parent chapter, call the student chapter liaison or chapter president and invite them to attend your meetings. If your advisor does not know how to contact these individuals, call the student program manager and request the parent chapter's contact information. Also supporting your chapter are state and college relations directors. These individuals monitor and oversee the interactions of professional and student chapters in their states or regions of the country.

Student Chapter Leadership Roles	
Role	Responsibilities
Student Chapter Advisor	The guidance that the chapter advisor provides is the primary element in the establishment and continuity of the student group. The advisor's understanding of the human resource field and recognition of benefits of participation in an established professional community guides his or her actions. A general interest in and enthusiasm for the students' efforts and activities and attendance at planned events are important contributions that the advisor makes throughout the year. A chapter may have co-advisors; however, one person should be identified as the primary contact. <i>Responsibilities:</i> - Primary contact for SHRM headquarters. - Receives chapter materials for distribution to officers.

	- Advises chapter officers on the formation and implementation of the chapter's goals, objectives and programs. - Ensures that the chapter understands the role of SHRM as a professional organization.
Executive Officers	
The quality of leadership provided by the officers of the student chapter significantly influences the level of involvement and participation of both chapter members and other interested individuals in planned chapter activities. The officers' understanding of the importance of their roles in setting the direction of the student chapter and seeing to its management will be reflected in the overall success and continuity of the group. The officers of a student chapter usually consist of a president, vice president, secretary, treasurer and director of SHRM Merit Awards. <i>Responsibilities for all officers:</i> - Be fully conversant with the chapter bylaws. - Act as the primary interface between the student chapter, advisor, the department and university within which it functions, and SHRM. - Establish a clear set of objectives and an operating plan for the chapter year. - Take responsibility for fulfillment of the chapter's established objectives. - Train newly elected officers and hand over materials each spring. Below each role and responsibility, we have included guiding questions for each role.	
Role	Responsibilities
President	Shall preside at all meetings of this chapter; shall act as chairperson of the Executive Council; and shall be an <i>ex-officio</i> member of all committees except the Nominating Committee. The president shall generate and update the chapter mission statement and annual goals/objectives. The president shall appoint chairpersons for standing and temporary committees and shall administer the business of this chapter between regular meetings, exercising authority consistent with the powers given in the bylaws. President Checklist: https://www.shrm.org/content/dam/vlrc/Students_PresidentChecklist_2023.pdf Guiding Questions: 1. Where will meetings be held and how will you reserve the room/location? 2. Who is the student contact person at the SHRM National Headquarters? 3. What are three things, as the president, that you can do to increase membership in the organization? 4. How do you run a successful meeting?
Vice President	Shall perform the duties of the president in the event of his or her absence, disability or at the president's request. If the office of the president becomes vacant, the vice president will temporarily act as president of this chapter. The chapter membership will then nominate and vote on a permanent replacement for the president. Shall also be responsible for coordinating the semester calendar of events for the chapter. The vice president oversees the director of corporate relations, the director of finance and the director of student relations. Guiding Questions: 1. What is the major responsibility of the Vice President? 2. How is the merit award achieved?

