

SHRM FOUNDATION UPDATE



Learn what's new with the SHRM Foundation! We hope you enjoy our latest update, which highlights our new educational products, stories from our volunteer leaders and our successes, all made possible by your support.



SHRM Foundation Mission Statement

Our work is to advance global HR knowledge and practice by providing thought leadership and educational support and sponsoring, funding and driving the adoption of cutting-edge, actionable, evidence-based research.

SHRM Foundation Had a Great 2010

2010 was an exciting year for the SHRM Foundation! In addition to funding more than \$500,000 in research grants, the SHRM Foundation produced a video featuring past scholarship winners, released three new reports in its Effective Practice Guidelines series and created an educational DVD for use in SHRM chapter programs and college classrooms. All products are available *free* by visiting www.shrm.org/foundation. Read on to learn more.

SHRM Foundation Creates Research-based Knowledge

The SHRM Foundation provides funding for high-impact, original HR research that advances the knowledge base of the profession and offers practical guidance for HR management practice. The Foundation currently manages more than \$1.3 million in ongoing research projects. Seven studies received funding last year. One example is “Unhealthy Balance? The Consequences of Work and Family Demands and Resources on Employees’ Health and Health Care Consumption,” led by Dr. Theresa Glomb at the University of Minnesota. This project examines the impact of work and family demands on workers’ health outcomes, including health status, utilization, expenditures and absenteeism. According to Dr. Glomb’s research, today 69% of nonelderly women participate in the labor force and 54% of nonelderly married households have two earners. Many employees are simultaneously juggling paid work and unpaid family responsibilities, and this results in stress that can affect both the health and productivity of workers.

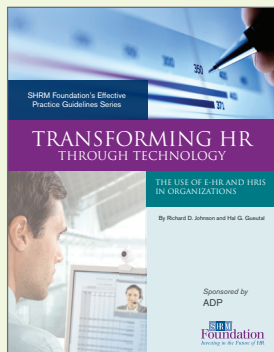
“The research the Foundation sponsors is critical to the growth and development of the HR profession and to each of us as practitioners.”

Joanne Bintliff-Ritchie, President and Founder, JBR and Associates

New Foundation Products

The Effective Practice Guidelines series presents important research findings in a condensed, easy-to-use format for busy HR professionals. The latest in the series is *Transforming HR Through Technology*. The entire series is available online for download at www.shrm.org/about/foundation/products.

Transforming HR Through Technology: The Use of e-HR and HRIS in Organizations



Human resource management is evolving into a more technology-based profession. In many organizations, employees now see the face of HR as a portal rather than a person. This transformation of HR service delivery, known as “e-HR”, requires a fundamental change in the way HR professionals

view their roles. This new report explores both the opportunities and the potential pitfalls of HR technology. According to recent studies, organizations that successfully adopt sophisticated HR technology tools outperform those that do not. This report will help you to better leverage e-HR to transform your HR practices and market your HR brand.

“The Foundation provides the HR community with innovative and practical content. The Effective Practice Guidelines series is on my bookshelf for good reason; it helps me navigate current HR issues in my organization.”

Mark Fogel, SPHR, GPHR

Making Mergers Work DVD



Every year, thousands of mergers and acquisitions (M&As), totaling trillions of dollars, take place worldwide. Though financial benefits are expected from these deals, research shows that roughly two-thirds of M&As fail to live up to the expectations set for them. This DVD tells

the story of a merger that did succeed: Bupa Australia, now Australia’s largest privately managed health insurance group. This video highlights Bupa’s innovative and people-centric approach to the merger, and it identifies steps that all companies should take to ensure merger success. The Australian Human Resources Institute recognized Bupa with a national award as the firm that best exemplifies responsible restructuring.

“The Foundation’s DVDs and accompanying training and facilitation materials are exceptionally well-developed. I have found them to be an incredible resource to meet our state council’s professional development goals.* We have had rich discussions and sharing of best practices around the DVD program topics.”

