



CLA Keys to Success - How WA State SHRM Can Assist Membership

You Said Yes... So, Now What?
Important FAQ's For Volunteer Leaders



WASHINGTON STATE SHRM

WHAT RESOURCES ARE AVAILABLE TO ME?

- WA SHRM'S Membership Director and District Director
- Washington State SHRM: <https://wastatecouncil.shrm.org/>
- SHRM'S Pac West Field Services Director: Dianna.Gould@shrm.org
- SHRM's Member Engagement Associate: Kimberly.Goodwin@shrm.org
- SHRM's Volunteer Leader Resource Center (VLRC):
<https://community.shrm.org/vlrc/home>
- Your Chapter Board of Directors

MORE TOOLS AND RESOURCES

- Attend your WA SHRM Membership Director's Quarterly calls/webinars

<https://wastatecouncil.shrm.org/membershipresources>

- Attend SHRM's Membership CLA (Core Leadership Area) webinars
- SHRM's Quarterly Membership Report

SHRM's Member Engagement Associate: Kimberly.Goodwin@shrm.org

- Other reports from SHRM available upon request
- SHRM Affiliate Printing Portal (in the VLRC), E-blasts and Direct Mailers
- Maintain a current Chapter member roster (*separate from SHRM's roster*)

DEVELOP A PLAN FOR THE YEAR

- RETAIN and ENGAGE your current chapter members
- RECRUIT At-Large Members to join your chapter
- RECRUIT non-SHRM Members to join SHRM *and* your chapter
- Make Membership a part of every Chapter Meeting or Event
- Use your WA SHRM Membership Director as a resource! Request reports from SHRM, use the VLRC, use peers from other chapters.
- Be creative and have fun!

WHAT DOES “GOOD” LOOK LIKE?

- Review the SHRM Quarterly Membership Report
- 100% Chapter
- Share with your Board!
- Chapter retention and growth goals
- Know what your members want. Ask them!

Have Questions or Need Additional Information

If ever you have additional questions or are not sure who to contact, please email us at wastateshrm@gmail.com and we will work to connect you with the appropriate person.

Thank you again for all you do as Volunteer Leaders!