	3. What do you need to do in absence of the president? 4. How do you effectively direct committees? 5. How do you ensure that the committees are performing their duties?
Secretary	Shall take minutes of meetings, distribute meeting agenda and previous meeting minutes, circulate sign-in and sign-up sheets at meetings, make copies available of relevant announcements, scholarship forms, and any other materials for distribution at chapter meetings. The secretary shall also distribute all the announcements, meeting agenda and minutes for chapter members through the listserv. The secretary oversees the director of communication, director of chapter information systems and director of SHRM Merit Awards. Guiding Questions: 1. What is the major responsibility of the secretary? 2. Who is the contact for student organization web pages? 3. What are two things that the secretary must do at each meeting?
Treasurer	The treasurer has the responsibility for gathering, distributing, and managing the chapter's funds. Sound chapter operations require the establishment of and adherence to realistic budgets. All officers should be informed of funds budgeted for chapter activities prior to planning for the year. Guiding Questions: 1. Where do you go to handle the financial affairs of the organization? 2. How much are the dues for the organization? 3. How do you go about reimbursing the members of the organization? 4. How do you keep track of the financial status of the organization?
Optional Positions Note: Other positions may be necessary depending on the needs of the chapter as well as the availability of students for those roles. The positions provided below are not required.	
Director of Chapter Information Systems	Shall develop, maintain and regularly update the chapter Web site, listserv and membership database.
Director of Communication	Shall update chapter bulletin board, post fliers and contact interested student organizations to advertise upcoming chapter events, submit articles publicizing chapter events to media outlets, and generate a chapter newsletter each semester.
Director of Community Relations and Development	Shall pursue and organize community service projects and fund-raising events and shall be responsible for recruiting and coordinating volunteers for chapter/university marketing/recruitment and retention programs.
Director of Corporate Relations	Shall contact and coordinate speakers for chapter meetings. Shall identify speakers on various topics of interest to chapter members, formally invite them to present; send a confirmation letter with the time, date, topic and directions to campus; host, schedule audiovisuals, and provide technical assistance as needed the day they present; and send thank you letters after their visit. Shall generate the speaker calendar each semester and maintain a speaker database to keep track of past speakers, topics, and chapter members' evaluation of their presentation.
Director of Student Relations	Shall welcome new and help retain existing members, recruit from HR classes, provide forms for joining SHRM National, and assist and mentor students in ways that enrich their chapter membership experience. Shall maintain graduated student database to which student information is transferred from the membership

	database to this alumni database and record graduating student job placement information, including (minimally) hiring company and position.
Director of SHRM Merit Awards	Shall advise, track and record how chapter activities fit national SHRM Merit Award guidelines. At least twice a semester, shall inform chapter on point totals, and shall submit the Student Chapter Merit Award application to SHRM National.

Chapter Officer Installation Ceremony Script

Many chapters desire to formalize their installation of incoming chapter officers by administering an oath of office. Accordingly, some chapters have used all or variations of the following as part of their formal installation ceremony:

[Insert Student Chapter Name]

Officer Installation Ceremony

[Insert Date]

Will the following Officers and Directors please rise and join me at the podium.

- President: [Insert name]
- Vice President: [Insert name]
- Treasurer: [Insert name]
- Secretary: [Insert name]
- [Insert the role(s) and name(s) of other Officers and Directors established by the student chapter]

Each of you have been elected to serve as officers and directors of the [insert Student Chapter name] of the Society for Human Resource Management. It will be your duty to conduct meetings, to abide by the chapter bylaws, and to function in every respect as your chapter's officers.

You will guide in the development of the chapter's goals and objectives. You will become familiar with Roberts Rules of Order, and with Society and chapter by-laws. You should at all times be watchful for activities, projects and programs which could benefit your chapter, its members, or the Society as a whole.

Ultimately, the success of this organization rests in your hands. Do each of you agree to abide by Society and chapter by-laws and to adhere to the Society's Code of Ethics? Please answer "I do."

Please raise your right hand and take the oath of office.

REPEAT AFTER ME:

(Note: speaker should pause at the end of every line and prompt inductees to repeat the pledge)

In the presence of honored guests

*And the members here assembled
I do solemnly promise and pledge
To faithfully execute the duties of my elected office
On behalf of this SHRM student chapter
To the best of my knowledge and ability,
To commit myself to the Society's Code of Ethics
And to further the goals and objectives
Of this organization.*

On behalf of the Society for Human Resource Management, I hereby install each of you as officers and directors of the [Insert Student Chapter name.]

Congratulations!

