

Athens State University

SHRM News

Volume II Issue II

March 31, 2014

Special points of interest:

SHRM Benefits

Tips for Preparing for an Interview

What Does It Take to Be a Human Resource Consultant?

Becoming a Member of ASTD

TVC-SHRM Chapter Meetings

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The Benefits and Structure of SHRM

By Zachery Johnson

On February 5, 2014, Pam Werstler, SPHR, Director of Human Resources at National Packaging Company in Decatur, Alabama, gave a presentation to the students of the SHRM Chapter of Athens State University on the benefits and structure of SHRM. Ms. Werstler is the SHRM Alabama State Council Past Director and Co-Legislative Director. She also serves as the Legislative Director for the Tennessee Valley Chapter-SHRM where she has served as President four times. She is a Team Captain for the SHRM Advocacy Team. Other volunteer roles include the City of De-

catuur Personnel Board, Morgan County Personnel Board, Morgan County Sheriff's Department Personnel Board, Decatur/Morgan County Chamber of Commerce Board of Directors, Alabama Association of Employers, Decatur Personnel Officers Association, Decatur/Morgan County Women's Chamber of Commerce and Women's Leadership Council.

In her presentation, Ms. Werstler explained the importance of aspiring human resource professionals to join the organization. She also explained how each member contributes to the overall success of the organization. In addition,



Ms. Pam Werstler
Director of Human Resources
National Packaging Company
Decatur, Alabama

tion, SHRM is a great networking opportunity for HR professionals to learn about innovation in the field and to connect with other professionals for HR positions. (Continued on Page 2)

Head-to-Toe: First Impressions Matter (Preparing You for That All-Important Interview)

By Louiese Haygood

On March 5, 2014, David Mcalhaney of Global Recruiting of Huntsville presented Head to Toe: First Impressions Matter to 69 students representing all three of the Colleges at Athens State University. Mr. Mcalhaney provided insight into what it is to dress for success in the interviewing process. He said that only 3-5% of individuals who are looking for a job online find one. The individual's chances increase to around 30% with a company like Mr.

Mcalhaney's. The best way to get that all-important interview that leads to the career of a lifetime starts with networking. This can be done by joining professional organizations like SHRM.

Once you get the chance for that interview, the type of interview will dictate how one should approach the process of dressing for it. The key is to look good and feel good so that you have confidence. Dress in a suit, no matter the dress

code. Black, blue, or charcoal gray are the best. Wear one red item like a tie for men and a scarf for the lady. Wear a white or light color shirt. Dress conservatively with the minimum amount of makeup and jewelry. Always appear neat, clean, and healthy.

It is never a bad idea to go the day before an interview and see what the employees of the firm are wearing. Dressing a step above what they are wearing is a good idea. This

Head-to-Toe: First Impressions Matter (Preparing You for That All-Important Interview) (Continued from p. 1)

also gives a person a chance to get a feel for the organization. If the employees seem to be happy about going to work, this might be a good fit. If, however, they are not so happy, then a person might want to keep their options open.

On the day of the interview, arrive fifteen minutes early. Always be nice to the receptionist and ask for a business card. Receptionists have the ear of the interviewer; if you are not on your best behavior, he or she will express this to the interviewer. Ask the people that are interviewing you for a business card. This serves two purposes. First, it will help you learn names. Second, it will provide you with

contact information for the follow-up. Never bring a cell phone, chew gum, or let them see you sweat. Never take off your coat for any reason. Sit with your feet flat on the floor and sit forward in the chair. Don't slouch. Do not wear anything that is too short, tight, or uncomfortable. Take out extra rings from piercings (only one per ear for ladies) and cover tattoos. Do not bring cigarettes, soda or coffee, or anything that can distract.

Bring a non-descript notebook. This serves a dual purpose. It allows for you to take notes (ask permission first) and keeps your hands busy so that they will not

idget. This is also a good place to have prepared questions for the interviewer. Research the company beforehand. Leave the purse and briefcase in the car. Do not touch your face or hair as it can be distracting for the interviewer. Keep two breath mints in each side of your mouth to have fresh breath and to keep your mouth moist. Smile, even if the interviewer cannot see you. This will make you relax and appear more confident and gives you a more positive inflection in your voice. Use the interviewer's first name or nickname, if they tell you to use that.

