



SHRM STUDENT CHAPTER MERIT AWARD PLANNING WORKBOOK

WELCOME TO THE SHRM STUDENT CHAPTER MERIT AWARDS!

The SHRM Student Chapter Merit Award program encourages the development of more-effective student chapters and recognizes outstanding activities and projects. As your chapter programming and engagement activities evolve, the SHRM team will proactively partner with our membership directly and through our student chapters to provide more creative opportunities. We have a streamlined submission process to aid in more-efficient, timely completion of your annual report. We are using an “honor system” approach, recognizing that ethical behavior is a key competency for any HR professional—as well as any student who is aspiring to a career in the HR field!

Within this document, your student chapter can affirm its Chapter in Good Standing status by completing Section 1. To reiterate, all items in Section 1 are required for Chapter in Good Standing status, while Section 2 is required for award consideration. Section 2A includes items that reflect effective student chapter leadership and operations. Section 2B reflects chapter programs and initiatives that are the basis for the SHRM Student Chapter Merit Award program.

Your student chapter advisor and the SHRM membership division staff are here to assist you. Please don't hesitate to reach out by email at SHRMStudent@shrm.org.

Sincerely,



Michael P. Aitken
EVP, HR Professional Solutions
SHRM



SHRM 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 nearly 300,000+ members in 165 countries, SHRM impacts the lives of more than 235 million workers and families globally. Learn more at [SHRM.org](https://www.shrm.org).

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INFORMATION & INSTRUCTIONS

- Review this planning workbook with your student chapter board and advisor. The program year is defined as April 1 through March 31. Although the submission deadline is April 30, all activities must take place during the program year, unless the activity is for multiyear projects.
- All activities should be completed by students, not professional members, advisors or faculty.
- **Completion of Section 1 is required of all student chapters to remain an active student chapter in good standing.**
- **To be eligible for a SHRM Student Chapter Merit Award, a student chapter must:**
 - Complete all items in Section 1 and 2A,
 - Complete the minimum number of activities designated for the award sought in Section 2B, and
 - Submit a year-end report by April 30.
- Honorable Mention, Merit and Superior Merit Awards are given based on the number of activities and projects completed. In addition, up to 12 student chapters are recognized with an Outstanding Student Chapter Award for a specific project or activity that distinguishes them from other chapters. Student chapters wishing to be considered for the Outstanding Student Chapter Award must meet additional eligibility requirements, select ONE initiative for submission and complete the Outstanding Student Chapter Award portion of the online year-end report.
- **The Student Chapter Merit Award Application can be found at www.shrm.org/meritawardapplication**



SUBMITTING YOUR YEAR-END REPORT

- Complete your online year-end report and submit it no later than April 30. Only reports submitted online by the deadline will be accepted.
- An activity may be counted only once.
- Both the student chapter president and the student chapter advisor must review and approve the contents of the year-end report before submitting it to ensure accuracy of the achievements listed.
- All year-end reports will be reviewed and evaluated by SHRM.
- SHRM reserves the right to conduct random audits to ensure the accuracy and integrity of the program.
- Questions? Please email SHRM's Membership team at SHRMStudent@shrm.org.

SECTION 1 – SHRM STUDENT CHAPTER IN GOOD STANDING – REQUIRED

This section includes the basic requirements for a student chapter to remain in good standing and is required of ALL student chapters.

1.1 We will meet and maintain the minimum affiliation requirement of eight (8) national SHRM student members throughout the year.

- Your student chapter is required to maintain your own chapter membership roster, containing information about the students who have joined your chapter.
- A list of the SHRM student members currently coded to your student chapter is available upon request by emailing SHRMStudent@shrm.org.
 - To update this list, regularly submit a [Student Chapter Roster Form](#).
- SHRM will verify that at least eight (8) SHRM student members are coded to the student chapter in our database.

1.2 We will complete an annual Student Chapter Information Form (SCIF) and submit it to SHRM by June 1, to identify incoming chapter board leadership.

- The student chapter advisor must be a current SHRM professional, general or associate member, and the student chapter president must be a current SHRM student member during his or her entire term of office.
- Inform SHRM any time there is a change in student chapter leadership by updating your SCIF, which can be found at shrm.org/scif.
- Adherence to this requirement will be verified from the information provided on the SCIF submission.