Bylaws, Charters, Mission Statements



Bylaws

- The Student Chapter Bylaws are modeled after SHRM chapter bylaws and outline chapter affiliation, membership, organization, executive council, duties and responsibilities, meetings, finances, and more.
- The bylaws must be signed by the chapter advisor and the student chapter president.
- Model bylaws can be accessed here: **[Model Student Chapter Bylaws](#)**



Charters

- Each chapter is required to sign a charter agreement that outlines its relationship to SHRM in such areas as reporting, use of the logo and SHRM name, use of membership lists and the chapter's legal existence.
- To maintain an active charter under good standing, students must:
 - 1) Submit a completed Student Chapter Information Form by June 1st each year.
 - 2) Reach a minimum of eight national student members no later than November 30th each year.
- Student chapters that have been chartered but are inactive for a period of more than two years must be officially rechartered.
- Model Student Chapter Charter can be accessed here: **[Model Charter Agreement](#)**



Mission Statements

- The Mission Statement outlines the Chapter's goals and objectives, and must be included in the chapter's official documents.
- Chapters may create a management by objective plan, or MOB.
- The mission statement varies by chapter but may include a tentative plan such as planning fundraisers, community service, events, company speakers, or other ideas if the chapter governance so chooses.

Financial Management

SHRM Guide to Financial Management

Each chapter treasurer, whether or not any responsibility is delegated to a chapter management professional, is accountable for the receipt and disbursement of all funds for his/her chapter. It is also his/her responsibility to maintain adequate records that reflect the financial status and transactions of the chapter.

SHRM-affiliated chapters are autonomous entities and are legally accountable for their own operations.

The SHRM headquarters staff are available to serve as a resource for questions or comments and can be reached at SHRM, 1800 Duke Street, Alexandria, VA 22314-3499, 1-800-283-7476.

General Fundraising Guidelines/ Tips

- Define your target market and look for a need your chapter can fill. (i.e., bake sale during finals season, gifts for holiday season)
- Publicize fundraising event (i.e., post on social media, make flyers)
- When planning, consider the size and commitment of members to determine how big the fundraiser goals should be.
- Carefully think through any project before committing chapter funds and resources to it.

Programming

Programming is a key focus for SHRM student chapters, offering valuable opportunities for professional development, networking, and meaningful engagement. As an affiliate of SHRM, your chapter has the flexibility to design programming that reflects your unique goals and interests. Below is a collection of programming ideas, along with examples, to help guide and inspire your chapter's initiatives.

1. Open House:

- a. Introduce your chapter to prospective members and showcase your mission, goals, and opportunities.
- b. Example: Organize an open house for prospective members to network with current SHRM student chapter members, explore membership benefits, and engage in fun icebreakers to build connections.

2. Speakers

- a. Organize speaker sessions or chapter meetings to discuss HR trends, professional development, or industry insights.
- b. Example: Invite a successful professional in your community to speak to your chapter on the value of joining professional associations.

3. Alumni Panel

- a. Leverage alumni experiences by inviting them to share their career journeys and lessons learned.
- b. Example: Hold a panel discussion featuring alumni who have transitioned into HR roles, followed by informal networking.

4. Interactions with Local Professional Chapter

- a. Collaborate with your local professional SHRM chapter for joint programming and mentorship opportunities.
- b. Example: Co-host a resume workshop with the professional chapter, offering students feedback from experienced HR professionals.

5. Company Visits/Shadow Days

- a. Coordinate visits to companies or shadowing opportunities with HR professionals to gain real-world exposure.
- b. Example: Arrange a tour of a local startup's HR department, followed by a Q&A with the HR manager.

6. Research Surveys or Projects

- a. Get involved in research projects related to HR or business.
- b. Example: Organize a Research Networking Event by inviting a professor or researcher from your business or psychology department to speak about their current projects in HR research, I-O psychology, or organizational development. Encourage club members to ask questions, explore collaboration opportunities, and learn how they can contribute to ongoing studies or start their own research initiatives.

7. Workshops

- a. Organize a series of Professional Development Workshops to help members build essential skills and prepare for career opportunities.

- b. Example: Host a workshop on 'Effective Communication in the Workplace' or 'How to Prepare for Academic and Industry Conferences,' focusing on networking strategies, presentation skills, and professional etiquette.

