**2017 Best Practices Award Winners**

As we have done each year since 2012, we invited chapters to submit nominations for the Virginia SHRM State Council Best Practice Awards. Since 2012, the Council has given out 32 awards. There are 5 award categories and an optional president’s award. Three of the awards are based on quantitative measures (membership growth and attendance at meetings).

The other awards are for Most Impactful Community/Social Contribution and Best Chapter Branding/Marketing Campaign. For these awards, nominees are asked to provide the selection panel a detailed description of their initiative in three areas: a) goal/objective, b) implementation and c) outcome. In order to receive an award, the chapter must be in good standing with:

* SHRM (satisfied SHRM’s affiliation requirements); and the
* IRS (include proof that it has submitted paperwork for not-for-profit status to the IRS).

First we’ll provide the quantitative awards

**Most Improved Membership in SHRM**

The chapter with the most improved SHRM membership in 2017, with a 22% increase, is **LYNCHBURG AREA SHRM**

**Most Improved Membership Overall** (LMOS and SHRM)

There are 2 recipients:

1st by increase in the number of members, with 99 new members: **RICHMOND SHRM**

2nd by increase in the percentage of members, with a 43% increase is **SOUTHWEST VIRGINIA SHRM**

**Highest Percentage of Members at Chapter Meetings**

Congratulations to **WINCHESTER AREA SHRM** which had an average meeting attendance of 38% in 2017.

For the **Most Impactful Community/Social Contribution** this year, there are two recipients:

**Dulles SHRM:**

This chapter participated in three unique outreach events with their community partners. Their goal was to use their Board and Chapter members to support those in the community using their professional talent and personal commitment to being good neighbors with 3 projects:

**Fairfax County Teen Job Fair & Resume Building Workshops – March 18, 2017**

For the second year this chapter partnered with their County Board of Supervisors to participate in the 2017 County Teen Job Fairs & Resume Building Workshops. After positive feedback following our 2016 workshop, they were asked to support two fairs at two different high schools, 6 members volunteered

volunteers participated in mock interviews, provided interview tips and resume reviews to students.

**Bailey’s Crossroad Community Shelter Job Prep Workshop – July 25, 2017**

Through our community partner, NVFS, we learned that many residents of their homeless shelters were either unemployed or under-employed and needed tips on getting a job. Katt Hancher, Amy Civilikas, and Alex Stom facilitated a job prep workshop entitled “How to Get a Job and Keep It” at the Bailey’s Crossroads Community Shelter in July 2017.

Approximately 25 shelter guests participated in the workshop.

**Pajama Project – Embry Rucker Community Shelter Read In – November 16, 2017**

Partnered with the Pajama Project benefitting guests at a Community Shelter. The Pajama Project is a 501(c)(3) nonprofit organization offering at-risk children the unconditional, magical gift of new pajamas and new books so they can enjoy the greatest benefit of a loving bedtime and peaceful goodnight. **Our Chapter donated 42 pajamas and 19 books to the Pajama Project and hosted a Reading Party at the** Community Shelter. Our volunteers visited the shelter and met with the children, got to know them through some ice-breakers then paired off to read stories to the children. Even the teenagers enjoyed having one of our volunteers read them a story. We then hosted a snack time and continued to get to know each other and wrapped up our visit by giving each child a gift bag with a new pair of pajamas and a new book.

The next recipient of the **Most Impactful Community/Social Contribution** award **is Southwest Virginia SHRM**

This chapter serves an area that has suffered tremendous economic downturn..  Our community has diligently worked to bring new industry opportunities to our region

This chapter partnered with, the Virginia Employment Commission’s Employer Advisory Committee.to offer a combined Employer Conference.  This partnership would impact the community with valuable business toolkits.  Each of the standing Board Members chose a topic and then sought and obtained the speaker for this topic.

This is the first large employer conference sponsored by this chapter with intent to make it an annual event. 90 attendees participated in 7 topic areas.