After the interview, do an email follow-up and then a handwritten

second follow-up. This will keep you in the top of the mind of the interviewer and increase the chances for selection. Remember, "You never get a second chance to make a good first impression."



The Benefits and Structure of SHRM (continued from p.1)

SHRM is the world's largest association dedicated to the field of human resource management. Students and professionals that join the organization are connected with more than 270,000 members worldwide. This allows for greater sharing of ideas and exercises to help individuals succeed. SHRM provides members with useful tools and up-to-date news and insight related to the field on their website

www.shrm.org.

The structure of the organi-

zation is made up of members that create chapters. There are 595 affiliated SHRM chapters. The chapter serves as a means of networking with other individuals and provides support for professional development. Each chapter must report to the State Council. The State Council then reports to a Regional Council. In the United States, there are five regions. Alabama is a part of the Southeast region. The members of the Regional council are

made up of the State Council Directors. Regional council members then work with the Membership Advisory Council, made up of five elected volunteers from each region, to engage in two-way communication to the SHRM Board of Directors. The SHRM Board of Directors is the governing body for the organization. They are in charge of deciding positions on legislative issues and approving SHRM policies.

Ms. Werstler's presentation provided participants

great insight and a better understanding of how the SHRM organization works. The way the organization is structured provides each individual member with the ability to contribute to its overall success. This can also be another benefit of becoming a member; because with new ideas, change can occur.



Conference/ Meeting Announcements

2014 Alabama SHRM State Conference

Where: Birmingham, AL

When: May 13-14, 2014

2014 Annual SHRM Conference & Exposition

Where: Orlando, FL

When: June 22-25, 2014

For more information you can visit the SHRM Conference site: <http://annual.shrm.org/>

Make plans to attend this annual event! The ASU SHRM Student Chapter will be taking a school van if interested in traveling with fellow students to the event. If interested contact Dr. LaFavor at

kim.lafavor@athens.edu.



HR Leading People
Leading Organizations
Making Alabama Stronger

American Society for Training and Development

by Dale Lenahan

Majoring in Business Management or Human Resource Management? Interested in training and development, organizational development, or want to understand the processes for changing and developing a business? Looking for avenues of new networking opportunities in Business or Human Resources as well as a path for lifelong learning? Then the North Alabama chapter of American Society of Training and Development (ASTD)

might be for you.

On March 52, 2014, Ms. Melissa Kilgore, President of the North Alabama chapter of ASTD, in association with the Athens State chapter of Society of Human Resource Management (SHRM), conducted a presentation and an opportunity for students. The presentation discussed a yearlong seminar called "A Year of Basic Training for Consultants (YBTC)." Each month ASTD will conduct a seminar on the steps of Or-

ganizational Development from the aspect of an internal consultant. The seminars will address three areas of initiating Organizational Development (OD): Developing a Plan, Tools for Plan, and Executing the Plan. The price for students is \$20 for the year-long seminars and there is also a student price for meals that will be served. The seminars will be held the 3rd Tuesday of each month beginning in March at the Four Points Sheraton at the Hunts-



American Society for Training and Development (continued)

ville Airport from 6:00-8:00 p.m.

The first three seminars will address developing a plan for OD. The following two sessions will discuss tools involved in OD. The final three sessions will be devoted to executing the developed plan. As a person majoring in Business or Human Resources, these sessions can be both educational and helpful if faced with an OD situa-

tion in the workplace. Attendees will be given certification for completion of these seminars.

Not only is ASTD a great opportunity for lifelong learning, it is a great networking opportunity with business and HR leaders in the community. As with any professional organization, the opportunity to meet and speak with others in the same or related professional fields can and does

open doors of opportunities.

As a student member, I can attest that the website is a helpful resource. It offers great opportunities to network, discover new career avenues and even job postings in the local area as well as with other ASTD chapter. If interested in joining ASTD, or to sign up for this year's seminars, go to ASTDNA.org.

