

A Recipe for Success!

CATEGORY

Enhancing the SHRM Community

An effort to provide innovative support and guidance to Volunteer Leaders in all 16 Washington State SHRM Affiliate chapters.

EXECUTIVE SUMMARY *(limited to 300 words)*

In an effort to support the 16 Washington State chapters, the volunteer leaders and the chapter members, the **Washington State HR Council** undertook an initiative to provide resources and support that enhances their experience and helps them have a more meaningful impact on their local chapters.

This initiative includes the following key components:

1. **Volunteer Leader Boot Camp.** This half-day workshop is for chapter board members responsible for **Core Leadership Areas (CLAs) and Key Positions** who are new to their volunteer leader role. Participants learn the fundamental responsibilities of their new role, get exposure to the many resources and tools available to help them be successful in their new role, and network with others in similar roles to learn and exchange best practices and expand their network of volunteer leaders and resources.
2. **GoToMeeting and GoToWebinar.** This is intended to be a resource for volunteer leaders in Washington State, to more efficiently communicate with and engage local SHRM members and prospective members. All webinars can now be recorded and the link made available to be used on each chapter's website, social media, and marketing communication. This tool allows chapters to take their member education efforts to the next level and into the 21st century.
3. **Webinar in a Box,** The Webinar in a Box series is a library of informational webinars that the SHRM Affiliate Chapters in Washington State can use to more efficiently educate, communicate with, and engage local SHRM members, and prospective members. Each presentation outline has all the information the chapter needs to secure recertification credits & promote the webinar. This tool provides chapters with an easy way to offer additional educational opportunities to their membership base and, particularly for chapters that are located in remote areas of the state, provides access to fresh speakers and topics that might not be available through more traditional channels.
4. **State Chapter Resource Page & Speaker Database.** This webpage contains links to helpful information for the Washington State Human Resources Council and the Washington State chapters we serve. These resources include **recorded webinars** (e.g., How to build an Engaged Community on LinkedIn, Best Practices on Chapter Financial Management), **best practice documents**, and a **speaker database** that allows Washington State chapters to collaborate regarding chapter programs.

QUESTIONS (limited to 300 words)

1. Why was the program created?

To provide resources and support to all volunteer leaders in Washington State that enhance their experience and help them have a more meaningful impact on their local chapters.

2. Who participated in the implementation of your program?

This initiative was led by our State Director and Director Elect and took the collective efforts of the entire State Council including buy-in from chapter leaders.

3. How was the program implemented?

All programs were implemented simultaneously so allowing council members to work to their strengths and using sound project management practices was critical. For example, partnering members with strong topic knowledge and presentation skills with those who have good technology skills to create high-quality recorded webinars.

4. What were the program's goals? Were they met?

The goal was to improve the volunteer experience by providing new and experienced volunteers with local resources and support that allow them to learn, thrive, and give back to the HR community. While this will be an ongoing effort (i.e., adding more resources), the initial goal was met as proven by the comments below.

5. Was the program effective? Based upon what measureable criteria?

This program has been successful based on the feedback we have received from the volunteer leaders in Washington State. Here are some of the comments received:

*"As a **first time volunteer** on a Professional SHRM Board it was really great to hear from an experienced volunteer on how they do the job. It was also **very helpful** to hear from the other volunteers and their best practices."*

*"Our chapter has been trying to figure out how we can use webinars to engage our members, and **you have solved this problem for us.**"*

*"The boot camp helped me understand the different layers of SHRM-International/National, state and local. It **helped me understand who I could go to for help** in performing my role. It **gave me resources** to perform my role better. The one-on-one was **fabulous**, I was able to get questions that pertained to my situation answered."*

*"As a new President it was so beneficial for me to learn from others and get ideas. It has **helped me tremendously**. Meeting with each of the State Council members was great. Thank you so much for doing this!"*

"I am super impressed with the Webinar in a Box program the Washington State HR Council has implemented."

6. Who benefited from your program? How so?

SHRM volunteer leaders throughout Washington State benefited from this initiative by gaining more tools and support to succeed in their roles. Chapter members benefited as well because their chapter leaders were better prepared to provide them with professional development, networking, and other opportunities.

7. What makes your program deserving of a Pinnacle Award?

The Washington State HR Council's program is deserving of a Pinnacle Award because it met more than one need. The program was innovative and collaborative in that it leveraged the knowledge and experience of everyone on the State Council and resulted in providing first-class tools and resources to all Washington State volunteer leaders today and into the future. With these tools and resources, SHRM volunteer leaders in Washington State are stepping up their game and making a bigger impact on the HR community and profession.

STANDARDS OF EXCELLENCE *(limited to 300 words)*

- Outstanding leadership and coordination of extremely effective activities.

By recognizing and taking advantage of project management, technology, presentation, proofreading, editing, and other skills of State Council members and assigning the right person to the right task, we were able to effectively add or improve volunteer leader resources. Ongoing communication amongst project team members was critical. Even more important was listening to feedback from volunteer leaders throughout creation and implementation of each component.