

Dear SHRM chapter members:

Below is a link to an electronic research survey regarding the perceived benefits (or lack thereof) of voluntary certification (PHR, SPHR, GPHR) for HR professionals. This part of a research study being conducted by Dr. Scott Lester of the University of Wisconsin – Eau Claire and two of his colleagues.

The findings from this research will provide informative feedback to our profession. I hope that you will choose to take a few minutes of your time to participate. The research team would like to have all responses by July 26th.

https://uweauclaire.qualtrics.com/SE?SID=SV_bs9f7lwzE9XJC28

If you have difficulty accessing the survey from this link, please contact my research assistant, Jeri Weiser (weiserjl@uwec.edu).

The study involves the completion of an electronic survey. **It should take members only 5-8 minutes to complete and participants can respond anonymously.** The completed electronic survey will be sent directly to a secure third party website where our research team will download the responses. Member participation is voluntary. No individual's responses will ever be revealed, and only summary data will be presented in any written form.

When the results of the survey have been tabulated, a report will be made available to the SHRM State Council Directors in your state and you will have access to the findings. If you have any questions regarding this study, please feel free to e-mail or call me using the contact information listed below.

Thank you in advance for participating in this study. We are confident that the findings will help the profession move forward in its effort to further increase its credibility and image.