

## 2022 ANNUAL REPORT

# CAUSE THE EFFECT

HR has the power to Cause the Effect in the workplace and shape the future of work

## CAUSE THE EFFECT:

Highlights from Media, Editorial, Digital, Marketing

### ABOUT THE 2022 CAMPAIGN

**Cause the Effect** underscored the impact of HR professionals' actions, which have the potential to empower others, increase productivity and value for companies, improve society, and impact countless lives.

SHRM launched a **commercial** domestically and internationally to highlight HR's role in fostering inclusive hiring, moving toward pay equity and creating pathways to meaningful careers.

- In the U.S., the TV spotlight garnered **over 20 million impressions**, running on CNN, CNBC, Fox News, Fox Business, Bloomberg, Disney, ESPN, Amazon and Hulu.
- Globally, the TV campaign resulted in an additional 1 billion impressions for the SHRM brand in India.



### SHRM ELEVATED THE VOICE OF HR

The voice of HR reached new heights through media, social media, impactful research and editorial content.

- **EDITORIAL:** Content views on shrm.org increased 70% from pre-pandemic levels; SHRM received 23 unique awards in 2022 for outstanding editorial content.
- **MEDIA:** "SHRM was mentioned in **8,977 unique articles**, with a total reach of **over 62 billion** and a total media value of **\$580.7 million**.
- **RESEARCH:** SHRM published data-driven insights, both independently and in partnership with other nonprofits, highlighting the impact on specific communities while considering diversity, equity and inclusion; nontraditional hiring; employee retention; mental health; and other critical workplace challenges.
- **SOCIAL MEDIA:** SHRM saw **157 million impressions** across all social media platforms.



# SHRM PROUDLY SERVES 318,200+ MEMBERS WORLDWIDE

IN 2022, SHRM HIT A RECORD MEMBERSHIP NUMBER.

## IMPACT ON HR PROFESSIONALS, SHRM MEMBERS AND THE WORLD OF WORK

SHRM has educated, credentialed, trained and empowered both established professionals and emerging HR professionals to be leaders in the workplace.

### SHRM MEMBERSHIP IN 2022

A key element of SHRM's member- and customer-centric strategy has been creating stronger, more effective partnerships with SHRM affiliates and volunteer leaders. Key focus areas for SHRM include:

#### ✔ DUAL MEMBERSHIP RELEASE PROGRAM (DMR)

The number of chapters participating in the DMR program grew from 99 to **108** in 2022. DMR has helped SHRM market, sell and process both SHRM memberships and local chapter memberships through one transaction and one program, strengthening our affiliate structure to create 100% affiliated SHRM member chapters.

#### ✔ VOLUNTEER LEADER DEVELOPMENT

Volunteer Leader Development: SHRM supported **over 8,000** state council and chapter volunteer leaders in person and virtually. The SHRM Volunteer Leaders' Business Meeting (VLBM) 2022 brought 1,000 key state council and chapter volunteer leaders together for the first in-person VLBM since 2019.

#### ✔ AFFILIATE MANAGEMENT PORTAL (AMP)

Now at **556 chapters**, this portal strengthened the governance structure of SHRM affiliates and enhanced resources for SHRM chapters, including access to real-time membership and certification reports, chapter volunteer leadership information, and governance documents.



### Newest SHRM Chapter Inducted

SHRM Virgin Islands (SHRM VI) became **SHRM's 765th chapter**. SHRM hosted ceremonies in both the U.S. Virgin Islands and British Virgin Islands to officially induct the chapter as a SHRM affiliate.



### SHRMConnect

Today, **nearly 23,000** SHRM members have created profiles on SHRMConnect, SHRM's virtual engagement community exclusively for SHRM members that was relaunched in 2022. The platform averages 500 posts per day.

# SHRM'S IMPACT ON LEADERSHIP

## EXECUTIVE NETWORK REACHED MEMBERSHIP MILESTONE

The SHRM Executive Network (EN) is a dynamic group of HR leaders at the intersection of people and business that provides members with access to thought leadership, proprietary research and development opportunities.

In 2022, the EN grew to an impressive **1,296 active members**, a **new milestone**.



## SHRM EDUCATION

SHRM Educational Programs exhibited **20% year-over-year growth** and reached **over 50,000 learners**. The SHRM Learning System was the No. 1 SHRM certification prep tool for the SHRM-CP and SHRM-SCP exams, supporting over 25,000+ learners. Reach included 445 unique organizations and over 340+ universities and SHRM chapters combined.

