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SHRM[®]

SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

Pinnacle Award Package

2011 SHRM[®] Pinnacle Awards Program

June 2011

Dear Volunteer Leader:

For more than 20 years, the SHRM Pinnacle Awards have recognized the energy and efforts of SHRM's network of more than 575 chapters and 53 state councils. The Pinnacle Awards honor SHRM affiliates for high-level development and contributions that enhance the development of effective human resource management. The awards recognize an innovative activity, program or initiative that transcends normal affiliate operations.

All SHRM chapters and state councils in good standing are eligible to submit nominations. As many as nine \$1,000 Pinnacle Awards will be awarded: up to seven awards will be made to chapter entries, and up to two \$1,000 Pinnacle Awards will be awarded to state council entries. In addition to the awards and monetary grants, this impressive program provides increased prestige among your peers and enhanced recognition in the human resource industry.

All SHRM affiliates meeting the minimum qualifications are eligible to apply for Pinnacle Award consideration. Each winning entry will receive a \$1,000 grant and national recognition for outstanding achievement through SHRM publications such as *HR Magazine*[®]. We've added a Standard of Excellence to recognize the growing role that social media is playing in our lives and in the lives of our chapters and state councils.

Winners will be announced at the 2011 SHRM Leadership Conference in November. The application form for this program is web-based. We trust you will find this method of submission user friendly and efficient!

We hope your affiliate has plans to apply for this prestigious award. We look forward to receiving your entry and honoring your affiliate's accomplishments.

Sincerely,



Pamela Green, SPHR
Chief U.S. Membership Officer
Society for Human Resource Management

The 2011 SHRM Pinnacle Awards Program

The Pinnacle Awards Program is designed to honor outstanding leadership and reward professional excellence in the field of human resource management. You are invited to enter this year's competition by submitting one innovative project created and implemented by your SHRM affiliate.

Here are some examples of possible Pinnacle Award topics; however, keep in mind that your choices are not limited to this list.

- A program that focuses on advancing the profession, improving community relations, education, diversity, and work and family issues.
- A program that focuses on high-impact areas such as health care or corporate sustainability.
- A program designed to assist in the transition from welfare/workfare to productive, full-time employment or workforce readiness initiative.
- A creative program designed to meet the professional development needs of individual members.
- A program designed to facilitate the advancement of entry-level practitioners into the profession.
- A program to meet the needs of senior-level HR professionals.
- A professional analysis, input and impact on state and federal legislation.
- A new program to foster the quality process or competitiveness of your affiliate.
- An effort to provide innovative support and guidance to a local SHRM student chapter.
- An outstanding contribution to the strategic direction and programs of SHRM.

Special consideration is given to successful programs that are readily transferable to other affiliates.

Your application serves as the sole basis for evaluation and judging.

Please complete the online application form and submit it no later than midnight on Monday, September 9, 2011. Only electronic submissions will be accepted and considered. Applications are limited to one per affiliate.

Eligibility

All affiliates meeting the minimum qualifications will be eligible for consideration.

To meet the minimum qualifications, a chapter must:

- Have submitted the 2010 SHAPE Year-End Report.
- Have current SHRM approved and ratified bylaws.
- Meet the applicable minimum affiliation requirements.

To meet the minimum qualifications, a state council must:

- Have submitted the 2010 SHAPE Year-End Report.
- Have current SHRM approved and ratified bylaws.

If your affiliate won a Pinnacle Award for a project since 2006, that award-winning project is ineligible for re-submission in 2011, even if the program is ongoing.

Application Process

The web-based application is separated into sections. Each section will need to be completed before the application may be submitted.

SECTION 1 – IDENTIFICATION

This section is about you and your affiliate.

SECTION 2 – EXECUTIVE SUMMARY

Each application will include an Executive Summary of up to 200 words. This summary will serve as an introduction to the application itself and will be used in Pinnacle Award compendium. (Helpful hint: You may wish to type your entry in MS Word to have an accurate word count and then copy and paste the text into the online application and save. Exceeding the word count could impact your submission.)

SECTION 3 – QUESTIONS

In addition to the Executive Summary, each applicant is expected to respond to a series of seven questions. Your responses in this section are limited to a total of 2,000 words. You must answer all of the questions within the 2,000 word limit. (Helpful hint: You may wish to type your entry in MS Word to have an accurate word count and then copy and paste the text into the online application and save. Exceeding the word count could impact your submission.)

1. Why was the program created?
2. Who participated in the implementation of your program?
3. How was the program implemented?
4. What were the program's goals? Were they met?
5. Was the program effective? Based upon what measureable criteria?
6. Who benefited from your program? How so?
7. What makes your program deserving of a Pinnacle Award?

SECTION 4 – STANDARDS OF EXCELLENCE

The Pinnacle Awards reflect the best that the field of human resources has to offer and recognize programs and initiatives of the highest quality. In this section, you will be asked to select a standard your submission reflects and explain why it meets that standard. Your response in this section is limited to 200 words. (Helpful hint: You may wish to type your entry in MS Word to have an accurate word count and then copy and paste the text into the online application and save. Exceeding the word count could impact your submission.)

Standards of Excellence include:

- Cohesive and innovative utilization of social media to engage members and/or increase participation at the chapter or state council level in alignment with short- and long-term goal strategies.
- An outstanding accomplishment that experts or peers in the human resource field would agree deserves special recognition.
- Significant technical or professional impact on the human resource profession.
- High levels of originality or inventiveness that clearly identify your affiliate as creating an innovative enhancement or solution to a significant issue or problem.
- Outstanding leadership and coordination of extremely effective activities.
- A program that produced significant results above and beyond expectations and enabled your affiliate 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.

NOTE: It is unlikely that any one program will satisfy every standard of excellence mentioned, and some achievements may reflect qualities other than those listed here. The Selection Committee reserves the right to adopt additional criteria agreed upon by all of its members.



Timeline

All applications are due no later than midnight on September 9, 2011. You will receive a confirmation of your submission. If you do not receive this copy, please contact a member of your regional team immediately.

The top 20 finalists will be notified by October 1. All winners will be announced on November 18 at the Awards Dinner during the 2011 SHRM Leadership Conference.

Questions

Questions about the program may be directed to any member of your regional team.

[CLICK HERE TO APPLY](#)