

WELCOME!



2020

SHRM EPC

THE TRIPLE CROWN OF PARTNERSHIPS
SHRM, HC & YOU!

SHRM Certification & COVID-19

Thursday, May 7, 2020



**Visit the EPC Lobby for slides
and resources:**

URL: learnhrm.shrm.org/epc2020-lobby

Password: partnersrock

The logo for the Society for Human Resource Management (SHRM). It consists of the letters 'S', 'H', 'R', and 'M' in a white serif font, each contained within a blue square. The squares are arranged horizontally. A registered trademark symbol (®) is located to the upper right of the 'M' square.

SHRM®

SHRM Certification & COVID-19 Challenges & Response

**BETTER WORKPLACES
BETTER WORLD™**



Alexander Alonso, PhD, SHRM-SCP

Chief Knowledge Officer

Society for Human Resource Management



COVID-19 Impact

Impact on the Economy (SHRM & SHRM Partners, 2020)

- ▶ *SHRM* projects **a loss of nearly 5% of the SME and 1% of LE** business sector every week stay-at-home orders are in place.
- ▶ *Oxford Economic* projects **a loss of nearly 20 million jobs** in the first six months of the pandemic.
- ▶ *Gallup* projects **roughly 8% downward shifts in national resilience indicators** with every month the pandemic affects employer's ability to keep workers employed.
- ▶ *SHRM* has identified more than **60% of workers are engaging in telework** making this the highest national total in nearly 35 years.



COVID-19 Impact

Impacts on American Work, Workers, and Workplace (SHRM Research, 2020)

- ▶ As of March 16, **over 1/4 (27%)** of American workers have received **no information** from their workplace about plans related to the Coronavirus. *(Now roughly 11% reporting the same notion)*
- ▶ Nearly **12% of the workforce** is working a modified schedule or practicing social distancing in the workplace.
- ▶ **1 in 5 workers** believe they will face extreme financial hardship or negative consequences if the crisis persists.
- ▶ **Nearly 6 in 10 (58%)** of American workers cannot meet their basic financial needs without pay for one month or longer.



COVID-19 Impact

Impacts on the Supply Chain with Small Businesses Effectuated (SHRM Research, 2020)

- ▶ Over half of small businesses estimate **they will lose 10-30% of their revenue** as a result of the Coronavirus epidemic.
- ▶ 1 in 5 small business operators expect >30% losses, with **4% expecting total loss and closure of their business.**
- ▶ Service-type businesses expect to lose the most with **more than 1/4 expecting over 30% losses.**
- ▶ Despite focus on remote work as a reaction to the Coronavirus pandemic, **less than one-third (31%) of small businesses** can operate totally remotely.



COVID-19 Impact

What are Employers Doing to Mitigate the Impact?
Top Challenges Thus Far (SHRM Research, 2020)

- ▶ Adjusting to telework or working from home **(69.7%)**
- ▶ Uncertainty in resuming normal business operations and the future needs of the organization **(65.3%)**
- ▶ Maintaining employee morale **(64.7%)**
- ▶ Understanding new regulatory changes and their impact on the organization **(55.2%)**



COVID-19 Impact

What are Employers Doing to Mitigate the Impact?

Top Actions Taken Thus Far (SHRM Research, 2020)

Cost-Cutting Measures	Percent who have taken this measure
<i>No longer hiring</i>	49.5
<i>Making adjustments to accommodate higher at-risk customers</i>	46.4
<i>Delaying new hire start dates</i>	46.2
<i>Closing/pausing certain aspects of the business</i>	35.9
<i>Decreasing hours for employees (type of furlough)</i>	34.1
<i>Decreasing open hours for the business</i>	32.9
<i>Laying off employees (temporary separation-based furlough)</i>	28.6
<i>Decreasing pay rates (type of furlough)</i>	16.6
<i>Reduction in force (permanent cut in headcount, no intent to recall employees)</i>	13.3



COVID-19 Impact

What are Employers Doing to Mitigate the Impact?
Top Actions Taken Thus Far (SHRM Research, 2020)

Evolutionary Measures	Percent who have taken this measure
<i>Offering additional pandemic-related education/training for employees</i>	50.6
<i>Offering additional unpaid leave for employees</i>	31.0
<i>Offering additional paid leave for employees</i>	28.1
<i>Expanding/Increasing certain aspects of the business</i>	17.3
<i>Hiring more employees</i>	13.2



COVID-19 Impact

Teleworking Under A Crisis Scenario

(SHRM National Study of the Changing Workforce, 2020)

- ▶ Teleworking isn't new to us—about **43 percent of U.S. workers already worked remotely in some capacity**, and a little over half of U.S. jobs, or about 55 percent, could allow for telecommuting, at least on a part-time basis.
- ▶ This scenario is different because it is **forced total telework and virtual teamwork**. Major organizations with significant investments in telework and flexible work arrangements were better prepared with **knowledge-type professional services firms being furthest ahead**.
- ▶ One area of concern is talent acquisition where virtual recruiting tools have hit an all-time high in usage especially in terms of **video interviewing and new employee virtual onboarding where volumes have nearly tripled** according to some sources like HireVue.