Laurie Roe, SPHR

* Most SHRM Foundation DVDs are pre-approved for recertification credit by the HR Certification Institute. To receive credit, the program must last one hour and must include use of the Foundation DVD discussion guide and PowerPoint presentation

Proud Scholarships Recipients Share Their Stories

Linda Keller, PHR, is a 2010 SHRM Foundation Scholarship recipient. After leaving the workforce to become a stay-at-home mom, Linda renewed her lapsed SHRM membership and certification in 2004 and 2005 respectively. She became involved in the local SHRM chapter and has been the website chair since 2008. As a board member of her local chapter, Owensboro-SHRM, Linda was familiar with the Foundation and held several fundraisers for the Foundation over the years, including a 50-50 drawing and a silent auction. However, she was not aware of the Foundation's scholarship program. At the Kentucky SHRM Leadership Conference, it was announced that one of the attendees had been awarded a SHRM Foundation scholarship, and Linda decided she would apply. "Like many organizations, my employer has not implemented salary increases for a couple of years. Combined with the rising cost of everything else and three children, the chance to receive \$2,000 to assist my continuing education was an opportunity that I could not pass up," she said. Linda is currently enrolled in the Educational Leadership Doctoral Program at Western Kentucky University. The program compliments her current position as the director of human resources at Kentucky Wesleyan College in Owensboro, Ky.

“I was very honored and thankful to have been selected as a scholarship recipient.”

Linda Keller, 2010 scholarship recipient



Nicole Davis, an HR analyst at Port of Tacoma, has been an active volunteer for years. Nicole volunteers at the South Puget Sound Chapter in Washington state, where she holds the position of government affairs director and served as the college relations and certifications chair. Being a volunteer means she has seen others receive scholarships in

the past, and when she won the scholarship in 2010, she was exceptionally happy. The South Puget Sound Chapter has held fundraisers, including silent auctions, to raise funds for SHRM Foundation and knows that giving to the Foundation advances the profession. Nicole considers herself a "lifelong learner" and applied for the SHRM Foundation scholarship because "it would really help out financially." With the help of an academic scholarship from the SHRM Foundation, she will graduate

from Brandman University in April 2010 with a master's degree in HR management. Nicole truly values her degree: "Human resources is the hub of the entire organization and is important to not only the employers but also the employees." When she is ready to move to a higher position, she will have the additional educational background she needs.

“I really appreciate that [the scholarships] are out there and that I know we are getting support back from the Foundation.”

Nicole Davis, 2010 scholarship recipient

The Foundation created a brief video that includes interviews with other past scholarship winners. The video is available for viewing on the SHRM Foundation website under "Awards."

California State Council Does It All

The Foundation's research, products and scholarships would not be possible without the exceptional support of SHRM state councils and chapters. State council and chapter donations account for more than half of the Foundation's Annual Campaign revenue. People such as Nina Woodard, foundation director of California State Council, have worked hard to make SHRM Foundation a priority. In order to engage her state council, Nina holds a fundraising activity at each meeting. She publishes quarterly reports to all the chapter presidents and notifies chapters of pledges and contributions. She also honors chapter contributions by presenting certificates of appreciation. Nina even blogged about the Foundation on Jobbing.com. She makes sure to "remind council members of the money that comes back to California from the Foundation and of the free programs that the Foundation makes available for all chapters." Nina's outstanding efforts have paid off. The number of participating chapters in California has increased from four to nine in 2010. With Nina's support, the California State Council gave more than \$1,000 in financial contributions and auction donations in 2010, a more than 90% increase compared with the 2009 donation. What are her goals for California in 2011? "100% chapter support and an item for the Foundation to use in one of its auctions."

For more ideas about how to fundraise for the SHRM Foundation, visit www.shrm.org/about/foundation/volunteerresources.

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Our certified HR professionals have their HR certification stories to share. Kristi West is one of them. Will you have your certification story—Professional in Human Resources (PHR®), Senior Professional in Human Resources (SPHR®) or Global Professional in Human Resources (GPHR®) to share?

"To set myself apart, I pursued the SPHR certification as the key differentiation tool. Combined with my HR experience, the SPHR certification enabled me to think like a strategic partner of my organization. Since then, I have also added the California and GPHR credentials to my title." — **Kristi West, SPHR-CA, GPHR**



APPLY FOR THE 2011 HR CERTIFICATION EXAMS TODAY.

SPRING

Exam dates*: May 1–June 30, 2011

Applications accepted: Jan. 10–Mar. 11, 2011

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* GPHR exams are held May 1–31 and December 1–31, 2011.

† A US\$75 late fee will be assessed on applications received after the regular deadline.

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Help SHRM Foundation
Reach for the stars!

Donate today.

We want to hear from you!

The SHRM Foundation is looking to hear from volunteer leaders from chapters state councils as well as scholarship and grant recipients. We want to know about your experiences and innovative fundraising ideas. Your stories and testimonials may be shared in future newsletters or other SHRM Foundation materials. Please contact Janée Nouët-Morales at janee@shrm.org with your stories.

Visit our website at www.shrm.org/foundation.