### AWARD-WINNING PEOPLE MANAGER QUALIFICATION (PMQ):

Since the PMQ's creation, **6,000 professionals** have completed the program and it has continued to grow in popularity. In 2022, PMQ received six top awards, including five prestigious Gold awards, from the Brandon Hall Group's Excellence Awards in Human Capital Management.

## SHRM CERTIFICATION

**2022 marked a banner year for SHRM Certification.** The Certification team delivered \$1.1 million in revenue above their targeted objectives for 2022 and saw:

# 34,851

### APPLICATIONS

Record number of certification applicants.

# 75%

### RENEWAL RATE

Renewal rate for HR professionals who recertified their SHRM-CP or SHRM-SCP credential.

# 127,046

### ACTIVE MEMBERS

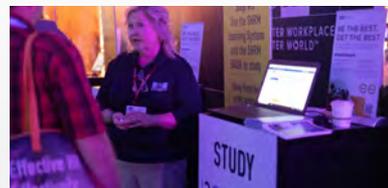
Record number of SHRM certified professionals.



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# 2022 CONFERENCES

REIMAGINING HR'S IMPACT ON THE WORLD OF WORK

## SHRM22

In June, our signature SHRM Annual Conference & Expo 2022 (SHRM22) energized and inspired HR professionals to Cause the Effect in their workplaces. SHRM22 welcomed nearly 18,000 attendees, both in person and virtually, and featured 33 mega sessions, 156 concurrent sessions and 228 conference speakers.



Four Images Above, Copyright: Paul Morse

## SHRM22 FEATURED A SOLD-OUT EXPO HALL WITH OVER 900 BOOTHS AND STAGES WITH VENDORS.

As part of SHRM's audience-centric approach, SHRM22 in New Orleans featured experiences throughout the conference geared toward different audiences, including:



The first-ever **Student Union** lounge area and designated seating for **SHRM students** during the conference general sessions.



An Enterprise Solutions Business Center and Lounge and Masquerade Reception exclusively for **enterprise members**.



A **Volunteer Leader Lounge** and reserved seating for volunteer leaders during the general sessions.



Programming at designated hotels, exclusive speaker events, and designated dining and social experiences only for **SHRM Executive Network members**.



A Certification Lounge and invitation to the Certified Good Times Party for **attendees with SHRM-CP and SHRM-SCP credentials**.

“As our workplaces grow more diverse by the traditional milestones of race, ethnicity, and gender, so too should we cultivate diversity in thought, backgrounds, and paths of life.”

Johnny C. Taylor, Jr., SHRM-SCP,  
SHRM President and CEO  
Main Stage Speech to SHRM22 Audience



Main Stage conversations included a discussion on mental health and the workplace with the founder and CEO of Thrive, **Arianna Huffington**; a dynamic discussion between Humana Inc. leaders **Bruce D. Broussard** and **Timothy S. Huval**; and an exclusive conversation with the 43rd president of the United States, **George W. Bush**.

In-person attendees experienced surprise visits from the famous **Preservation Hall Jazz Band**, an energetic concert featuring global country music superstar **Brad Paisley**, and networking and photo opportunities galore.

Arianna Huffington, Bruce D. Broussard and George W. Bush  
Photos: Copyright: Paul Morse  
Jazz Band Photo: Copyright Ralph Alswang

## SPECIALTY CONFERENCES

A key element of SHRM’s member- and customer-centric strategy has been creating stronger, more effective partnerships with SHRM affiliates and volunteer leaders. Key focus areas for SHRM include:



### EVENTS

#### Employment Law & Compliance Conference (ELCC) and Workplace Policy Conference (WPC)

These two conferences overlapped in Washington, D.C., in spring 2022. WPC 2022 featured U.S. Secretary of Labor **Martin J. Walsh**, who joined SHRM Chief of Staff, Head of Government Affairs and Corporate Secretary **Emily M. Dickens** for a general session Q&A discussion on mental health, untapped talent, inclusion and more.



### EVENTS

#### Talent Conference & Expo

SHRM brought approximately 1,400 HR professionals together in Denver for a hybrid event featuring 63 concurrent sessions, 12 Smart Stage sessions and 90 speakers, including sports commentator, author, speaker, entrepreneur and philanthropist **Tim Tebow** and president of Seramount **Subha Barry**.



