

SHRM FOUNDATION UPDATE



Our fall *SHRM Foundation Update* includes information about our latest products, stories about the people who support the Foundation and whose lives we have impacted, and ideas on ways you can contribute to the SHRM Foundation.

SHRM[®]
Foundation
Investing in the Future of HR

New SHRM Foundation Products

2011 has been a busy year for the SHRM Foundation. We have created a new DVD, two new Effective Practice Guidelines reports and an Executive Briefing.

Global Sustainability: Doing Well by Doing Good



Today healthy companies need healthy societies. Education, health care and equal employment opportunities are critical ingredients of a productive workforce. Likewise, the efficient use of land, water, energy and natural resources makes businesses more productive. Healthy societies need healthy companies, for they create the jobs, wealth and innovation that improve standards of living and social conditions. The SHRM Foundation traveled to Mumbai, India to learn how Aditya Birla Group—a global conglomerate with a storied history of doing well by doing

good—translates global sustainability into concrete actions. The DVD discusses Aditya Birla Group's ongoing investment in social and economic development in the communities in which it operates. Our ninth DVD is subtitled in five languages and includes a discussion guide and PowerPoint presentation, making it a complete teaching tool.

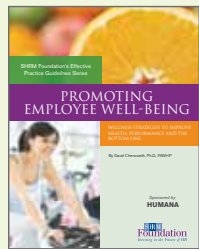
“ I really enjoy your DVD series. They are great teaching tools, and I appreciate very much the great work you are doing.”

Dr. Henrik Holt Larsen, Professor, Copenhagen Business School

HR's Role in Corporate Social Responsibility and Sustainability

Sustainability has become a key focus for many organizations as environmental degradation, regulatory pressures and societal demands for greater social responsibility have increased. Sustainability has been defined as the ability “to meet the needs of the present without compromising the ability of future generations to meet their needs.” Learn how HR can play a key strategic role in leading corporate sustainability efforts. Produced in partnership with the World Federation of People Management Associations (WFPMA) and the North American Human Resource Management Association (NAHRMA), this briefing features a global perspective on this important topic.

Promoting Employee Well-Being



The recently published Effective Practice Guidelines report, *Promoting Employee Well-Being*, reviews the growing body of research on issues of work/life balance. Research indicates that employee health status directly influences work behavior, attendance and on-the-job performance. More than 75% of

high-performing companies regularly measure health status as a viable component of their overall risk management strategy. This new SHRM Foundation report summarizes the latest research on wellness and prevention programs and their impact on the workforce. Generously sponsored by Humana, this report will help you assess your organization's health risk, lower your health care costs and develop a healthier workplace culture. A companion webcast by the author, Dr. David Chenoweth, is also available for viewing on the SHRM website.

SHRM Foundation in the Classroom

The SHRM Foundation has produced nine DVDs and 13 Effective Practice Guidelines reports on various HR topics. These products are useful to practicing HR professionals as well as to

those just beginning to enter the world of human resources. Our products are used in classrooms around the world in a variety of educational settings. According to Pat Buhler, Ph.D., SPHR, a professor from Goldey-Beacom College in Wilmington, Del., the SHRM Foundation DVDs “are outstanding resources that provide real-world examples that students can relate to and that reinforce the course concepts.” Dr. Buhler received a DVD in a mailing some years ago and has been successfully using them in her classroom ever since. As the College Relations Director for the Delaware State Council, Dr. Buhler encourages other educators to use SHRM Foundation Products.

Donna Bradley, SPHR, HR director at The Bridge of Central Massachusetts, Inc., is another professional who uses the SHRM Foundation products in her classroom. She was asked to teach a graduate-level Human Resource Certificate Program sponsored by Clark University's College of Professional and Continuing Education. Although Bradley had been in the profession for 20 years, she did not have experience teaching when she was approached about this opportunity. For her, it was a “personal stretch.” However, as a long-time SHRM volunteer leader, she knew about SHRM Foundation's DVDs and other resources. “I had the opportunity to attend meetings where chapters had developed and delivered programs to members,” Bradley says. She not only used the SHRM educational materials, but also incorporated a showing and discussion of a Foundation DVD in her weekly class. “The material was great, and the discussion guide was very helpful in my preparation,” she says. “I was impressed with the materials and enjoyed using them.”