1.3 We will correctly and consistently display the current SHRM “AFFILIATE OF” logo on our website, chapter letterhead, banner, publications and products.

- The logo may be downloaded from the [Student Marketing Toolkit](#).
- The current “AFFILIATE OF” logo includes the registered trademark symbol in the upper right corner and “Better Workplaces Better World” underneath the SHRM blocks.

CORRECT



INCORRECT



- Student chapter websites and printed documentation will be randomly audited for correct usage of the “AFFILIATE OF” logo.

SECTION 1 – SHRM STUDENT CHAPTER IN GOOD STANDING (Continued)

1.4 During the program year, we will hold a minimum of four (4) board meetings and a minimum of four (4) educational events that are organized and led by the student chapter.

- Each educational program must be at least 30 minutes in length to qualify.
- Ensure programming and professional development offerings are designed to enhance the education, experience, networking and engagement opportunities for members.
- When planning for the year, consider a variety of programming topics and formats to engage students.

1.5 We will submit any changes as they occur to our membership roster on the Student Chapter Roster Form. This form must be submitted at least once during the merit award year, but no later than June 1.

- SHRM recommends at least two submissions to maintain accurate records, once during the fall semester by **November 30**, and again for the spring semester by **April 30**.
 - The Student Chapter Roster Form can be found [here](#).
- This form asks the chapter to identify all SHRM student members who have left the chapter or graduated and to provide a list of the new SHRM student members who have joined the chapter. Please include each individual's name, email and the action requested (i.e., add to the chapter/remove from the chapter). This is necessary to ensure that the student chapter is maintaining minimum affiliation numbers and that SHRM's and the student chapter's member records are aligned.
- To see a list of all SHRM members coded to your student chapter in the SHRM database, email SHRMStudent@shrm.org.

HELPFUL HINT: The student chapter should submit the Student Chapter Roster Form regularly throughout the year as new SHRM student members join and existing members leave the student chapter.

REMINDER: All student chapters, regardless of award eligibility, must complete all five (5) items in Section 1 and submit this as part of the year-end report to remain an active Student Chapter in Good Standing. Student chapters wishing to pursue SHRM Student Chapter Merit Award status must also complete Section 2.



GREAT IDEAS FOR PROGRAMMING!

- Plan and implement a joint student chapter activity through partnership with another SHRM student chapter or another student organization.
- Select an article from *HR Magazine* and hold a discussion group with chapter members, or with students in your HR program or school of business, to exchange ideas and strengthen your knowledge of current issues affecting HR practitioners.
 - This may be done virtually or in person.
 - This may be done as a classroom project in a human resource management (HRM) program.
- Consider contacting your local SHRM professional member chapter to inquire about possible speakers. Guest speakers and panel discussions are popular options for chapter programming.
 - The SHRM State Council and Chapter Directory can be found at www.shrm.org/chapters.
- For trending HR news and business topics, go to www.shrm.org and click on the HR TODAY link.
- Consider asking chapter alumni, professional chapter members or SHRM staff members to participate in chapter events, facilitate a chapter program, serve as chapter speakers, assist with fundraisers or serve as mentors.

SECTION 2A – SHRM STUDENT CHAPTER LEADERSHIP AND OPERATIONS

MUST BE COMPLETED FOR ANY AWARD CONSIDERATION

The three items in Section 2A demonstrate student chapter leadership and sound operational practices. These three items must be completed in order to prequalify for an award with the activities that start in Section 2B. The skills and knowledge learned through this work will benefit student chapter leaders as well as ensure future success.

2A.1 During at least one board meeting, we will provide each board member with the SHRM Student Chapter Operations Manual and the opportunity for the leadership to transition, plan and review the student chapter's bylaws (these may be done simultaneously).

- To locate the SHRM Student Chapter Operations Manual, as well as planning and bylaw resources, please visit the Student Volunteer Leader Center of the Volunteer Leaders Resource Center (VLRC) at shrm.org/studentvlrc. You do not need to submit your bylaws annually. Bylaws should only be submitted if you are requesting a change.

2A.2 We will create and implement a student chapter operating plan for the award year.

- This plan should address programs, membership and other activities for the year.
- Be sure to create a membership acquisition and retention plan that includes the following:
 - An update to existing/prospective members about SHRM membership benefits available to students.
 - Activities related to acquiring and retaining members and converting student members to professional SHRM members.
- Your goals should be SMART: Specific, Measurable, Achievable, Results-focused and Time-bound.
- Create this plan at the beginning of the award year so that it guides your student chapter activities and goals.
- Communicate the plan to your members and update them on the status as often as possible.

