

## What is the SHRM Voice of Work Research Panel?

The SHRM Voice of Work Research Panel is a diverse group of HR professionals who represent U.S. organizations and the HR profession by serving as the voice of all things work, worker, and workplace. Panel members participate in research surveys and are rewarded for providing their insights, thoughts, and opinions, helping SHRM and others understand important topics and trends in the world of work.

[Panel Privacy Policy](#) | [Panel Terms of Use](#)

## Invitations and Eligibility

### How do I join the SHRM Voice of Work Research Panel?

Currently, panel membership is by invitation only. If you received an email invitation, you can find out if you qualify to join by using the link provided in your invitation email to complete the panel qualification survey. If you haven't received an invitation to join the panel and would like to be included, please ensure your contact and profile information is updated with SHRM and look for future emails from us in the event that we expand our panel. To update your information, please log in at <https://login.shrm.org> and select My Account under your name in the top right corner and then select My Profile on the left side of the page

### Who is invited to become a member of the SHRM Voice of Work Research Panel?

For this first iteration of the panel, invitations to join are distributed based on specifically targeted research parameters that help us ensure the panel is representative of US HR professionals. If you were not invited or did not qualify to join, we may reach out to you in the future if we broaden our panel criteria.

## Panel Member Experience

### What is expected of a SHRM Voice of Work Research Panel member?

As a panel member, you'll serve as the voice of all things work. You will be invited to complete surveys and asked to provide your insights, thoughts, and opinions about

relevant and timely work and employment topics on a regular basis. Occasionally, you may be invited to participate in additional activities, such as focus groups.

- For most surveys you complete, you will earn credits toward a gift card of your choosing. Those credits will be distributed once per quarter (four times per year) in the amount of credits you accumulated. For example, if you complete 15 surveys each worth a \$2 credit in Q2 of the year, you will receive a \$30 gift card at the end of June. Please allow 2-3 additional weeks for processing.
- Each survey will offer different incentives. We will notify you in each invitation email what incentive is offered for that survey. You can always choose whether or not to participate. The more surveys you complete, the more rewards you'll earn.
- For the panelists that are SHRM certified, you will also earn 2 PDCs yearly for joining the panel and may earn additional PDCs by completing certain surveys. Surveys that are PDC eligible will be clearly communicated to you in the survey invitation.
- Your participation is voluntary – you choose whether or not to participate in each survey you receive.
- You may ask to be removed from the invitation list for the SHRM Voice of Work Research Panel at any time.
- Your participation in the SHRM Voice of Work Research Panel does not impact your SHRM membership.

### **What are SHRM Voice of Work Research Panel surveys about?**

The surveys you'll receive will cover a variety of topics facing workers, HR professionals, and organizations in the world of work. Examples of past SHRM research survey topics include the benefits and challenges of utilizing external workers, understanding workplace ageism and the multi-generational workforce, addressing and closing the growing skills gap in the U.S. workforce, creating and maintaining an inclusive workplace for people with disabilities, organizational policies and practices related to paid family leave, and more.

### **How much time does it take to complete SHRM Voice of Work Research Panel surveys?**

Generally, the surveys you'll receive will take between 5 and 15 minutes to complete. The length of each survey will depend on the topic we're asking you about. We'll let you know how much time you can expect a survey to take before you begin a survey.

### **How many survey invitations can I expect to receive?**

The number of survey invitations you will receive will vary based on our research needs. However, YOU choose whether or not to complete each survey you receive.

### **Do I have to take all of the surveys I am invited to complete?**

No, your level of commitment is entirely up to you. We value your participation; however, we understand that you may not always be available to complete the surveys to which you are invited. Participation is voluntary, and whether you participate will not affect your SHRM membership.

### **Can I complete SHRM Voice of Work Research Panel surveys while at work?**

That's up to you, but we'll strive to keep the surveys short enough to be completed during a break or during non-work hours.

### **Will I be able to leave the panel if I decide I don't want to participate?**

If you would like to remove yourself from the panel, please email [SHRMvoiceofwork@norc.org](mailto:SHRMvoiceofwork@norc.org) and we will remove your name from the list of contacted panelists within one month.

