

## Central Texas Human Resource Management (CTHRMA) Named Finalist for SHRM Pinnacle Award

**TEMPLE, TX DECEMBER 16, 2021** — Today, SHRM (the Society for Human Resource Management) announced CTHRMA as a finalist for the 2021 Pinnacle Award in recognition of its high achievements advancing the profession of human resources.

The Pinnacle Award is the most prestigious honor SHRM state councils and chapters can receive. Created in 1991, the award recognizes innovative projects created and implemented by SHRM affiliates.

“SHRM's chapters and state council members play a pivotal role in elevating the voice of HR and improving the future of work,” said SHRM President and CEO, Johnny C. Taylor, Jr., SHRM-SCP. “In a time of unprecedented change, our finalists continued to lead the profession forward with local and statewide initiatives that will fundamentally transform the workplace.”

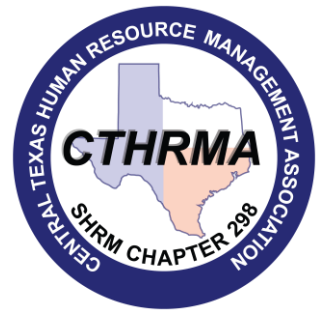
“CTHRMA is consistently reevaluating the circumstances affecting organizations and HR Professionals to develop initiatives to assist with current challenges, including untapped talent, and provide an opportunity for networking and a sense of HR community in a rapidly changing environment.” ***Stephanie Branham, Bboard President***

### Serving the HR Professional through Website Redesign

We asked our members, and we listened! During an unprecedented time, the CTHRMA board members spent time and efforts to reach out to members, ensure the benefits met their needs, and enhanced their learning and networking opportunities. In a world of work that is constantly evolving and becoming more centered around remote and hybrid atmospheres, we reached out to our members for feedback by conducting a survey to assess current needs and wants and implementing a new, robust website to better serve our HR Professionals. We highlighted the benefits of membership and added a feature to help HR Professionals recruit for open positions via our new website and social media outlets. Our membership and engagement on social media increased during 2021. Due to all the great ideas from members, we are already planning events well into 2022!

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The finalists were recognized at SHRM's Volunteer Leaders Business Meeting (VLBM) live online November 10-12.

Finalists of the 2021 SHRM Pinnacle Award are:

Big Bend SHRM (Florida)  
Central Texas Human Resource Management Association  
Cleveland SHRM (Ohio)  
Fayetteville Area SHRM (North Carolina)  
Hampton Roads SHRM (Virginia)  
HR State Council of New Hampshire  
Northwest Arkansas Human Resources Association  
Oklahoma State Council  
Philadelphia SHRM (Pennsylvania)  
South Carolina State Council  
South Central Indiana Human Resource Association  
St. Lucie County Human Resources Association (Florida)

To learn more, please visit the [SHRM Pinnacle Award Program website](#).

**Media:** Media: Contact Mallory Flynn at [Mallory.Flynn@shrm.org](mailto:Mallory.Flynn@shrm.org) and 703-535-6082.

CTHRMA is an affiliate of the Society for Human Resource Management. Whether you are new to the HR field or have many years of experience, we are a LOCAL starting point for networking, information, professional development and continued support of excellence in Human Resources.

### **About SHRM**

SHRM, the Society for Human Resource Management, creates better workplaces where employers and employees thrive together. As the voice of all things work, workers and the workplace, SHRM is the foremost expert, convener and thought leader on issues impacting today's evolving workplaces. With 300,000+ HR and business executive members in 165 countries, SHRM impacts the lives of more than 115 million workers and families globally. Learn more at [SHRM.org](http://SHRM.org) and on Twitter [@SHRM](https://twitter.com/SHRM).

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