Facebook

[facebook.com/](https://www.facebook.com/ASUStudentSHRM)

[ASUStudentSHRM](https://www.facebook.com/ASUStudentSHRM)

Twitter

[twitter.com/](https://twitter.com/ASUStudentSHRM)

[ASUStudentSHRM](https://www.facebook.com/ASUStudentSHRM)

Chapter website

[http://](http://www.athens.edu/college_business/SHRM/index.php)

[www.athens.edu/](http://www.athens.edu/college_business/SHRM/index.php)

[college_business/](http://www.athens.edu/college_business/SHRM/index.php)

[SHRM/index.php](http://www.athens.edu/college_business/SHRM/index.php)

SHRM Website Resources:

•Society for Human Resource Management website

<http://www.shrm.org/Pages/default.aspx>

•HR Certification Institute website

<http://www.hrci.org/>

•SHRM Foundation website

<http://www.shrm.org/about/foundation/pages/default.aspx>

•SHRM Student Awards & Scholarships website

<http://www.shrm.org/about/awards/pages/default.aspx>

•SHRM Student Career

Center website

<http://www.shrm.org/communities/studentprograms/pages/careers.aspx>

•TVC-SHRM Professional

Chapter website

<http://tvc.shrm.org/>

•National SHRM Conference website

<http://annual.shrm.org/>

•Benefits of SHRM Membership website

<http://www.shrm.org/about/memberkit/pages/default.aspx>

AFFILIATE OF



SOCIETY FOR HUMAN RESOURCE MANAGEMENT

Benefits of Society for Human Resource Management (SHRM) Student Membership Sign Up Now!!!!

Athens State University students with a Major in Management or Minor in Human Resources you should consider joining National SHRM. For a low cost of **\$35** per year your student membership includes:

Networking Opportunities

Annual Conference. The SHRM Annual Conferences & Exposition featuring over 150 educational sessions, a one-day student conference, and attendance of over 10,000 professionals and 300 students. The conference is held in June and national student members can attend at a substantial discount. Information and registration forms are mailed to all national members each January.

Member Directory Online. Searchable database helps you locate SHRM professional members around the country and the world. Exclusively for SHRM members.

SHRM Online's HR Talk. Exclusively for member of SHRM. Go online to discuss issues affecting the HR profession.

State & Regional Conferences. Student and professional educational conferences held around country sponsored by local SHRM Chapters.

Other Benefits

Membership card. An official SHRM membership card including your membership number which allows you to access membership services.

Scholarships. The SHRM Foundation has set up \$50,000 in student scholarships annually, including:

10 undergraduate Awards at \$2,500 each

4 Graduate Awards at \$5,000 each

25 Assurance of Learning Awards at \$200 each

One additional \$2,500 scholarship named in honor of former student chapter advisor Dr. Lisa Burke, SPHR will also be available for undergraduate applicants. It is funded by an anonymous donor who was one of Dr. Burke's former students. One of the undergraduate applicants for an academic scholarship will be selected to receive this award. This brings the scholarships to 25. Application deadline is December 1.

Information Resources

HR Magazine. Twelve monthly digital issues of SHRM's award-winning featuring in-depth articles on human resources management.

HR Week. Weekly e-bulletin highlighting critical HR issues.

SHRM Student Focus. A quarterly e-magazine presented within HR magazine features stories about education, careers in human resources, student chapters, conferences and much more.

SHRM Store. Discounted prices on HRM/general management publications. A catalog of publications is available online.



Working with Different Cultures

by Magen Campbell

Jeff Powers and Kristy Terry, both HR managers for the successful company Toray, presented to the SHRM student members on March 26, 2014 on “Working with Different Cultures.” Jeff and Kristy shared their experiences working with the Japanese culture. Some of the cultural norm or behaviors within the United States is opposite from what is considered normal for the Japanese culture.

For example, in the United States it is acceptable to touch someone’s hand when accepting a business card, whereas in Japan it is considered disrespectful. It is also most important to take a moment and carefully read the business card and place it in front of you. Don’t just place it in your pocket.

