

Dear SHRA Members,

We are thrilled to share some exciting news regarding the future of our chapter and the incredible benefits it will bring to each of you. After careful consideration and collaboration, we are transitioning to a dual membership relationship with the Society for Human Resource Management (SHRM) effective 4/13/26. This was announced at our March meeting.

This strategic partnership is a significant step forward, designed to streamline your membership experience and unlock even greater value. Here's how this transition will benefit you:

- **Simplified Membership:** No more separate renewals! With dual membership, joining and renewing with our chapter will automatically include your SHRM national membership. This makes it easier than ever to maintain your connection to both our local HR community and the leading global HR organization.
- **Enhanced Programming Focus:** This transition will allow our chapter leadership to dedicate even more time and resources to what matters most to you: delivering high-quality, relevant, and engaging programming. By simplifying administrative processes, we can sharpen our focus on bringing you cutting-edge insights, professional development opportunities, and invaluable networking events.
- **Seamless Access to SHRM Resources:** Your dual membership grants you immediate access to the vast array of SHRM national resources, including their comprehensive HR knowledge base, exclusive research, certification pathways, legal compliance tools, and a global network of HR professionals. This powerful combination of local and national resources will elevate your professional growth.
- **Strengthening Our Partnership:** This formal dual membership solidifies our already strong partnership with SHRM. It ensures that our chapter remains deeply integrated with the national HR landscape, allowing us to leverage SHRM's influence and resources to better serve your needs and advance the HR profession in our community.

We believe this transition will significantly enhance the value of your membership, making it easier to join, more rewarding to participate in, and ultimately, more impactful for your professional journey. **You will be receiving an individualized email that will share more specifically how this dual membership relationship will affect you directly. Read more below to access a list of FAQs.**

At this time, we would also like to share that **we are rebranding from Seacoast Human Resource Association to SHRM Seacoast**. We feel this rebrand helps us align with the national brand and creates a streamlined image for members. Don't worry, you can still call us SHRA!

In the meantime, please feel free to reach out to any board member with your questions or email SHRMSeacoastMembership@gmail.com. We are incredibly excited about this new partnership and look forward to continuing to serve as your premier resource for HR excellence within our community.

Sincerely,

Board of Directors

SHRM Seacoast / Seacoast Human Resource Association

SHRA Dual Membership Relationship with SHRM - FAQs

What does Dual Membership with SHRM mean?

This means that to be a member of our Chapter you must also be a member of National SHRM, i.e., Dual Membership.

What is the cost of dual membership?

Chapter dues + National SHRM dues = Total dues

We have chosen to decrease the price of our professional membership to \$65 (from \$75).

SHRM's dues can be found on their website <https://www.shrm.org/membership> and vary based on membership type.

What are the differences between National SHRM and our Chapter?

The Society for Human Resource Management (SHRM) is a global professional society with over 300,000 members. SHRM is focused on empowering people and workplaces by advancing HR practices and maximizing human potential to build a world of work that works for all. They provide a comprehensive suite of resources, tools, and templates that are utilized on a daily basis to assist their members in delivering exceptional results for their organizations.

Our Chapter is the official SHRM affiliate/local chapter for people living, learning, and working in the NH Seacoast area. We provide our members with networking and educational opportunities to get connected at the local level with fellow HR professionals.

Why did our Chapter make this change?

Simplification. Members can now be part of our Chapter and SHRM National in a single transaction. One invoice, one payment, one renewal date. Members no longer have to keep track of two separate memberships, as they will be combined into one.

A streamlined pathway to receive the benefits of a national organization linked with a local perspective and presence resulting in double the expertise.

Via our alignment with National SHRM, credibility and strength in numbers will increase our effectiveness to represent HR professionals in the area our Chapter covers.

Direct access to SHRM's educational programs, services, toolkits and resources so that you can more quickly advance in your career or further your knowledge.

I am a member of SHRM and a member of SHRA. How does this affect me?

The transition will be easy since you're already a member of both! Not much will change. Your Chapter membership and SHRM membership have been aligned through your SHRM membership profile. Thus, your expiration dates for both memberships are now the same (the dates are aligned to your SHRM national membership expiration). Whenever your SHRM membership is up for next renewal, you will renew both memberships at the same time. You will be receiving an individualized email explaining this process soon.

I am NOT a member of SHRM. How can I become a dual member?

SHRA members who are not yet SHRM members will be provided a SHRM membership free trial for a period of time. If this applies to you, we will be sending you an individualized email explaining this process. Once your free trial ends, you will need to sign up for a paid SHRM membership to continue being a SHRA member.

If I choose not to sign up for SHRM after the free trial membership, can I still come to meetings?

Yes, you can continue to come to SHRA meetings, but you will have to pay the non-member price.

When does the Dual Membership partnership between SHRA and National SHRM take effect?

April 13, 2026

How do National SHRM and SHRA connect me?

Both your National and SHRA memberships will connect you by your email address. It will be important for you to ensure your email address is the same with both National SHRM and SHRA.

How will I pay for my membership?

As of 4/13/26, all members will now pay for their national membership and SHRA in one transaction through National SHRM:

For brand new to SHRM, or to renew SHRM: [Join/Renew SHRM](#)

To add [Chapter] to existing SHRM membership: [Add Chapter](#)

Can I belong to more than one local chapter at a time?

Yes, you can belong to more than one local chapter. However, only your Primary receives financial support from SHRM National. Please consider designating SHRA (aka SHRM Seacoast) as your primary chapter when joining or adding Chapter membership to your existing SHRM membership using the SHRM Dual Membership (SHRM Store) portal.

What happens to my SHRA account?

For now, you will continue to have a SHRM and SHRA account for each's respective websites. Please use your separate login information to login to each website: SHRM (shrm.org) SHRA (shranh.shrm.org)

Later this summer, we will be upgrading SHRA's website to have a single sign-on (SSO) with your SHRM account. When that happens, you will have one login to both websites. More information will be shared when that happens.

Does this affect HRCI recertification credits?

No, our Chapter will continue to offer both SHRM and HRCI recertification credits.

Who should I reach out to if I have any further questions?

Please reach out to SHRMSeacoastMembership@gmail.com with any questions.