COVID-19 Impact

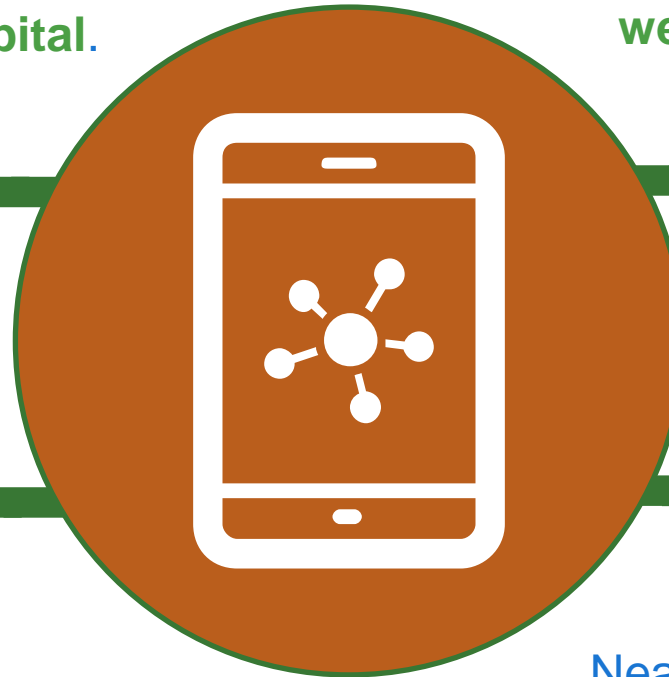
Key Considerations Moving Forward

The challenges that lie ahead are varied including **potential long-term economic hardship and the ability to find capital.**

1

2

The newest clause of most business continuity plans will be **an infectious disease policy.**



3

4

Organizations and, specifically HR, will need to be stewards of **health, continuity, and wellness** as the crisis persists.

Nearly **15% of organizations** have already stated their intent to **permanently implement** new realities of operations in their future.



SHRM Certification

The Path Forward

- Employers are reporting **nearly 19% greater expenditures on learning and development expenses**, but there's a catch.
- They are spending the majority of these additional dollars on **short-term, virtual programs with an outcome valuable for the employee.**
- Programs resulting in a **certification are more likely to be appealing** because they offer professional development while providing something marketable for employees.



SHRM Certification

Elements of Most Successful Virtual Programs

- Based upon *Learning Magazine* research, the best programs available today have three primary components—**engaging homework, readily available resources, and social aspects.**
- Engaging homework means building in accountability along the way. **Quizzes are effective** for driving accountability in the short term.
- Readily available resources like **tools for applying competencies to COVID-19 situations** are what HR professionals want.
- **Happy learning hours are the new best practice in virtual learning.** Some programs have created a trivia hour just like what you see at the local watering hole.



SHRM Certification

Key Development #1—Extended Application Periods

APPLICATION WINDOW OPENS	EARLY- BIRD APPLICATION DEADLINE	STANDARD APPLICATION DEADLINE	
January 6, 2020	March 20, 2020 Extended to April 10, 2020	April 10, 2020 Extended to May 15, 2020	APPLY NOW


2020-2021 Winter Testing Window | December 1, 2020 - February 15, 2021


APPLICATION WINDOW OPENS	EARLY-BIRD APPLICATION DEADLINE	STANDARD APPLICATION DEADLINE
June 10, 2020	October 16, 2020	November 6, 2020



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Key Development #2—Remote Proctoring



 **ProProctor™**

Test anywhere, any time, with ProProctor™

As we all respond to Covid-19, your candidates can still move forward with testing — safely, reliably and securely — with our proven ProProctor remote assessment platform.

Greater Access

Ease of Use

Advanced Security Measures

- Prometric ProProctor solution turned on April 1, 2020
- Pilot taking place as we speak for security assurance
- Fully operational and available to all applicants now
- **Learn more at** <https://www.prometric.com/ProProctor>.



SHRM Certification

Key Development #3—Global Availability



- Expanded into new markets including Singapore & Asia
- Building greater flexibility for Eps & potential certificants
- Remote proctoring is not restricted with one exception
- **Learn more at** <https://www.prometric.com/ProProctor>.