Jeff and Kristy stressed the importance of communicating well with people of different cultures. This can be done by speaking slowly and clearly so that the information can be received successfully. It is also a good tip to write down the information giving the person the opportunity to read the message rather than listening. An individual has the capability to learn other languages, but for one to fully understand the culture of another individual, that person has to actually live it, and never forget their own culture in the process.

Along with the helpful tips on how to work with different cultures, Jeff and Kristy also provided information on how Japan and the United States’ culture differed among business activities, work strategies, ways of doing and thinking, as well as their cultural background. For example, when performing business activities the Japanese are focused on the actual process whereas Americans’ main focus is on the results. Also Japanese do business in considering what is best for their company whereas Americans think in terms of what’s in it for me. Japan and the United States’ culture differ by their work strategies because Americans consider Japanese indecisive, but their process allows them to fully formulate their strategies with great implementation plans.



This presentation was very beneficial as it prepared us for future relationships that we might build with other cultures within the workplace. This also has provided us with different strategies on how to work with others from different cultures as well as given us a better perspective on how businesses are done in different cultures such as Japan and the United States.

TORAY
Toray Industries, Inc.

SHRM Assurance of Learning® SOCIETY FOR HUMAN RESOURCE MANAGEMENT

Assurance of Learning Assessment for Graduating HR Students:

The Society for Human Resource Management's (SHRM) Assurance of Learning® Assessment for graduating HR students is the new universal benchmark for students who are completing an HR degree and who have little to no work experience in HR. It benefits students by showing employers the student has acquired the minimum knowledge required to be a successful HR professional, and it gives recent graduates an important advantage over other entry-level candidates by showing the student has achieved the Certificate of Learning upon passing an exit exam. The assessment helps universities meet their accrediting body's Assurance of Learning® requirements because it helps show the HR degree program teaches what it states it will teach. And, it helps employers know that the student has taken an additional step to ensure their degree, complemented by the Certificate of Learning achievement, adequately prepares them for their careers in HR. As part of SHRM's broader academic initiative, the Assessment represents an important step along an HR professional's career development path. It complements both formal classroom knowledge acquired through a degree program and experiential learning gained through internships.

Exam Basics

The assessment is comprised of 160 multiple choice questions, about 30% of which are scenario-related questions to test the examinee's ability to apply HR knowledge. The 160 questions are categorized into six overarching content groups covering 18 separate HR content areas. Four hours are allotted for each examinee to complete the assessment. The Assessment is administered at Prometric test centers around the world. Additional fees apply if an examinee selects a test site outside the U. S.

THREE 30-DAY EXAMS WINDOW Occur each year:

March 15- April 15
July 15-August 15
October 15-November 15

To learn more about Exam registration process go to: www.shrm.org/assessment.org

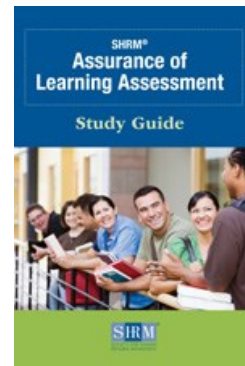
IF YOU HAVE QUESTIONS

Phone: 800-283-7476 ext. 3926

E-mail assesemtn@shrm.org

Website www.shrm.org/assessment

Resource: <http://www.shrm.org/external/assuranceoflearning/GeneralInfo.html>



HR ADVOCACY VIDEO PRODUCED:
Check out the Student SHRM Chapter youtube video on
"HR Advocacy: Campus to Capitol Hill"
At: <http://youtube/wk7ysfosshy>



Special Thanks to

NASHRM and SHOALS

Chapter of SHRM

It is with deep appreciation that the SHRM Student Chapter of Athens State University thank the members of North Alabama Chapter of SHRM and SHOALS Chapter of SHRM for their dedication is getting us ready for the SHRM regional competition in Arlington, VA. The mock HR competition sessions really helped us be well-prepared for the case competition and the judging feedback reflects this. We deeply appreciate your commitment to our learning of the Human Resource profession.



TVC SHRM Support

TVC SHRM has committed to provide one scholarship for a student for the SHRM Alabama State Convention on May 13 and 14th. This scholarship includes covering the cost of the registration fee and the hotel for the conference. Details on how you can apply will be provided soon. Thank you TVC SHRM for your support of our academic learning.