2A.3 We will create or maintain a student chapter website or social media account and include a hyperlink to SHRM's homepage (www.shrm.org).

- Include a direct link to the SHRM student webpage at <https://www.shrm.org/topics-tools/student-hub>.
- The website/webpage can be hosted by the university or on other platforms such as wordpress.com, blogger.com or other sites.
- Web information should be current at all times for maximum effectiveness.
- List student chapter leaders and their contact information on your website.
- The social media account can be used to showcase chapter events or member accomplishments.
- Ensure that your online presence is aligned with SHRM's brand guidelines and standards by referencing the [Student Marketing Toolkit](#).



GREAT IDEAS!

- Encourage all students to post or respond on one of SHRM's social media platforms, including X, Facebook, Instagram or LinkedIn. This is a great way to engage members and inform them about the HR profession, trends, resources, career guidance, mentoring, internships, etc.
- When you tweet, include the #SHRMStudent hashtag!

SECTION 2B – SHRM STUDENT CHAPTER MERIT AWARD ACTIVITIES

MUST BE COMPLETED FOR ANY AWARD CONSIDERATION

SHRM student chapters are recognized for their achievements and exemplary activities during the award year through the Student Chapter Merit Award program. Projects and activities include items focusing on chapter programming/career development, community-based chapter activities and SHRM affiliate support. The number of activities completed in Section 2B determines the award given.

CHAPTER PROGRAMMING/CAREER DEVELOPMENT

2B.1 We will plan and implement a one-hour human resource management-related workshop, seminar or conference event either independently or in partnership with a SHRM professional chapter.

2B.2 Our student chapter members will attend an external professional workshop, seminar or conference event on HRM and share information with the membership.

- Events include, but are not limited to:
 - A SHRM professional chapter or state council annual, leadership or student conference.
 - The SHRM Annual Conference & Expo.
 - SHRM specialty conferences.
 - SHRM Foundation events.
 - Monthly webinars.

2B.3 Our Student Chapter implemented a membership marketing plan for the acquisition of SHRM Student members in our chapter.

- Initiative can be participating in a university based program where students learn about and join student clubs. Some examples include a club fair or chapter-hosted event.

2B.4 Members of our student chapter will participate in internships, mentorships, company visits and job shadow opportunities; OR the chapter will promote job openings to all members in print and/or electronic formats.

- Programs can be a university-based program, a SHRM professional member chapter program, or an independent chapter-organized program or equivalent.

SECTION 2B – SHRM STUDENT CHAPTER MERIT AWARD ACTIVITIES

COMMUNITY-BASED CHAPTER ACTIVITIES

2B.5 We will publish a student chapter newsletter in print and/or electronic format OR submit an article to a university/college newsletter or website or to a SHRM professional chapter about advancing the HR profession.

- Ideas for newsletter content:
 - Post upcoming student chapter meetings and campus events in print and/or electronic formats.
 - Promote student chapter activities in local newspapers, college newspapers, local SHRM professional chapter newsletters and/or other community publications.
 - Promote SHRM activities, such as local, state, regional or national conferences, in your student chapter newsletter and/or on your student chapter website.
- Articles must be written by members of your student chapter and should not be research papers written for a class.

2B.6 We will participate in a campus career fair to promote an awareness of the HR profession to non-HR majors OR coordinate or participate in a high school or middle school career fair to create an awareness of the HR profession.

- Sample activities include in-class presentations and participation in campus activity fairs.
- Events must specifically promote the HR profession.

2B.7 We will create and implement a fundraising plan for the student chapter.

- This plan should list, in detail, the types of activities your student chapter will undertake for fundraising during the award year.
- Consider various sources of funding, such as your university, student chapter dues, fundraising events, and sponsoring SHRM professional chapters and/or state councils.

2B.8 We will plan and implement a project that supports the community and promotes public-policy advocacy.

- Supporting the community may include activities such as collecting books for a literacy program, providing school supplies to a local elementary school, holding a clothing or food drive, sponsoring/ participating in a blood drive, etc.
- Engage in public-policy activities by sending letters (online or hard copy) to a local, state or national legislator/ regulatory agency to communicate a position on public-policy issues affecting the HR field.
- Participate in a local, state or federal public-policy issue.
- Become active on the [SHRM A-Team](#).