8. Conferences

- a. Encourage members to attend impactful events like the SHRM Annual Conference, where they can learn from industry leaders, explore HR trends, and connect with professionals.
- b. Example: Collaborate as a club to prepare members for the conference by discussing key sessions, creating networking plans, and sharing tips for making the most of the experience

9. Social Activities

- a. Plan social events to build community within your chapter and foster networking.
- b. Examples:
 - i. Host a special "bring a friend" meeting featuring an ice-breaker exercise, a brief club orientation, and refreshments. Each member must bring a friend with them to the meeting.
 - ii. Organize a behind-the-scenes tour of a popular organization such as an amusement park, casino, or winery. Require students to be members in order to attend.
 - iii. Co-sponsor a high visibility event on campus, such as a dance, concert, seminar, or sporting contest to raise awareness of your chapter and its activities.
 - iv. Participate in a charity event with other clubs. Invite members of other groups to visit one of your meetings and learn more about your chapter.
 - v. Organize a chapter-wide event to volunteer at a local food bank or host a fundraiser for a charitable cause.

10. Fundraising

- a. Organize a fundraising event to support your chapter's initiatives and build engagement.
- b. Example: Host a "Trivia Night" where participants pay an entry fee, and the proceeds go toward funding chapter events or scholarships.

11. Mentorship:

- a. Though SHRM offers mentorship through the [SHRM Foundation Mentorship Program](#), Student Chapters can connect students to local mentors through a mentor program.
- b. Example: [Creating a Mentor Program](#)

Creating a Mentor Program

Instructions for Implementing a SHRM Mentorship Program

A mentor program is a great learning opportunity for your chapter members. In addition to your studies, having a mentor compliments and enhances your educational experience better preparing you for your career in HR.

As you organize your mentor program, you will first want to develop some basic guidelines. Who will be eligible to participate? How long will the mentor relationship last? How will students and professionals be matched?

An individual should be designated to coordinate the program. This person can hold an office such as mentor coordinator, mentor director, or chairman, mentor programs. A committee also may be formed as needed to assist the coordinator in implementing the program

Benefits of Mentorship

For Students:

- Explore the world of work through interaction with professionals in the HR career of their choice.
- Gain an experienced HR practitioner's perspective on applying textbook concepts to real-life situations.
- Familiarize themselves with corporate protocol.
- Identify long-term professional development needs.
- Realize the value of networking.
- Develop a meaningful professional relationship over a specified period of time.

For Mentors:

- Contribute to the professional development of the future HR workforce.
- Identify potential interns and new hires for their organization.
- Assist students in beginning successful careers.
- Give something back to the profession.

Sample Guidelines to Acquire Mentors and Students

Recruiting Mentors:

1. Decide on a timeline for mentorship (such as one semester or one academic year), and communicate to potential mentors so they understand what their time commitment will be.
2. The mentor program should be publicized through the local professional chapter's newsletter, announcements at meetings, letters to members, and personal outreach.
3. Enrollment forms should be provided to professionals, allowing them to express their interest in becoming a mentor.
4. Practitioners who have hosted students for activities such as Shadow Days, company tours, or internships should be approached and invited to participate as mentors.

Recruiting Students:

1. The program should be promoted to student chapters through announcements at meetings and events to generate interest.
2. Application forms should be distributed to students, making it easy for them to apply for mentorship opportunities.

Best Practices for Mentors and Mentees

For Mentors:

- **Regular Meetings:** Set a consistent schedule for meetings (weekly, bi-weekly, or monthly) based on the mentee's needs and goals.
- **Goal Setting:** Work with the mentee to establish clear objectives and create a timeline for achieving them.
- **Track Progress:** Monitor the mentee's progress toward their goals and provide constructive feedback.
- **Expand Networks:** Introduce mentees to influential HR professionals and networking events to broaden their connections.
- **Share Resources:** Recommend books, articles, certifications, and training programs to enhance the mentee's knowledge and skills.
- **Offer Career Advice:** Provide guidance on resumes, interview preparation, and navigating career challenges.