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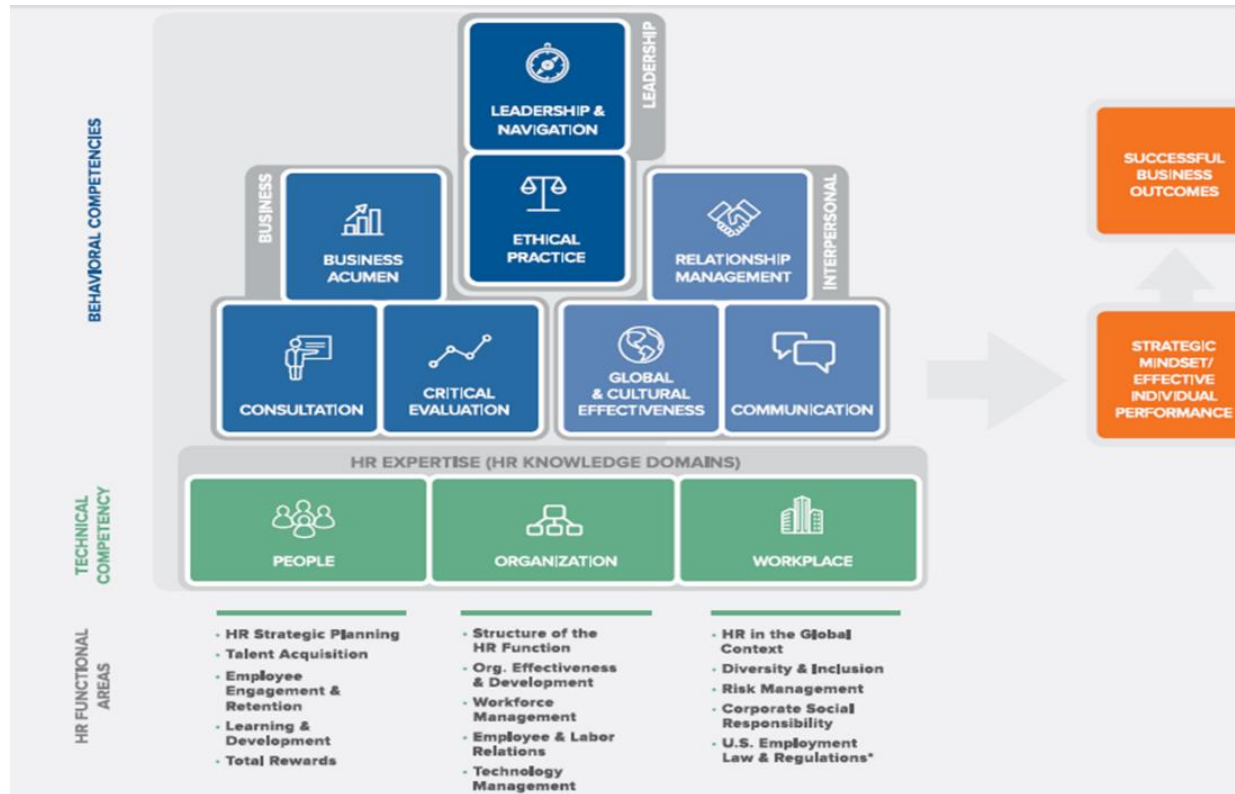
What's Next?





SHRM Certification

What's Next?



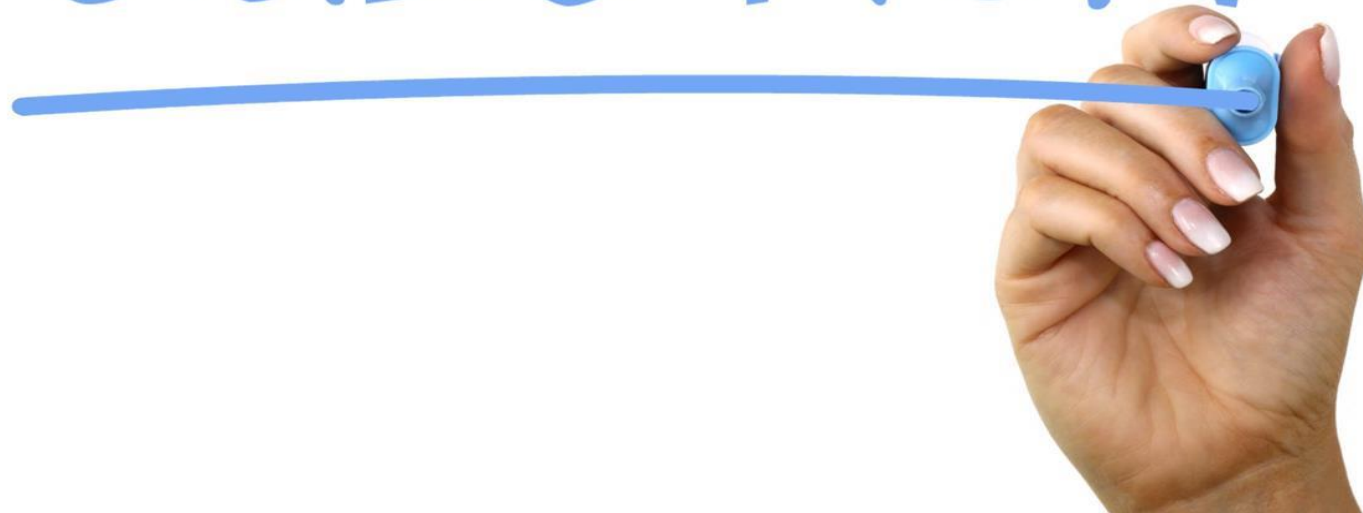
- Currently building SHRM BoCK 3.0
- Practice analysis is feeding this as is work with our Executive Advisory Council
- Preview of New Concepts:
 - Crisis Management
 - Technology & Entrepreneurship
 - Predictive Analytics
 - Developing People Managers for Culture



COVID-19 Impact

Open Q&A

QUESTION



Thank you for
participating!

*For more information, visit
shrm.co/healthsafety.*