The use of the SHRM Foundation's DVDs and Effective Practice Guidelines series as classroom resources helps the Foundation continue its mission to advance HR knowledge and practice by providing thought leadership and educational support. It is only with the support of our donors and sponsors that the Foundation can provide complementary materials for classroom use.

“ Sometimes these videos have the ability to be useful to more than just daily HR; they really show strategic alignment.”

Dr. Patricia Buhler, Professor, Goldey-Beacom College

Six Years of Service



Judy Clark, Esq., SPHR, has been a long-time supporter of the SHRM Foundation. She will celebrate her 40th anniversary in the HR field next year and will complete her six-year term as a SHRM Foundation Board Member at the

end of this year. In addition to being a valuable member of the SHRM Foundation Board, Judy has worked inside organizations, has her own consulting firm, HR Answers, teaches at three universities, served on the SHRM Board, and spends countless hours giving speeches to various organizations and chapters. Judy graciously took the time to speak with us about her history with the Foundation and her hopes for its future.

Judy sees her involvement in SHRM and the Foundation as a requirement of the profession. Judy's father instilled in her that as a professional she has three obligations: "to practice the profession to the best of your abilities, to invest in future professionals, and to give back and donate to the profession, since the profession provides your livelihood." Judy has certainly fulfilled all three of these obligations. Her consummate dedication to the profession is evidenced in her almost 30 years as a professor. She views the Foundation as "an excellent way to fulfill another of those requirements." Currently an adjunct faculty at Portland State University and Washington University, Judy is also contributing faculty at Willamette University. She uses the Foundation materials in her classes and appreciates the Foundation's continued focus on research. She gives several speeches a month for various SHRM chapters and state councils, as well as at conferences and companies, and uses these opportunities to share the SHRM Foundation resources. Judy values what it means to be a true professional, and while she has limited time to participate in her local SHRM meetings, she ensures that all of her employees are actively involved with their local chapter or state council because she knows the benefit of engagement. She would like HR professionals to see donating to the Foundation as a professional responsibility—that there is a sense of purpose to donating to the Foundation: "I'm coming to the end of my career; sooner or later I am going to step aside. My fervent hope for HR practitioners is that they stop complaining about not being involved in strategy and start being strategic and thinking strategically."

Minerva's Story

Each year during SHRM's Annual Conference, the SHRM Foundation hosts a Donor Appreciation Breakfast. During the 2011 Breakfast, which was held in Las Vegas, Nev., and sponsored by SHR PreVisor, a two-time scholarship recipient Minerva Navarette gave a "thank you" speech that truly moved our donors. Minerva received both an education and a certification scholarship from the Foundation. After accepting an HR position and being one of the few people who could communicate with Hispanic employees in her organization, she felt a responsibility "to learn as much as [she] could about human resources." She soon realized that while the resources on the SHRM website were helpful, getting a college degree would be the key to surviving in the world of HR. She graduated in 2004 with a Bachelor of Science in human services management. Four years later, Minerva

received her MBA. In 2010, a SHRM Foundation advertisement in *HR Magazine* inspired Minerva to apply for a scholarship from the Foundation. She received her first scholarship to pursue a doctoral degree in organizational leadership. The second scholarship is helping in her efforts to obtain SPHR certification. For this, Minerva is extremely grateful, adding, "I can honestly say SHRM and the Foundation will continue to be an integral part of my future success." Minerva is now a director of human resources in Las Vegas, Nev., and is working toward her SPHR certification.

“The scholarships allow HR professionals to keep learning, which is critical for future success.”