### **Who is NORC at the University of Chicago?**

NORC is a premier research institution that has been conducting impactful research for over 80 years. SHRM is partnering with NORC at the University of Chicago and is SHRM's trusted data collection partner. The surveys you complete will be hosted on NORC's platform and will come from [shrmvoiceofwork@norc.org](mailto:shrmvoiceofwork@norc.org).

## **Rewards for Participation**

### **What do I get for completing SHRM Voice of Work Research Panel surveys?**

You will get credits for most surveys you complete, which will be distributed quarterly in the form of a gift card (for example Amazon, Walmart, Apple and more) of your choosing. You'll earn more rewards for longer surveys. Also, the more surveys you complete, the more rewards you'll earn. If you currently hold a SHRM-CP or SHRM-SCP, you will also be eligible to earn 2 PDCs yearly for joining the panel and can earn additional PDCs by participating in certain panel surveys.

### **How many Professional Development Credits (PDCs) will I earn for participating in panel surveys?**

- If you currently hold a SHRM-CP or SHRM-SCP, you will also be eligible to earn 2 PDCs yearly for joining the panel and can earn additional PDCs by participating in certain panel surveys. Although not every survey may be eligible for PDCs, we'll let you know how many PDCs you can expect to earn in the survey invitation you receive. SHRM Research will send PDC information to participants by email after the survey has completely closed.

## **Data Confidentiality**

### **How will you protect my privacy? Will you keep my information and survey answers confidential? How will you use or share the survey results?**

Your privacy is very important to us. We protect the confidentiality of all panel members in the following ways:

- Only the researchers who are conducting the panel surveys will have access to your personal contact information and survey responses, so your information and answers are always confidential.
- We will report the results of each survey in summary form only; we protect your privacy by grouping your opinions with those of other SHRM Voice of Work Research Panelists.
- We will only use your contact information for panel-related purposes, such as to send you survey invitations and panel communications; we do not share your contact information except to send you your rewards via gift card of your choice.

### **What information will you need to know about me personally?**

We will ask for your contact information, your job title and responsibilities as a human resource professional, the type and size of company for which you work, and/or other relevant information related to the research. We ask you for this information so that we can examine and understand important research trends and patterns. The information you provide is confidential, and your responses will be combined with those of others like you so that we can report findings by groups. For example, we might compare responses about workforce issues from HR professionals at small companies and large companies; manufacturing and food service industries; by HR tenure, among others.

### **Can I see the results of the surveys in which I participated?**

Periodically, we will send out panel newsletters that share interesting and relevant findings from research surveys you may have participated in. Although some of the research will be proprietary and not meant for public distribution, when we can share the results, panelists may occasionally get sneak peeks or access to research findings before anyone else! Also, you can always explore SHRM's most recent research findings by visiting [shrm.org/research](http://shrm.org/research).

## **Panel Member Support**

### **Who can I ask if I have questions about joining the panel?**

Please send your questions to [voiceofworkpanel@shrm.org](mailto:voiceofworkpanel@shrm.org) and support staff will be available to answer your questions or to direct your questions to the appropriate contact.

## **Panel Sponsorship & Access**

### **Who uses the SHRM Voice of Work Research Panel? Who sponsors or pays for the surveys?**

Many of the research surveys you respond to will be sponsored by SHRM to further the organization's knowledge in the field of HR and all things work, worker, and workplace. From time to time, external entities such as associations, corporations, foundations, and government agencies may sponsor SHRM Voice of Work Research Panel surveys to learn more about topics in the world of work.

### **I represent a company and/or I am a researcher. Can I field a survey to the SHRM Voice of Work Research Panel?**

For inquiries about fielding a survey to the SHRM Voice of Work Research Panel and to understand whether or not the SHRM Voice of Work Research Panel would be appropriate to answer your research needs, please contact SHRM at [voiceofworkpanel@shrm.org](mailto:voiceofworkpanel@shrm.org).