For Students:

- **Be Proactive:** Take initiative in scheduling meetings and preparing topics for discussion.
- **Set Clear Goals:** Identify specific areas of growth and communicate them with your mentor.
- **Ask Questions:** Use mentorship sessions to gain insights into workplace dynamics, HR trends, and career paths.
- **Leverage Networking:** Attend events or meet professionals introduced by your mentor to build your network.
- **Follow Through:** Act on advice and recommendations provided by your mentor to demonstrate commitment to growth.

How to Structure the Mentorship Relationship

1. **Initial Meeting:** Discuss expectations, goals, and preferred meeting frequency. Create a timeline for achieving key objectives.
2. **Ongoing Support:** Focus on actionable steps during each meeting, such as reviewing progress, addressing challenges, and refining goals.
3. **Final Review:** Evaluate the mentee's growth and accomplishments at the end of the mentorship period.

By implementing these guidelines, the program can create lasting value for both students and HR professionals, fostering growth, collaboration, and success within the HR community.

Mentorship and Beyond

In addition to the SHRM Foundation mentoring program; SHRM can also connect you with a SHRM Professional member to review your resume, conduct a Mock Interview, 1:1 mentoring or coaching session(s); advice on executive presence and more. Complete this link

<https://shrmstudent.lineupteams.com/members/application/9d2b0cc8-4ce5-43a0-8ad4-9bcc5995dd83/request> and let us know how we help.

Marketing Resources

1. [SHRMConnect](#)

SHRM Connect serves as a platform for students to connect with members from other chapters, fostering collaboration and shared learning. It also provides an opportunity to post questions on the discussion board, enabling students to seek advice, share insights, and engage in meaningful conversations with SHRM members.

2. [Student Chapter Store](#)

The Student Chapter Store is a valuable resource for ordering SHRM-branded items that can be used to promote your student chapter, create engaging giveaways, and attract new members.

3. [Social Media Toolkit](#)

The social media toolkit provides chapters' insights on the benefits of social media, how to develop a social media strategy, and suggestions for social media content.

4. [Marketing Toolkit](#)

The SHRM Student marketing toolkit is a creative resource available to SHRM student members and official SHRM student chapters. The toolkit provides official brand colors, logos, templates and marketing assets to provide cohesive chapter marketing. This resource is designed to assist with promotion, recruitment, and retention.

5. [Graphics Standards Manual for Affiliates](#)

This manual serves as the SHRM Graphic Standards and Use Requirements referred to in the SHRM chapter and state council charter. Proper use of registered marks and images as well as copyrighted information is extremely important. Intellectual property owned by organizations or individuals should never be used without their express permission.

6. ["Campaign-in-a-Box"](#)

"Campaign in a Box" is a ready-to-use toolkit designed for SHRM Chapters and State Councils to actively participate in and amplify conversations on key workplace challenges. It provides resources like pre-written social media posts and graphics to help spread awareness about SHRM's role in addressing pressing issues impacting work, workers, and workplaces.

Member Acquisition

5 Secrets to Successful Recruitment

To conduct successful chapter programs, you need to have enough chapter members to participate and to share the workload. Recruiting is a top priority for almost any kind of club. But how do you attract new members?

1. *Set a goal.*

Before you jump into a recruitment campaign, spend some time with your current members assessing where you are now and where you would like to be. Set some membership goals for the year. The Society requires its student chapters to have at least 8 national student members; this should be your minimum goal. Think about the programs you plan to sponsor. How many members will you need to work on and attend these activities? Depending on the size of your school and your chapter's objectives, you might set a goal of 10, 20, or 50 members.