Athens State University Scholarship

Athens State University will be providing a scholarship of the registration to the SHRM Alabama State Convention on May 13 and 14th. Details on this scholarship will be provided soon.

Athens State Students Excel in Case Team Competition

The 2014 Southeast Regional SHRM Conference was held in Arlington, Virginia on March 14-15, 2014. This particular conference was very beneficial for HR students to provide opportunities for case competition and professional evaluation and feedback of student HR Team presentations, professional development, and networking. Over the course of the conference, the Athens State SHRM team members, Tiffany Gayman, Magen Campbell, Zack Johnson, and Dale Lenahan participated in an undergraduate case competition along with 15 other case competition teams. While the Athens State SHRM student team did not win the overall case competition, they performed well during their four hour case preparation and delivery based on the professional HR judging feedback and they walked away as a much stronger and experienced team. Judging comments included from Judge #1: “Good teamwork, professional demeanor and very good solutions” [to presented case problems]. Furthermore, Judge 2 was also consistently impressed and stated, “most [relevant] HR issues were identified, used sound HR information, and exhibited nice teamwork in presentation of HR case solutions.” There were also noted areas of improvements that will be used to prepare for next year’s case competition.



2014 Southeast Regional Student Conference Summary

Aside from the case competition, the Athens State SHRM team also participated in a variety of valuable conference meetings. The presentations were all very intellectual and beneficial to the student’s learning. Two meetings in particular really impressed the Athens State students. One of the presentations, “Leadership Development: The Art of Networking” was presented by Christopher Stewart. Stewart is a Human Resource Consultant for McDonald’s in the Raleigh Region. Stewart discussed with all of the SHRM members how important it is to have an I-story and elevator speech. This will allow the individual to be a “difference maker” when networking upon other HR professionals. In addition, in order to leave an unforgettable lasting impression, Stewart mentioned that one must actively engage in asking for business cards and treat it as an opportunity to make important contacts. Stewart explained how important business cards were in networking in both the short and long-term for professional development, contacts, and job placement. Follow-ups, electronic or snail mail, are also an extremely important attribute in networking. Stewart’s presentation left a tremendous impact on all HR students that they will effectively be able to put immediately into practice. The group took advantage of meeting personally with Stewart after his presentation and discussing their personal goals and aspirations in pursuing an HR career.

In another round of concurrent sessions, Mike Aiken, Vice-President of Government Affairs for SHRM, presented on “HR Public Policy Update.” In his presentation, he objectively reviewed the current HR policies being discussed on Capitol Hill and how these issues may influence the upcoming mid-year elections in 2015. The President’ current HR public policy issues that are being pursued are: 1) Expansion of Healthcare Reform, 2) Immigration Reform, 3) Wage Inequality, 4) Paycheck Fairness Act, and 5) Increasing the Federal Minimum Wage. However, the challenges of the federal budget deficit continue to loom on the heels of the 2014-2015 Budget Process that resulted in bi-partisan approval of a \$1.012 trillion dollar budget. Tax reform is essentially a much needed response and imminent will receive some renewed energy with those newly elected Senators and Congressmen in the mid-year elections. SHRM’s HR Advocacy current and continued focus will be: 1) Developing a Trusted Employee System by improving H-1B and L-1 VISAs and their administration, and improving the E-Verify system, 2) Having significant impact on immigration professional business practices, and 3) Focusing on Labor Issues, such as the Paycheck Fairness Act. It is undeniable that these aforementioned issues will play an instrumental role in the upcoming mid-year, as well as upcoming 2016 Presidential Elections.

In addition, Miguel Joey Aviles was the General Session Closing Speaker for the Southeast Regional SHRM conference and presented “Against All Odds: Ready, Set, Go.” This presentation truly encouraged student to never give up when being challenged; always be the challenger. Aviles is the CEO and Change Agent of his own firm, MJA International, and has helped over 20,000 students advance their career pursuits in human resources. Aviles provided all of the students a guide on how to become a challenger. This guide engaged students to list some of their challenges, traits, passions, and successes. To add, he encouraged the students to text one person and ask them to list three words that describe them. Aviles also illustrated why it is so important for all students to have a five year plan. This activity could potentially lead the students in the right career path. In order to develop a five year plan, Aviles explained that one must get married to the big picture, transform mentoring into sponsorship, develop a strategic marketing mindset, engage in corporate responsibility, and finally, be a people champion. As Aviles would say, “Against All Odds: Ready, Set, Go!”