### EVENTS

#### INCLUSION

SHRM’s sold-out INCLUSION 2022 welcomed over 1,500 attendees virtually and in San Diego. Attendees learned from **100 speakers, 63 concurrent sessions** and **12 Smart Stage sessions**. Speakers included **Cynt Marshall**, CEO of the Dallas Mavericks; **Alicia Petross**, chief diversity officer at The Hershey Co.; and **Antoni Porowski**, The New York Times bestselling author and star of Netflix’s hit series “Queer Eye.”

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## PHILANTHROPY, PUBLIC POLICY & BUSINESS



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Through the work of the SHRM Foundation, the SHRM Research and SHRM Government Affairs, SHRM has expanded its influence on public policy and in the corporate world, serving as a thought leader and changemaker, impacting millions in the U.S. and around the globe.

### ✔ VISIONARIES SUMMIT 2022:

The SHRM Executive Network (EN) and the SHRM Foundation welcomed nearly **400 EN members**—HR and business leaders—to Chicago for the second annual Visionaries Summit. This summit took attendees from the “why” of supporting employee belonging and mental health to the “how” of creating the capacity for transformation in our organizations. Attendees heard powerful stories and discovered practical strategies for building healthier, more inclusive workforces.

### ✔ THARSEO AWARDS

The SHRM Foundation hosted the second annual Tharseo Awards in Chicago. The awards ceremony celebrated visionaries, innovators and change agents at the forefront of innovating and shaping the work experience in their organizations and far beyond in the wider world of work. The 2022 Tharseo Award honorees were:



CEO of the Year

**Bob Chapman**

Chairman and CEO, Barry Wehmiller



Ram Charan HR Innovation Award

**Kausik Rajgopal**

Executive Vice President, People and Sourcing, PayPal



Policy Transformer of the Year  
*Awarded Posthumously*

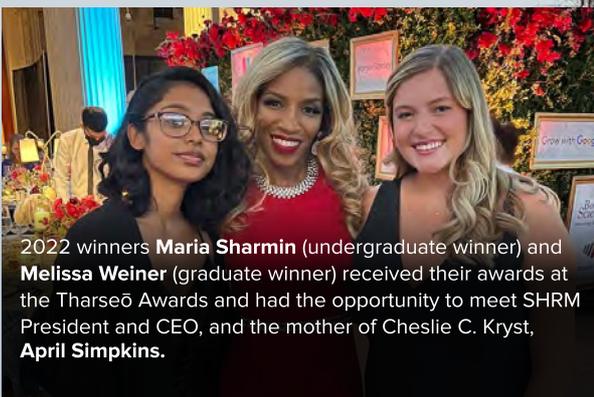
**The Honorable Jacqueline “Jackie” Walorski**

