

# Chesapeake Human Resources Association CHRA Leader and Committee Description Sheet

Role (Title): Director, College Relations

Committee Name: College Relations

## *College Relations Committee Charter:*

The College Relations Committee organizes CHRA resources and professional members to benefit local aspiring Human Resource professionals and their future employers through support, development and networking opportunities for college students. The committee ensures support for local student SHRM chapters, unaffiliated HR students and promotion of the HR career choice.

## *Director, College Relations Role Description:*

- ✓ Serves as an appointed member of the chapter Board of Directors.
- ✓ Manages resources and outreach from CHRA to local student SHRM chapters.
- ✓ Develops strategies to connect students and student chapter members with general membership for mutual benefit.
- ✓ Stimulates, promotes, encourages and supports the Human Resource career choice.
- ✓ Works in cooperation with other local, state and SHRM National College Relations advocates.

## *Director, College Relations Activity Descriptions:*

- ✓ **Serve on the board actively.** This includes attending at least 75% of all board meetings in person. When extenuating circumstances arise, meetings that cannot be attended in person may be attended via conference call. If the Director is unable to attend, a monthly update should be submitted in advance and a committee representative may be briefed and sent. Active board service also includes being prepared for board meetings, asking critical questions, and **assisting in strategy and other initiatives for the whole of CHRA.**
- ✓ **Submit a one-page written update on College Relations** issues and activities to the Executive Director monthly, one week preceding the regularly scheduled board meeting.
- ✓ **Remain knowledgeable on CHRA and SHRM** governing bylaws and available **resources.** Ensure up-to-date knowledge of SHRM National Student Programs policies, initiatives and resources via the SHRM Volunteer Resources Learning website, Student Programs website.
- ✓ Ensure the success of committee operations through **strategic coordination of committee members:**
  - **Motivate committee members** and assist them in utilizing their passion for volunteerism.
  - Ensure committee monitors and meets **goals.**

- **Facilitate** group decision making, strategy formulation, teamwork and cooperative relationships among all committee members.
- **Educate** and keep **committee members** continually updated on SHRM and CHRA programs, initiatives and resources as appropriate to each of their roles. This includes but is not limited to SHRM Student Chapter Merit Awards, Student PHR Exam policies and SHRM HR Games.
- Ensure successful management of the **scholarship program** and participate in the sub-committee as a member assisting in recipient selection.
- Manage CHRA **website content** to ensure is kept up-to-date and relevant.
- Communicate pertinent topics to the general CHRA membership through the e-**Chesapeake newsletter** and other venues as appropriate.
- Ensure committee members are successfully executing their roles and **provide constructive and respectful counseling** if necessary.
- Ensure all CHRA area student SHRM chapters are assigned an **active liaison** from the committee.
- **Perform any committee activities or roles currently vacant** and assist functional manager in fulfilling their roles as needed.
- Manage **succession planning** for committee roles and directorship role.
- ✓ Ensure committee goals and activities are **aligned with** general **CHRA strategy**.
- ✓ Assist chapter president in submitting annual **SHRM Chapter Achievement Plan** through submission of all pertinent College Relations Information for the preceding calendar year by Jan 15<sup>th</sup> of each year.
- ✓ Manage and monitor committee **budget** and **perform annual needs-assessment** to suggest revisions for board approval as appropriate.
- ✓ **Communicate with local faculty/colleges** to provide classroom visits to discuss HR topics, CHRA, internships, scholarships, SHRM membership and other topics as appropriate.
- ✓ **Work with the Professional Development committee** to partner on initiatives to promote and facilitate student PHR test preparation and registration.
- ✓ **Communicate with other local and state SHRM College Relations volunteers** in order to **foster cooperation** and broaden the range of opportunities available to students.
- ✓ Attend **CHRA Professional Development meetings** to ensure board and committee visibility and access.
- ✓ Act as **mentor** to college students seeking a career in HR.
- ✓ **Encourage former student members** to stay involved in CHRA as professionals.

**Committee Chair(s) time commitment:**

Moderately to **highly active** as compared to other CHRA board positions. Apx. 3-8 hours work each week. **Frequent interaction** needed with various individuals including **committee members, college professors and career center professionals, local students, board members, corporate contacts and external College Relations volunteers** (including SHRM National, State and Local volunteers). Need ability to **be flexible in visiting area colleges** on varying days and times. Time commitment mostly continuous throughout the calendar year, although slightly lighter in the summer and during the holiday season.

## College Relations Committee Description of Expectations:

- ✓ **Time Commitment of committee members:**

The College Relations Committee encourages all professionals with an interest in our mission to participate in **any arrangement amenable to their personal interests and level of commitment**. Whether a member desires a year-round active manager role of a committee function or merely a one-time project, a presentation or an opportunity to interact with local students, the **committee chair will assist in assigning, modifying or creating** an appropriate role. We do expect that each committee member make thoughtful, targeted commitments and **keep those commitments to ensure continuous high-level support** to our initiatives and to our students.
- ✓ **Frequency of meetings:**

Apx. once per month, usually skipping June and July.
- ✓ **Meeting participation guidelines:**

Meetings are typically in person. Members are **expected to attend** meetings whenever possible **or to contribute** an update to the agenda in lieu of attendance.
- ✓ **Types of contributions needed from committee members:**
  - Liaison to Towson Student Chapter
  - Liaison to UB Student Chapter
  - Liaison to Morgan State Student Chapter
  - Scholarship Manager
  - New Chapter Development Manager
  - Marketing & Outreach Manager
  - Corporate Sponsorship Manager
  - Student e-distribution List Manager
  - Internship Program Manager
  - Mentorship Program Manager
  - Newsletter Content Manager
  - Scholarship Sub-Committee Members
  - Speaker's Bureau Volunteers (to go speak with student chapters about topical areas, ex. Resume Workshop, Networking Workshop, A Typical Day as A HR Generalist, etc. In addition, we look volunteers to visit business and HR classes at local colleges to discuss the advantages of CHRA Membership and information on careers in HR.)
- ✓ **Benefits of specific learning opportunities for committee members:**

Volunteering on the College Relations committee is highly rewarding, both personally and professionally. Depending on the role taken, committee members have an opportunity to develop the following skills:

  - Public speaking
  - Networking
  - Selection methodology (through the scholarship program)
  - Marketing
  - Teamwork
  - Cross-generational interaction

- Mentoring

In addition, the College Relations committee values the **personal and professional diversity** of our team and offers an opportunity to learn from each other through committee **teamwork** and **strategy** sessions.

✓ **Resources Available:**

- **SHRM** supplies a wide variety of resources for Chapter College Relations Committees
  - Ex. Chapter Best Practices, SHRM Leaders Guide and more
  - A wealth of additional information is available online at <http://www.shrm.org/chapters/resources/chaphelp.asp>
  - You may order **free HR Outreach materials**, such as “Careers in HR Brochures” from SHRM Student Programs at [shrmstudent@shrm.org](mailto:shrmstudent@shrm.org)
- **SHRM’s Student Programs Website** is available at <http://www.shrm.org/students/>
  - Includes resources targeted toward students, but is helpful to learn so that students may be appropriated guided and supported.
    - Can also order free promotion materials, such as “Careers in HR” brochures, SHRM student membership posters and more.
  - There is also a College Relations Toolkit at <http://www.shrm.org/students/StudentChapterToolkit.pdf>.
- Resources for **Student PHR testing** policies
  - [www.hrci.org](http://www.hrci.org)
  - Contact **HRCI** to order free copies of registration booklets for distribution to local students