GREAT IDEAS!



Share your story!
Consider writing an article or blog post about your experiences with internships, mentorships, community outreach or student chapter fundraising activities.

GREAT IDEAS!



Invite non-HR majors to a chapter meeting promoting the HR profession or careers in HR.

GREAT IDEAS!



Contact with your sponsoring SHRM professional chapter and/ or your state council about participating in the chapter and/ or state legislative conferences and activities, if such events are held.

SECTION 2B – SHRM STUDENT CHAPTER MERIT AWARD ACTIVITIES

SHRM AFFILIATE SUPPORT

2B.9 We will promote the SHRM Student-to-Professional Membership Program to graduating SHRM student members, encouraging continuation as a SHRM professional member post-graduation.

- This program gives qualifying members a deep discount on SHRM professional member dues for the first two years following graduation.
- For more information regarding this transition, please reach out to SHRMStudent@shrm.org.

2B.10 We will educate student chapter members on the SHRM Body of Applied Skills and Knowledge® (SHRM BASK®) and promote the benefits and value of competency-based career development resources.

- Methods of promotion may include:
 - Giving presentations about the SHRM BASK®.
 - Leveraging social media, newsletters or other electronic mediums to promote the SHRM BASK® and related competency-based career resources.
 - Holding a student chapter meeting centered around a particular technical or behavioral competency.
- Information about the SHRM BASK® is available at <https://www.shrm.org/credentials/certification/exam-preparation/bask>.

2B.11 We will promote the benefits and value of the SHRM Certified Professional (SHRM-CP®) certification and encourage student chapter members who are eligible to prepare and sit for the exam. Eligible students must be actively enrolled in a degree program.

- Methods of promotion may include:
 - Giving presentations about SHRM Certified Professional (SHRM-CP®) and SHRM Senior Certified Professional (SHRM-SCP®) certification.
 - Using social media to announce upcoming exam dates to your chapter network.
 - Promoting the exam in your student chapter newsletter or e-newsletter.
- Information about the exam is available at www.shrm.org/certification.
- Students seeking to earn the SHRM Senior Certified Professional (SHRM-SCP®) credential must meet the SHRM-SCP® criteria to apply.

2B.12 We will promote the SHRM Foundation's programs by contributing \$25 from the student chapter's funds during the award year and promoting the SHRM Foundation's programs (i.e., scholarships, Advisor Impact Award or the Susan R. Meisinger Fellowship for Graduate Study in HR) to our student chapter members.

- To donate online or for additional information, visit www.shrm.org/foundation. All academic and certification scholarships are open to any eligible SHRM member, student or professional.

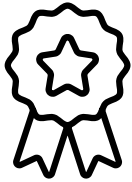


GREAT IDEAS!

Check out the resources available from the SHRM Foundation to assist you with tuition, certification or conference attendance. Visit www.shrm.org/foundation/scholarships

SHRM STUDENT CHAPTER MERIT AWARD CRITERIA

SHRM thanks student chapter advisors, leaders and members for their hard work in designing and implementing innovative programs that advance the HR profession and serve the future HR professional. Best wishes for a successful award year.



AWARD ELIGIBILITY AND SCORING

SHRM recognizes student chapter achievement by awarding designations at three different levels. Your year-end report will serve as your application for award consideration.

HONORABLE MENTION

To be eligible for an Honorable Mention designation, your chapter must:

- Affirm your Student Chapter in Good Standing status by completing all five items in Section 1,
- Complete all three items in Section 2A, and
- Plan and implement a total of four activities or projects in Section 2B.

MERIT AWARD

To be eligible for a Merit Award, your chapter must:

- Affirm your Student Chapter in Good Standing status by completing all five items in Section 1,
- Complete all three items in Section 2A, and
- Plan and implement a total of five to eight activities or projects in Section 2B.

SUPERIOR MERIT AWARD

To be eligible for a Superior Merit Award, your chapter must:

- Affirm your Student Chapter in Good Standing status by completing all five items in Section 1,
- Complete all three items in Section 2A, and
- Plan and implement a total of nine to 12 activities or projects in Section 2B.

Ready to apply? Access the Student Chapter Merit Award application here.

www.shrm.org/meritawardapplication

For assistance, please email SHRM's Membership team at SHRMStudent@shrm.org or refer to the Student Volunteer Leader Center section of the VLRC at VLRC.SHRM.org.