U.S. Representative for Indiana’s 2nd Congressional District

## SHRM Foundation

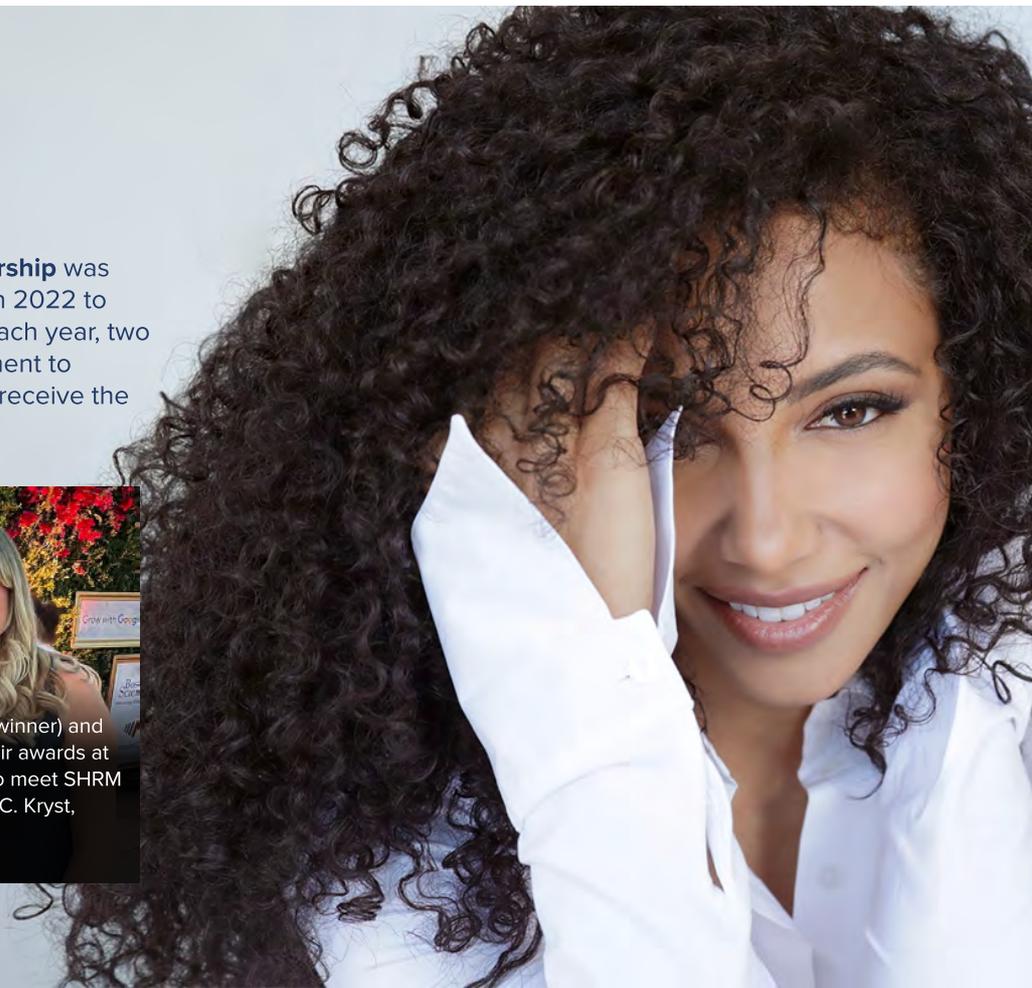
### CHESLIE C. KRYST MEMORIAL SCHOLARSHIP

The **Cheslie C. Kryst Memorial Scholarship** was established by the SHRM Foundation in 2022 to honor the late Cheslie Kryst’s legacy. Each year, two students who express a deep commitment to workplace mental health and wellness receive the award.



2022 winners **Maria Sharmin** (undergraduate winner) and **Melissa Weiner** (graduate winner) received their awards at the Tharseo Awards and had the opportunity to meet SHRM President and CEO, and the mother of Cheslie C. Kryst, **April Simpkins**.

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## SHRM FOUNDATION SCHOLARSHIPS AND AWARDS

In 2022, the SHRM Foundation awarded scholarships to **91 student recipients**, boasting a total of **\$330,100 in awards to students**.

In total, SHRM Foundation provided **over \$600,000** in academic and professional development scholarships to **323 award recipients** (including students and emerging and career HR professionals) to help these individuals achieve career success in the HR field.

A full list of the SHRM Foundation’s scholarships and available awards can be found [here](#).



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### SHRM FOUNDATION’S NEWEST WORK CERTIFICATE PROGRAM

In May 2022, the SHRM Foundation launched the **Employing Abilities at Work Certificate**, a free certificate made possible by an investment grant from the Kessler Foundation in partnership with Global Disability Inclusion. The program aims to educate HR professionals, people managers and business leaders about the benefits of providing a more equitable, diverse workplace. The certificate offers tools to recruit, hire and retain individuals with disabilities.

[LEARN MORE](#)

### SHRM FOUNDATION HIGHLIGHTS THE RISE OF SKILLED CREDENTIALS

The SHRM Foundation rereleased its research on “alternative credentials” to reflect a change in terminology to “[skilled credentials](#)” after determining the word “alternative” may indicate employers consider candidates with skilled credentials to be a different, lesser option.