2. *Define your target market.*

If you have taken a marketing class, recruiting gives you the opportunity to use what you have learned. Begin by defining your "target market". Who are your potential members? Are they human resources, management, or psychology majors? Are they seniors or freshmen, graduates or undergraduates? It is important to know who your "market" is, so you can determine the best way to appeal to those people. For example, if you are approaching management majors, you might emphasize how important it is for future managers, not just HR professionals, to be knowledgeable about issues like interviewing techniques, compensation, and employee motivation.

3. *Remember "WIIFM."*

Once you have defined your market, you should do some brainstorming on why those people might want to join SHRM. Remember the old sales adage: "people are all tuned to the same radio station, WIIFM- What's In It For Me?" When we decide to join a club we do so because we believe we will get some benefit out of it. The benefit might be getting a job when we graduate, gaining experience to help us in our future career, or simply social interaction and fun. To reach new members, you must demonstrate to them the benefits they will get (what's in it for them) when they join. Emphasize these benefits when you advertise or promote the chapter.

4. *Make it easy for people to join.*

Posting club flyers and advertising upcoming meetings are terrific ways to get the word out about your chapter. In addition to posting announcements, try handing out flyers in person. You can introduce yourself and answer any questions right on the spot. You can even have a supply of applications and brochures available for people interested in joining. Many chapters set up tables at career fairs, freshmen orientations, or student activities booths. These are all excellent ways to publicize your club and to make personal contact with potential members.

5. *Gain faculty support.*

Many of the most successful chapters have cultivated strong faculty support. If HR and business professors believe your club is worthwhile, their endorsement can help you gain a lot of members. Invite key faculty members to club events so they can see first-hand the educational value of your activities. Set up appointments and meet with professors to explain SHRM and its purpose, and to ask for their help in "getting the word out." Your chapter advisor may be able to assist you in educating faculty members about SHRM.

Once they have a positive view of your chapter, many professors will announce club meetings in their classes or advising sessions and encourage students to attend. Others may allow club members ten minutes to come into their classes and make brief presentations promoting the club. This is a terrific way to reach potential members.

To make presentations, prepare a brief talk about the benefits of SHRM membership, contact your professors and schedule time to visit their classes. Go in teams of two and take SHRM applications and brochures to distribute to interested students. Be prepared to answer any questions and to explain what you personally have gained from your SHRM membership. Making presentations to classes will not only bring in new members, but will also give you valuable practice in public speaking and persuasion, both essential business skills.

The bottom line:

No matter how many new members you attract, they won't stay unless your chapter is offering them something of value. Work on building a strong, active chapter with exciting programs and the members will follow.

30 Great Recruiting Ideas for Student Chapters

The following recruiting ideas have been used successfully by SHRM student leaders across the country to maintain strong and active chapters. Try them out at your school!

1. Raffle off a free membership to someone who joins your chapter during your recruiting drive.
2. Host a special "bring a friend" meeting featuring an ice-breaker exercise, a brief club orientation, and refreshments. Each member must bring a friend with them to the meeting.
3. Invite people who have a conflict with chapter meetings to join as national members so they will still have access to current HR information through the HR Magazine and HR News publications.
4. Ask your professors to offer extra credit for SHRM membership and/or participation.
5. Hand out SHRM flyers to students in general business, psychology, and management classes.
6. Announce upcoming chapter meetings in your HR and business classes; invite everyone to attend.
7. Prepare a two-minute talk on the value of joining SHRM. Give your presentation to HR-related classes and then handout membership applications and information.

