



SHRM'S 2019-2022 STRATEGY



OUR BLUEPRINT FOR SUCCESS

- ❖ **Our Purpose:** Elevate HR
- ❖ **Our Vision:** HR Building a world of work that works for all
- ❖ **Our Mission:** SHRM empowering people and workplaces by advancing HR practices and maximizing human potential

OUR STRATEGY STATEMENT

Being the first-choice/go-to organization for all things work

Being more member-centric and delivering value

Expanding and diversifying the membership base

Growing domestically and internationally

Branding HR to stakeholders

A man with a beard and glasses, wearing a dark suit and a patterned tie, is shown in profile, speaking to a group of people. He is holding a blue pen in his right hand. The background is blurred, showing several other people sitting and listening. The overall tone is professional and focused.

OFFERING
REAL VALUE
TO MEMBERSHIP

ENHANCING AND TAILORING OUR MEMBER VALUE PROPOSITION



**Pre-Professional
Member
(Student)**



**HR Professional
Member**



**Executive
Member**



**Associate
Member
(HR Accountables)**



**Enterprise
Member**

OUR MEMBERSHIP EVOLUTION

FUTURE MEMBERS AND CUSTOMERS

Core + Enterprise + HR Accountables + People Managers



Core + Enterprise + HR Accountables



Core HR Members

CURRENT MEMBERSHIP

A photograph of two business women sitting at a table in a modern office setting. The woman on the left, with dark curly hair, is wearing a dark blue blazer over a white collared shirt and is looking towards the other woman. The woman on the right, with blonde hair, is seen from the side, wearing a light blue shirt and resting her chin on her hand. On the table are some papers, a pen, and a glass of water. A dark blue semi-transparent rectangle is overlaid on the left side of the image, containing the title text.

Shifting Mindsets to **Elevate HR**



**POLICY
ELITES**

**BUSINESS
ELITES**

**HR
ELITES**

**ELEVATE
HR**

GOVERNMENT AFFAIRS 2019 PRIORITIES

Better Workplaces. Better World.



Workplace Flexibility & Leave

- ❖ Scheduling and employer flexibility requirements
- ❖ Overtime
- ❖ Sick leave mandates
- ❖ Social insurance program
- ❖ Employer paid leave requirement
- ❖ Paid leave from Social Security
- ❖ FMLA improvements
- ❖ Tax credits



Workplace Immigration

- ❖ Work Visas (H and J)
- ❖ E-Verify
- ❖ Trusted Employer program
- ❖ DACA



Workplace Development

- ❖ Employer educational assistance
- ❖ Untapped talent pools: older workers, individuals with disabilities, formerly incarcerated
- ❖ Apprenticeships and job training



Workplace Equity

- ❖ Harassment
- ❖ Compensation equity

SHRM'S CALIFORNIA PLAN

- ❖ **Growing Membership**
- ❖ **Engaging & Influencing Policymakers**
- ❖ **Equipping HR Professionals**
- ❖ **Increasing "Presence"**



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