Phyllis G. Hartman, President, PGHRC Consulting, Inc., and author of Never Get Lost Again: Navigating Your HR Career

Exciting Ideas From SHRM Chapters and State Councils

The SHRM Foundation development team has been collecting creative and innovative ideas and best practices for fundraising. We reached out to the SHRM network of chapters and state councils to hear what they have been doing to raise funds on behalf of the Foundation. One of the most successful state councils has been the Arkansas State Council. Larry Atchley, the state director, and Ed Wheeler, the state SHRM Foundation Chair, have been working hard to highlight the SHRM Foundation at their events. This year's state conference included a raffle, a free-throw contest and autograph selling. The conference's multi-pronged approach to fundraising means that donations to the Foundation can come from several sources, and new ideas each year keep people engaged. According to Larry, it is important not to do the same thing every year, "so it doesn't become part of the wallpaper."

Having a vibrant leadership campaign is another way that successful chapters and state councils have shown their support. Other great ideas included having the right enticement and encouragement for donors through small drawings for donations to the Foundation. One Foundation advocate, Barbara Romero from Greater Miami SHRM, says fundraising is "about forming relationships and communication. We send e-mail blasts, place info on the web, send out individual notes and even thank you e-mails to those who have donated." This is another example of how a multi-pronged approach to fundraising creates great results. Reaching out to potential donors in several ways is helpful for both fundraising and your leadership campaign. It is a great thing to keep in mind as you plan your end-of-year and 2012 efforts.

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Help SHRM Foundation

Reach for the stars!

Donate today.

www.shrm.org/foundation

Going Once, Going Twice, Sold!

Over the years, the SHRM Foundation has hosted several silent auctions as part of the fundraising efforts. Beginning with the Silent Auction at the Partners' Reception during SHRM's Annual Conference, the auction series includes a summer Online Auction and culminates with an event during SHRM's Leadership Conference. The Silent Auction during the SHRM Annual Conference in Las Vegas was a hit. We are grateful for the continuing support of our two long-term auction sponsors, Challenger, Grey & Christmas and Holmes Corporation. The Online Auction, which was available to the full SHRM membership, was held concurrently with the Annual Conference and was supported by three great sponsors, Astron Solutions, O.C. Tanner and TRC Global Solutions. The two auctions raised more than \$45,000. Our final auction this year will be held in mid-November and is sponsored by Best Companies Group. If you enjoyed our auctions this year, please consider donating an item to our 2012 auction series. If you are interested in being a donor or a sponsor for the auction series, please contact **Janée Nouët-Morales** at janee@shrm.org.

SHRM Foundation Joins the Wonderful World of Social Media



SHRM Foundation is now a proud member of the social media world.

We officially launched our twitter account with the twitter name

SHRMFoundation. Our twitter hash tag is **#shrmfdn**. This has been a

great tool to share information with the HR community. Become a SHRMFoundation follower so you can keep up to date on our latest research products, scholarship deadlines, research grants and updates about our work.

The SHRM Foundation Needs You

The SHRM Foundation relies on volunteers for a variety of purposes; please consider getting involved. Volunteers review content for our educational resources and publications, as well as review scholarship and research grant applications. You can find the *Get Involved* form on our homepage, www.shrm.org/foundation, or send an e-mail to **Beth McFarland** at beth.mcfarland@shrm.org.

The Foundation also wants to hear your stories. We are looking for testimonials about how the SHRM Foundation's scholarship programs, educational resources or research grants have helped you and impacted your workplace. Your stories and quotes may be shared in future newsletters or other SHRM Foundation materials. Please contact **Janée Nouët-Morales** at janee@shrm.org with your stories.

2011 Annual Campaign

There's still time to donate to the SHRM Foundation 2011 Annual Campaign. Donations of \$25 and above made before Dec. 31, 2011, will be listed in the Honor Roll Brochure.

Donate at www.shrm.org/foundation.

Thank You, Major Donors

- HR Certification Institute
- Society for Human Resource Management
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Visit our website at www.shrm.org/foundation.