8. Set up tables displaying SHRM materials at the student activities fair and the freshmen orientation.
9. Provide free refreshments at your meetings.
10. Ask sponsoring chapter members to provide free resume critiques to anyone in your chapter who joins SHRM this month.
11. Create an inexpensive bookmark advertising your chapter, then share them in the library or the college bookstore.
12. Ask your local professional chapter to subsidize \$5 - \$10 of the student dues for new students joining during your membership drive, then offer this discount to new members.
13. Utilize SHRM Student Store to get items such as pens, highlighters, and other trinkets as incentives to new members who join or show interest during your membership drive.
14. Offer a prize to the person in your chapter who recruits the most new members.
15. Invite a successful professional in your community to speak to your chapter on the value of joining professional associations.
16. Publicize any awards your chapter or members have won, such as Merit Awards or SHRM scholarships. People like to join groups that are successful.
17. Ask professors to mention SHRM to students in their advising sessions.
18. Organize a behind-the-scenes tour of a popular organization such as an amusement park, casino, or winery. Require students to be members in order to attend.
19. Require all chapter officers who qualify to become national SHRM student members.
20. Highlight and explain a different national membership benefit at each meeting.
21. Co-sponsor a high visibility event on campus, such as a dance, concert, seminar, or sporting contest to raise awareness of your chapter and its activities.
22. Participate in a charity event with other clubs. Invite members of other groups to visit one of your meetings and learn more about your chapter.
23. Survey current members to determine what benefits are most valuable to them. Emphasize these benefits when creating flyers or speaking to potential new members.
24. Hold a joint meeting or event with a related club such as Management, Marketing, or Accounting. Distribute SHRM information to the participants.
25. Plan chapter social events in addition to educational activities. People like to join groups that are friendly and fun.
26. Make it easy to participate. Establish and publicize a regular meeting schedule.
27. Establish chapter email or listserv and email students about upcoming events and opportunities.
28. Review SHRM rosters and remind expiring members to renew their national memberships.
29. Recognize new members chapter meetings. Demonstrate that your club is strong and growing.
30. Announce membership updates at each meeting and remind people to bring friends to the next event. Let your members know that recruiting is a top priority for the group.

Student Chapter FAQs

1. What does a SHRM student chapter do?

SHRM student chapters hold regularly scheduled meetings to help members learn more about business and the HR field. They are run by elected student officers with the assistance of a chapter advisor and SHRM professional members.

Beyond regular meetings, chapters organize a variety of activities including:

- Company tours
- Student conferences
- Resume writing workshops
- Interviewing workshops
- Fundraisers
- Internship programs
- Social events
- Networking with SHRM professional chapter members

Each of these activities help students build relationships with other local professionals and students, while learning about Human Resource Management and positioning themselves for success upon graduation

2. Are there any student chapters located outside of the US?

Technically no, although there are still opportunities for students to engage with each other. Students living outside of the US, interested in receiving recognition for their on-campus "HR club," promoting/participating in HR-related projects and activities do have the option to form a SHRM Forum. For more information, please reach out to us at SHRMStudent@shrm.org

3. What should I do if I want to join a student chapter, but there is no chapter at my school?

You have two options. You can:

- Start your own student chapter! For more information, please reach out to us at SHRMStudent@shrm.org
- Contact local chapters about joining a nearby professional chapter. To find a chapter near you, please use the [Chapter Locator](#).

4. What are the chapter eligibility requirements?

To become affiliated with SHRM, your student chapter must meet the following requirements:

- Have a MINIMUM of 8 current national SHRM student members. Your chapter may have additional non-SHRM members
- Your institution must be one of the following:
 - Four-year or graduate college/university
 - Two-year college with a matriculation agreement between the institution and a four year-college or university, which provides for automatic acceptance of the community/technical college students into the four-year college or university

- Provide verification of a demonstrated emphasis in human resource management subjects or verification of the college or university's human resources or related degree program
- Designate current SHRM member(s) for advisor position(s)
- Designate a current SHRM student member as President

For more details on eligibility requirements, please reach out to us at SHRMStudent@shrm.org

5. How do we handle student membership applications?

There are two ways for student chapters to handle student membership applications.

- If a student chapter or sponsoring professional chapter is purchasing memberships on the behalf of a student, contact us at SHRMStudent@shrm.org and we will be happy to assist.
- Direct students to purchase memberships from the [SHRM store](#). Students should be prepared to provide the email address of the school they are enrolled in for verification through SheerID, our third-party vendor.