#### MOST COMMON TYPES OF SKILLED CREDENTIALS:



**52%**

TRAINING CERTIFICATES



**48%**

COURSE COMPLETION CERTIFICATES



**38%**

INDUSTRY OR PROFESSIONAL CERTIFICATES

*“Skilled credentials are key to uncovering untapped talent, especially when it comes to those job seekers who may not have the opportunity to build skills in a traditional way but have the competencies they need to succeed.”*



Wendi Safstrom  
President of the SHRM Foundation

# SHRM GOVERNMENT AFFAIRS

## IMPACTING PUBLIC POLICY: SHRM GOVERNMENT AFFAIRS AT WORK

### Legislative Victories:

- SHRM successfully advocated for the extension of flexibilities that give employers the option to cover telehealth services.
- At SHRM's behest, the House Appropriations Committee included policy provisions to expand support for workplace mental health as part of the fiscal 2023 spending bill,
- SHRM led organizations from across the business community in calling to make Form I-9 employment eligibility verification flexibilities permanent.
- SHRM took swift action against a legislative proposal that would have **reduced the workweek in California from 40 hours to 32** for large employers.



Workplace Policy Conference attendees traveled to Capitol Hill for small group meetings with members of Congress, congressional staff and workplace policy advocates.

## SHRM GOVERNMENT AFFAIRS AT SHRM CONFERENCES



SHRM hosted Department of Labor Secretary **Martin J. Walsh**, Equal Employment Opportunity Commission Vice Chair **Jocelyn C. Samuels** and Commissioner **Andrea R. Lucas**, National Labor Relations Board (NLRB) members **Gwynne A. Wilcox** and **John F. Ring** and NLRB General Counsel **Jennifer Abruzzo** as part of the SHRM Workplace Policy Conference 2022.



At SHRM22, SHRM Government Affairs brought together **Rep. Troy Carter, D-La.**; former **Rep. Bradley Byrne, R-Ala.**; and Strayer University President **Andréa Backman** to discuss public and private partnerships to strengthen workforce development.



SHRM22 also brought together Assistant Secretary of Labor for Disability Employment Policy **Taryn Mackenzie Williams**, National Association for Home Care & Hospice President **Bill Dombi**, Voya Financial Health Solutions CEO **Rob Grubka**, USAging Chief of Public Policy & External Affairs **Amy E. Gotwals** and SHRM General Counsel **James Banks, Jr.** for a panel discussion on the need for a trained workforce to provide child and dependent care in the face of growing demand for skilled professionals.

*Copyright for Above Images: Chris Williams*



SHRM Chief of Staff, Head of Government Affairs and Corporate Secretary **Emily M. Dickens** testified before the head of the U.S. Equal Employment Opportunity Commission in September 2022 to help shape the commission's Strategic Enforcement Plan. She also spoke about untapped talent pools, skills-based hiring and the use of AI in HR.

## SHRM'S INTERNATIONAL POLICY INFLUENCE

SHRM, in partnership with the International Organization of Employers and the United States Council for International Business, co-hosted an event titled "What Is the State of the Global Workplace?" at the United Nations (UN) High-Level Political Forum on Sustainable Development. The event included remarks from UN officials, global business leaders and policymakers on business's role in implementing the UN's sustainable development goals on gender equality and partnerships.



### SHRM Involvement in B20

SHRM served as co-chair and U.S. representative for the B20 Women in Business Action Council and served as a member of the B20 Future of Work and Education Task Force. In November, SHRM executive leadership was proud to represent SHRM at the B20 Summit in Bali.



### World Federation of People Management Associations

SHRM President and CEO **Johnny C. Taylor, Jr.**, SHRM-SCP, and SHRM Chief of Staff, Head of Government Affairs and Corporate Secretary **Emily M. Dickens** attended the World Federation of People Management Associations' (WFPMA's) annual meeting in Amsterdam.



### SHRM Executive Team in India



### SHRM India Staff at SHRM22



### B20 Summit in Indonesia



SHRM President and CEO **Johnny C. Taylor, Jr.**, SHRM-SCP, with Director of HR at Indian Oil Corporation Limited, **Ranjan Kumar Mohapatra**.

## SHRM ACQUISITIONS

As part of SHRM's business strategy, we announced the acquisition of two companies in 2022: [Linkage Inc.](#), a top global leadership development firm committed to advancing women and accelerating inclusion in leaders and organizations, and [CEO Academy](#), a high-level intensive learning and networking experience for sitting CEOs that offers two-day events delivered in close partnership with The Wharton School and McKinsey.

The services provided by both Linkage and CEO Academy complement SHRM's existing offerings while providing a strategic opportunity for SHRM to expand our services to our audiences.

Linkage

CEO  
ACADEMY®  
20<sup>th</sup> ANNIVERSARY

## A GLOBAL HR: SHRM INDIA, MENA AND APAC

SHRM's global influence has expanded with the growing prominence of SHRM India, MENA and APAC, as well as through new SHRM chapters and growing international initiatives as SHRM finds ways to Cause the Effect throughout the world.



