



## A Message from the SHRM President and CEO

Dear SHRM Member:

As many of you are aware, SHRM recently announced a new competency-based certification that we believe will become the new standard for HR professionals around the globe. We know that you have questions about this new certification - specifically, what it means for you and what it means for the HR profession. As I have previously stated, SHRM is committed to providing you details on this new program, and keeping you apprised of our progress on this exciting new initiative.

First, allow me to answer a few of the most common questions we've received since announcing the new certification:

- **If you currently hold a generalist HR certification**, you will not lose or have to give up your current credentials in order to obtain the new SHRM certification. You earned the letters after your name and SHRM recognizes and is proud of your achievement. We do believe that the SHRM certification is the next *evolution* in assessments and will become the new standard for HR professionals around the globe. We also believe that the SHRM credential is the first HR certification that is focused on identifying and testing the practical, real-life experiences HR professionals need to excel in their careers today, including knowledge, behavioral and leadership skills.
- If you are currently certified and **are in good standing with your current certification** - or if you become certified by January 31, 2015 - you will be eligible for the new SHRM certification **at no additional cost** by completing the following by December 31, 2015:
  - a. **Document** that your current certification is in good standing
  - b. **Sign** the SHRM Code of Ethics
  - c. **Complete** a brief online tutorial on HR competencies

Once you go through this process you will be able to use the new SHRM designation and begin a new three-year certification cycle under the SHRM certification program. Our goal is to make this seamless for those who have already made the investment and gone through the process of becoming certified.

- **This new certification initiative was not designed as a revenue opportunity for SHRM.** In fact, we have invested substantial dollars in the development of this competency-based certification because we believe it is what is necessary for the success of HR professionals. Our global research findings during the development of our competency model, which included outreach to major corporations, universities and over 30,000 members of the profession, were clear -- in addition to technical knowledge, a successful HR career will also be determined by behavioral competencies. We value the input of all involved in this process and believe that the development of a competency-based certification is responsive to the needs of our profession, our members and the business community.

While we expected questions and honest feedback, we did not want to make anyone anxious about their future. No one knows better than HR professionals that change, no matter how beneficial it will be is difficult.

To help answer some of your other questions, we have developed a [presentation](#) that provides further detail as it relates to this initiative. We have also expanded our list of [FAQs](#) on the [shrmcertification.org](http://shrmcertification.org) website based on some of the more common questions we've received. Please use these resources to become more informed about the new SHRM certification and in discussions that you might be having with your colleagues.

There are several key factors that differentiate the SHRM certification program that I believe are important to highlight:

### ***SHRM's new Body of Knowledge is Competency-Based.***

*SHRM's new Body of Competency and Knowledge (BOCK) has the competencies that you need to be successful, and that employers are asking for, built right in. It is a natural progression to have all who obtain certification demonstrate the know-how required in the current business environment. Many testing bodies have moved to this model including some of our sister HR professional associations outside the U.S.*

### ***SHRM's Certification is Universal.***

*SHRM's competency-based certification seeks to unify the HR profession. This certification initiative will bring all professionals together under one common standard of competency and knowledge based on the input of more than 30,000 professionals.*

***SHRM is Expanding Access.***

*SHRM is establishing a high standard for certification while also expanding access to HR professionals by reducing certain barriers that currently exist. For instance, we are reducing the overall cost of becoming certified through exam fees and recognizing the value of having a formal HR education in the eligibility requirements.*

***SHRM will have a Streamlined Recertification Process.***

*SHRM is making it simple for chapters to provide recertification credits by eliminating the dual categories for eligible credits. When recertifying for the new SHRM certification program, you will be eligible to receive credit for advancing your education, advancing your profession, and advancing your organization.*

***We are committed to the Credibility and Integrity of the Program.***

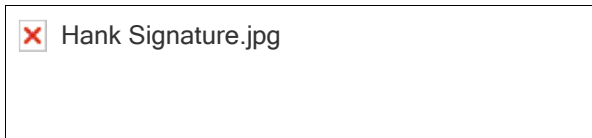
*SHRM is designing its certification program to meet the highest standards of the profession. To ensure the integrity of the exam, we are creating an independent commission that will manage all technical aspects of certification. Additionally, we will establish strict firewalls between the credentialing function and SHRM's other business operations.*

One of our core values at SHRM states that "Our Members Matter." We are member focused in everything we do. We hold true to that value and to our mission to serve the profession, both of which served as the guiding principles in the creation of this new certification.

Please know that, as a SHRM member, we are committed to serving you and the HR profession in the best possible way. We will continue to communicate directly and provide more details as developments occur. In the meantime, please address all questions about this initiative to [shrmcertification@shrm.org](mailto:shrmcertification@shrm.org).

I want to thank you in advance for joining us in the next *evolution* of the HR profession and its certification process.

Best regards,



Henry G. (Hank) Jackson, CPA  
President & CEO  
Society for Human Resource Management

cc: SHRM Membership Advisory Council

This email may contain advertisements.

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. Representing more than 250,000 members in over 140 countries, the Society serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China and India. Visit SHRM Online at [www.shrm.org](http://www.shrm.org).

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