6. How can our chapter make sure we are recognized as "Active"?

Once chapters have received a chapter charter and become affiliated with SHRM, there are several yearly requirements chapters must meet to be recognized as an active chapter.

To be considered active, your chapter must fulfill the following requirements:

- Maintain a minimum of 8 SHRM student members at all times. Chapters are responsible for maintaining their own roster. Updates should be provided to SHRM via the [Roster Update form](#).
- Your chapter advisor and co-advisor, if one has been designated, must be a current SHRM Professional member.
- Your chapter president must be a current SHRM student member throughout their term of office.
- Submit the [Student Chapter Info Form](#) each year by June 1st
- Submit the [Roster Update form](#) each semester by April 30th and November 30th
- Submit a minimum of section one of the [Merit Award application](#) each year by April 30th

*Chapters will be audited once per year. Those who do not meet the minimum requirements will be notified.

7. Our chapter is currently inactive. How do we re-activate?

The initial requirements for reactivating a chapter are as follows:

1. Your chapter must have at least 8 current SHRM student members
2. Your chapter's college or university is an accredited four year or graduate institution/or a consortium of these or a two-year community college with an articulation agreement between it and a four-year college or university

3. Your chapter has designated a current Professional SHRM member as the faculty advisor and a current SHRM Student member as the chapter president. If a co-advisor is designated, that individual also be a current Professional SHRM member
4. Contact SHRMStudent@shrm.org regarding interest and for instructions on requirements. Please include your chapter number and full chapter name. We will be in touch with next steps!

8. What should I do about my membership once I graduate?

Congratulations on your achievement! Once you have graduated, you are eligible for our exclusive student-to-professional transition rate. You can upgrade your membership at this exclusive discounted rate [here](#).

9. What should we tell a student who wants to join our chapter but is not eligible for national student membership?

If an applicant does not meet the necessary qualifications for national student membership, they can still join SHRM at the professional member rate then participate in the student chapter activities and/or the local professional chapter.

10. Can chapters use the SHRM logo?

Yes. As an affiliated chapter, you are entitled to use the SHRM logo for chapter newsletters, correspondence, posters, T-shirts, etc. However, with this privilege comes the responsibility to use the logo correctly. Please review the [Campaign In A Box](#).

Chapters may not use the logo on business cards, as this implies SHRM's endorsement of the individual or organization. Instead, use the statement "Member, Society for Human Resource Management."

Note: Be careful not to mislead people with statements on business cards such as "President, Society for Human Resource Management." If you want to include your position as a chapter officer, be sure to state it clearly (e.g., "President, University of Texas student chapter, Society for Human Resource Management").

11. Why are members still listed on our chapter roster who have already graduated?

When a student joins SHRM, they receive twelve full months of membership regardless of when they graduate. Students appearing on your roster still have active student memberships even though they graduated during the membership year. These students will be included in your chapter's membership count until their memberships expire or they [convert to regular membership](#) at our transitional rate.

If you do not wish to have them included in your membership count or listed on your roster, please complete the SHRM Student Chapter [Roster Update form](#) requesting that the students be removed from the chapter's membership roster. The students will be assigned to "member-at-large" status. This means they will still be national members, but they will no longer be recognized as members of your chapter.

12. Why are some of our chapter members not listed on the roster we received from SHRM?

Members missing from a chapter roster is usually due to one of three factors:

- The student is a member of the local chapter but is not a national SHRM member
- The student just applied for membership and the membership may not have been recorded in the database yet.
- The student is a national member but is not coded to the correct chapter.

Submitting your chapter [Roster Update form](#) on time is one way to prevent these errors.

13. Can students from other schools without chapters participate in our chapter activities?

Yes, if approved by your chapter. Students from other schools will not be officially counted as members of your chapter, but they are welcome to participate in your activities if your chapter members feel it is appropriate. If there is sufficient interest in SHRM at another school, encourage the students there to begin their own SHRM chapter.

14. How do chapters order student chapter supplies?

Please contact SHRMStudent@shrm.org with any request for chapter supplies.