Top image: Achal Khanna, CEO of SHRM India, APAC and MENA, speaking at SHRM India Annual Conference 2022, Bottom Right: Jim Link, SHRM CHRO, at SHRM MENA Annual Conference 2022, Bottom Left: SHRM MENA staff at SHRM MENA Annual Conference 2022.

### SHRM EAST CONFERENCES

#### ✔ SHRM TECH22

Held in Hyderabad, India, and virtually, SHRM TECH22 featured 4,300 attendees, 75 sponsors and 150 speakers, reaching over 32 million impressions online. The conference exceeded sponsorship and registration revenue goals by more than 30%.

#### ✔ SHRM MENA ANNUAL CONFERENCE & EXPO 2022

Held in Dubai, UAE, this was SHRM's first independently organized in-person conference in the region. Registration sold out completely, and the event featured over 1,200 attendees with representatives from over 20 countries.

#### ✔ BETTER WORKPLACE CHALLENGE CUP ANNOUNCEMENT

In 2022, the Better Workplace Challenge Cup (BWCC) by SHRMLabs expanded to become a truly global competition, reaching over 250 countries worldwide. The 2022 competition culminated with a finale at SHRM22 in New Orleans.

The SHRM MENA Annual Conference featured the launch of BWCC 2023 competition, which announced a new Member Track, exclusive to SHRM members who are entry-level to midlevel HR professionals. In 2023, SHRMLabs aims to reach even more workplace tech startups and HR professionals globally.



SHRM India staff at SHRM India Annual Conference 2022



## SHRMINDIA ANNUAL CONFERENCE & EXPO 2022

23-24 November | Taj Palace, New Delhi

### SHRM INDIA ANNUAL CONFERENCE & EXPO 2022

The SHRM India Annual Conference & Expo 2022 in New Delhi India saw record-breaking attendance and was SHRM's second largest conference of the year. The conference featured over 150 global speakers, over 60 knowledge sessions and over 5,000 attendees, and it received over 14 million social media impressions.

### SHRM EAST ANNUAL CONFERENCES

SHRM East is doing its part to Cause the Effect and exert influence with thought leaders, government officials and businesses alike. Some recent highlights from SHRM India:

- ✔ Provided strategic support to the Ras-AI-Khaimah government through SHRM India's assessments and HR capability building.
- ✔ Served as a key knowledge partner for the Indian government's Mission Karmyogi Program, which enabled the creation of a capability-building commission for civil service reforms in India's government, one of the largest initiatives of its kind globally.
- ✔ Led project to develop the Civil Service Performance Management System (PMS) reform process for the government of Mongolia.

**In total, SHRM East has served over 170 clients across India, MENA, and APAC in 2022.**

*“Great leaders strive for the well-being and growth of their teams. They empower their employees and help them pave their career paths by offering them the opportunity to develop their skills and thrive.”*



Achal Khanna  
SHRM India CEO



## SHRM INDIA AND WOMEN'S LEADERSHIP DEVELOPMENT

SHRM India has also conducted women's leadership development programs in partnership with the Confederation of Indian Industries (CII), India's largest trade association, and has developed and executed long-term Women Empowerment and Leadership journeys with India's largest public-sector organizations, including ONGC and Indian Oil, as well as private organizations like Boston Scientific.

SHRM India's rapidly expanding global influence and global footprint highlights the strength of the SHRM brand internationally as SHRM continues to Cause the Effect in building better workplaces for a better world across the globe.

## SHRM'S 75TH ANNIVERSARY IN 2023

In 2022, SHRM found ways to Cause the Effect like never before in the world of work through our research, advocacy, HR solutions and resources, thought leadership, and global influence. Now in our 75th year, SHRM looks to the future to empower HR professionals and workplace leaders to:

- Build cultures of belonging.
- Bolster workplace mental health.
- Champion DE&I in the workplace.
- Ensure that the employee experience benefits both employer and employee.
- Unleash opportunities—by engaging in second chance hiring, sourcing talent from untapped talent pools and supporting candidates with skilled credentials—for everyone to contribute meaningfully to the world of work.



[Learn more](#) about our 75th anniversary and SHRM's vision for 2023 and beyond.