This is what I suggest(this is not new):

1.      NHRMA allow students to attend the local HR Academies (volunteering or not, NHRMA choice) At least 3 spots per day to fulfill SHRM merit award

2.      Option of full funding to the SHRM Student Career Summit or SHRM National conference for up to 4 and an advisor.

3.      Help the states have a better college relations person and provided funding for  educational events, maybe even a state student conference(even though I like regional especially since AK & OR has fewer colleges)