SHRM OUTSTANDING STUDENT CHAPTER AWARD

The SHRM Outstanding Student Chapter Award recognizes chapters for specific projects and activities that distinguish them from other chapters. SHRM will present up to 12 Outstanding Student Chapter Awards for each award year.

Award winners receive an inscribed plaque, a certificate for the chapter advisor and chapter president, and a special “SHRM Outstanding Student Chapter Award” graphic to proudly display on the student chapter’s website. These student chapters will also be featured on the SHRM student programs website.

There will be no monetary award. Award winners will be recognized at the SHRM Annual Conference & Expo in June.

AWARD ELIGIBILITY

To be eligible for a SHRM Outstanding Student Chapter award, your student chapter must:

- Affirm your Student Chapter in Good Standing status by completing all five items in Section 1,
- Meet the qualifications for Superior Merit award status by completing all three items in Section 2A and nine to 12 activities or projects in Section 2B, and
- Complete the SHRM Outstanding Student Chapter award section of the [Merit Award application](#). This section allows you to provide additional detail regarding a successful project or activity undertaken by the student chapter during the program year.

Significant achievement in the following broad categories will be recognized:

- Career Development.
- Campus/Community Service.
- Innovation/Technology.
- Research.
- Programming/Education.
- SHRM National Student Membership Acquisition/Retention.



SHRM OUTSTANDING STUDENT CHAPTER AWARD (Continued)

STANDARDS OF EXCELLENCE

The SHRM Outstanding Student Chapter Award reflects the best that our affiliated student chapters have to offer. Select one standard from the list below that best describes your initiative's submission, and incorporate this standard in your application.

- Significant technical or professional impact on the HR profession.
- High levels of originality or innovation that clearly identify your student chapter as creating an enhancement or solution to a significant issue or problem.
- Outstanding leadership and coordination of effective activities.
- A program that produced significant results and enabled your student chapter to meet key benchmarks and schedules that otherwise would not have been completed.
- Improved program, service and product quality—or member satisfaction—to a degree that significantly increased membership and revenue and/or reduced costs.
- An important addition or amendment to the SHRM portfolio of programs, products and services.

PLEASE NOTE: It is unlikely that any one program will satisfy every standard mentioned above, and some achievements may reflect qualities other than those listed here.

What types of programs might qualify for SHRM Outstanding Student Chapter Award consideration?

The Selection Committee looks for innovative projects created and implemented by the student chapter. Special consideration is given to those successful programs that are readily transferable to other student chapters. Examples include, but are not limited to:

- A program designed to assist in the transition from college to career.
- An effort to provide innovative support to a SHRM professional chapter or state council.
- A creative program designed to meet the career development needs of individual members.
- An outstanding contribution to the strategic direction and programs of SHRM.
- A new program to foster the quality process or competitiveness of your student chapter.
- A program that provides innovative support and guidance to a local community organization.
- Research conducted about the HR profession.



HOW TO APPLY FOR THE SHRM OUTSTANDING STUDENT CHAPTER AWARD

SHRM OUTSTANDING STUDENT CHAPTER AWARD APPLICATION

For SHRM Outstanding Student Chapter Award consideration, student chapters must provide the information requested via the online Merit Award application. Each application should include an executive summary that will serve as an introduction. The remainder of the application should answer the questions listed below. The application should be as thorough as possible, but no more than 800 words total. Remember to include the category and standard that best correlates with your award submission.

- Why was the program created? What were the program objectives and goals?
- Who participated in the implementation of your program, and how was the program implemented?
- Was the program effective? What metrics were used to measure success, and who benefited from your program?
- What makes your program deserving of a SHRM Outstanding Student Chapter Award?

ALL APPLICATIONS MUST BE SUBMITTED ONLINE BY APRIL 30, IN ORDER TO BE CONSIDERED. THE ONLINE APPLICATION CAN BE FOUND [HERE](#).

NO HARD-COPY SUBMISSIONS WILL BE ACCEPTED.

Both the student chapter president and the student chapter advisor must review and approve the contents of the year-end report before submitting it to ensure accuracy of the achievements listed.



Please visit the Student Volunteer Leader Center section of the VLRC at VLRC.SHRM.org or contact us at SHRMStudent@shrm.org.