Furthermore, the 2014 Southeast Regional Student Conference was an amazing experience for all students, especially the Athens State SHRM students. All of the participants that attended the conference had never been to a SHRM Conference, so it



Athens State University
Student Chapter of
Society for Human
Resource Management

ASU-SHRM Student Chapter
Athens State University
Attn: Dr. Kim LaFavor
300 N. Beaty Street
Athens, AL 35611

E-mail: kim.lafavor@athens.edu
Phone: 256-216-5359

[http://www.athens.edu/
college_business/SHRM/
index.php](http://www.athens.edu/college_business/SHRM/index.php)

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RESOURCE MANAGEMENT

2014 Southeast Regional Student Conference Summary (continued)

presented some unique opportunities to enhance HR knowledge and grow and leverage new HR networks with other undergraduate and graduate HR students, HR faculty, as well as HR professionals attending the conference. With that being said, the conference provided Athens State with a more professional sense of HR experience, and it was a lot of fun!

What Does It Take to Be a Human Resource Consultant? By Tiffany Gayman By Tiffany Gayman



Cindy Beresh-Bryant, SPHR, MHRD, RCC CEO and President of HR Solutions by Design, conducted a workshop for Management and Human Resource majors on February 26, 2014 at Athens State University for the SHRM students on "What Does It Take to Be a Human Resource Consultant?" Ms. Beresh-Bryant owns and operates her own HR consulting firm and came to share with students her entry into and progressive career in human resources, as well as transition to an HR Consultant in private practice. She spoke to all students regarding the general focus of being a consultant—the advantages and disadvantages.

An HR consultant is usually an expert who is hired to give advice to organizations relative to strategic and operational business solutions and effective HR practices. Ms. Beresh-Bryant will often set the goals for the person or organization and then put a system in place or take action to achieve them. She mentioned that in order to be a consultant, one must typically have a bachelor's degree with a master's degree in a specialty. In addition, one must have a certification or license, usually a PHR or SPHR. However, extensive practical experience and the ability to leverage necessary resources is a key to one's success in consulting others. Moreover, Ms. Beresh-Bryant concluded that there are a variety of benefits of a career in consulting. A consultant can work flexible days and hours as one desires. This can be both very beneficial from a work-life and professional perspective. To add, you can also choose the clients you prefer to represent. Earnings can be limitless in cultivating and recruiting a repeat client base.

There are a few disadvantages of being a consultant. If the client is not satisfied with the results of the consultant's work and advice, it could lead to both loss of business and damage to the company's reputation. In addition, the resulting action will be blamed on the consultant, not the client. Therefore, Ms. Beresh-Bryant maintained that it is essential that the consultant fully and clearly understand the client's needs through conducting a comprehensive needs assessment. Ms. Beresh-Bryant further indicated that sometimes what the client believes is needed is not, in reality, what the organization needs to benefit. The consultant must help direct the conversation to best assess the right solutions. Ms. Beresh-Bryant noted that while a career in HR Consulting can be very rewarding, it is a career that should be chosen based on your passion for engaging with people and organizations for the betterment of their overall effectiveness.

The TVC SHRM Professional Chapter is the Professional Chapter Sponsor of the ASU SHRM Student Chapter. This is a terrific venue to network with current HR professionals and develop lasting professional relationships. ASU Students/ASU SHRM Student Chapter Members are strongly encouraged to attend.

April 9—Monthly Meeting
May 13-14—Alabama State SHRM Conference (Birmingham)
June 22-25—SHRM Annual Conference and Expo (Orlando)
September 10—TVC-SHRM Fall Conference



Come join us for lunch and informative sessions on relevant HR issues!

For information about TVC-SHRM:

<http://tvc.shrm.org/>