Please see information noted above concerning the conference.  Ninety registered attendees were able to hear presentations on:

a.       Building a Better people System for Performance and Profit

b.      Organizational Success through Ethics and Cohesion

c.       Case Law Update

d.      The Importance of Industry-Recognized Certifications

e.      Drive Yourself Successful

f.        USERRA

g.       Civilian Response to Active Shooter Events

And now for the **Best Chapter Branding/Marketing Campaign**

**Chapter Branding/Marketing Initiative**

**Honorable Mention:**

**Honorable Mention: SWVA SHRM-Driving Business Success**

- On October 26, 2017, SWVA SHRM held our first employer conference themed “Driving Business Success” with the following goals:

a.       Improve the business skills of our region’s workforce

b.      Provide recertification credit opportunities for our region’s certified HR professionals

c.       Increase branding of SHRM and the SWVA SHRM Chapter

d.      Increase SWVA SHRM chapter membership

e.      Provide a local professional development opportunity at an affordable price.

Before the conference, Chapter 430 had 52 registered chapter members.  A short presentation was given during the conference to explain SHRM chapter membership opportunities.  This membership drive netted our chapter 13 new members, which is an increase of 25%.  The southwest Virginia region of Lee, Scott, Wise, Dickenson and Russell Counties has suffered tremendous economic downturns since the decline of the coal industry.  Our community has diligently worked to bring new industry opportunities to our region.  In support of that effort, the SWVA SHRM is committed to driving business success for our current and future businesses by conducting our first annual employer

**Winner:**

**Winchester Area SHRM-SHAKE IT UP –**

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 **GOAL**: Continuing the fun and engagement from our 2016 goal of SPICE it Up, the board launched “SHAKE it Up!” as our 2017 them that encompassed our goals. The board discussed and created this theme at our Chapter Strategic Planning in January. In addition to the acronym, we used the pictures of handshakes to further promote the networking within out chapter. The theme helped focus our efforts, energize, and promote what we wanted to accomplish for 2017. Of course, we had to keep the theme fun and memorable so we played a clip of “Shake it Up” by The Cars at our meetings as we launched the theme.

**IMPLEMENTATION**: As seen in the graphic, SHAKE served as an acronym that outlined the major areas we wanted to focus on for 2017. At board meetings, we reviewed and updated our progress on goals we set in each category. For Chapter membership meetings, the theme was always promoted many times with our adopted theme song. We were always sure to promote the theme when possible too. For example, we partnered with the local hospital’s wellness center to attend many meetings and lead us in at-desk stretches before our program began. Attendees could take back what they learned to their offices that day. This of course was part of our initiative for “H” in SHAKE for Health. When we promoted the SHRM Foundation, we would relate that back to our overall theme as well (the “A” in SHAKE).

**OUTCOME**: Our members have an increased awareness of what the board is doing and our goals for the year by promoting SHAKE it Up monthly. We have accomplished a great deal of work this year and the acronym theme definitely helped us to keep focused and on track.

It was easy to remember, fun, and everyone wanted to SHAKE it UP in 2017!!

**President’s Choice—Charlottesville SHRM**

We do not always give out President’s Choice Awards. This year, we had a proposal submitted for Charlottesville SHRM’s Annual Conference. Charlottesville is a Medium Size Chapter that has organized an annual conference for more than 20 years with excellent reviews and a strong commitment from their sponsors. This last year, they invited and extended member pricing to all chapter members in the State. A unique feature of the conference is the Chapter’s HR Excellence Awards (HREA) – (Hurray!!). These awards recognize individuals and organizations who demonstrate exceptional HR services in their area. The criteria for nominations for these awards are measurable impact; contributions to the HR competencies and body of knowledge; potential for a best practice model; and creativity and innovation demonstrated. Winners have been a large variety of businesses and entities, along with individual efforts, in the Charlottesville region. In the last 7 years, there have been 24 winners.

We are pleased to award Charlottesville SHRM our 2017 President’s Choice Award for their conference’s extensive history, community HR focus while highlighting and honoring related achievements, and overall consistent results.