

SRM

EDUCATION PARTNER CONFERENCE

powered by



HOLMES
CORPORATION



VIRTUAL EXPERIENCE
MAY 3-4, 2022



CONFERENCE AGENDA

& SESSION DESCRIPTIONS

ON-GOING

Ask the Expert EXPO: Partner Resource Central (PRC) & Serving the Military

Throughout the conference, you can use your breaks to pop into the Expo where you'll find a PRC booth and a Military booth with great resources for you to learn about the topics. You can also reach out to HC and SHRM experts with specific questions.

Kate Seaton, Holmes Corporation
Eddice Douglas, SHRM

9:40am - 9:55 am

Networking with fellow Coordinators and SHRM/HC Regional Team **Bring your coffee before the official event kicks off!**

10:00 am - 11:00 am

Hear from SHRM and Holmes Corporation Leadership

Welcome and Opening Remarks

Kim Rudrud, Holmes Corporation

SHRM Certification Research Information

Alexander Alonso, PhD, SHRM-SCP, SHRM

Awards Celebration

11:00 am - 11:15 am

Break

11:15 am - 12:00 pm

What's New in 2022

In this session you will hear from SHRM and Holmes Corporation staff who will share SHRM Certification updates. We will cover information on the update to the SHRM BASK, exam and eligibility changes, academic alignment, and SHRM Recertification. We will also discuss the updates to the 2022 SHRM Learning System and review the SHRM Essentials of Human Resources product. Join us for this informative, fun-filled session!

Learning Objective:

Learn all about SHRM Certification, the 2022 SHRM Learning System product updates, and SHRM Essentials of Human Resources product.

Alison Costello, Holmes Corporation
Tiffany Brown, SHRM
Demetrius Norman, SHRM
Elizabeth Moore, SHRM-SCP, Holmes Corporation
Andrew Morton, SHRM

12:00 pm - 12:30pm

Break

Tuesday, May 3 (continued)

Times listed in Central Time

12:30pm - 1:00pm
&
1:00pm - 1:30pm

Breakout Sessions: Pick one session for each timeslot

Five 30 minute breakout sessions are available. You can attend a total of two sessions from the list below, one at 12:30pm and another at 1:00pm.

Instructor Best Practices:

Have you ever wondered how others use the instructor tools within PRC? Have you considered delivering the content in a different order but unsure how to change it? Join this session to share best practices for your instructor led offering.

Elizabeth Moore, SHRM-SCP, Holmes Corporation
Kathy Fenninger, SHRM-SCP, Rice University
Orlena Cowan-Bailey, SHRM-SCP, Central Connecticut State University

Exam Vouchers/People Manager Qualification (PMQ)/ Specialty Credentials:

Learn about more opportunities to serve your students, expand partnership with SHRM, and be part of a pilot bundle offer.

Kim Rudrud, Holmes Corporation
Dorian Rollins, SHRM
Nicole Hall, SHRM

Challenge Busters:

Turn challenges into opportunities! Interactive session to discuss common roadblocks and to share solutions and suggestions for "busting them!"

Taimi Herron, Holmes Corporation
Cathy Scavone, California State University San Marcos

Corporate Outreach:

Say this, not that. A brilliant approach to Corporate Outreach.

Becky Dworak, Holmes Corporation
Bronwyn E. A. Bates, Howard Community College
Colin Moylan, Holmes Corporation

Funding Sources:

Feel empowered to seek various funding resources available to you.

Alison Costello, Holmes Corporation
Kathy Barnes, University of South Florida
Transcie Almonte Sabio, Montgomery College

Tuesday, May 3 (continued)

Times listed in Central Time

1:30pm - 1:45pm

Break

1:45 - 2:45pm

Enrollment Solutions — Partner Panel

This session brings together a panel of 2021 award winners who have success with the Learning System program. How do they sustain and increase enrollments year-over-year? What audiences are they reaching? What scheduling options and formats are being offered to meet the needs of the students? What challenges have they overcome? And what makes them successful? We'll hear from our colleagues on strategies that work for them.

Learning Objectives:

Learn how successful partners manage their courses and increase enrollments by meeting the demands of their students, being creative, and always seeking out and being open to new opportunities.

Taimi Herron, Holmes Corporation
Flora Wong, California State University Los Angeles
Lesa Bergsma, Institute for Professional Excellence at Davenport University
Deborah Avans, Old Dominion University
Laura Raiford, University of Georgia
Eileen Callahan, Villanova University

Closing Remarks

ON-GOING

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Kate Seaton, Holmes Corporation
Eddice Douglas, SHRM

9:40am - 9:55am

Networking with Fellow Coordinators and SHRM/HC Team Bring your coffee to kick off your day!

10:00am - 10:45am

SHRM State of the Society

SHRM's mission hasn't changed: to empower people and workplaces by advancing HR practices and maximizing human potential. SHRM's vision is to build a world of work that works for all. There has never been a more important time for HR professionals to be leaders in their organizations, and to put into practice the competencies that SHRM Certification represents. SHRM's Chief Global Development Officer, Nick Schacht, SHRM-SCP, will share how SHRM is responding to the current environment, as well as provide an update on the SHRM credentials, and Strategic Blueprint.

Learning Objectives:

Understand SHRM's overarching purpose, mission and vision; learn SHRM's strategic initiatives for 2022 and coming years; clearly understand the different SHRM product and service offerings and how they may affect SHRM Education Partners.

Nick Schacht, SHRM-SCP, SHRM

10:45am - 11:00am

Break

11:00am - 11:15am

SHRM's Audience-centric Marketing: Reaching your Best and Future Customers

Join us for an inside look at SHRM's audience-centric marketing strategy. Get a sneak-peek into how SHRM is bringing this strategy to market for various audiences and segments and what they have in store to support your programs!

Learning Objectives:

Learn about SHRM's Audience-centric marketing strategy, and take away practical tips to incorporate this model into your efforts.

Brian Clark, SHRM

Wednesday, May 4 (continued)

Times listed in Central Time

11:15am - 12:15pm

Crafting Your Story to Engage Your Audience

HC's dynamic marketing duo Kelly & Steven are back to share best practices and tips for honing your "marketing story" and how to turn that story into engaged prospects ready to enroll. Your assignment will be to start brainstorming your program's marketing story.

Learning Objectives:

- *Explore how to craft a marketing story that reflects your unique offerings.*
- *Dive into ways to implement your marketing story into your outreach.*
- *Brainstorm your own marketing story and how you can apply it in your marketing.*

Kelly Cusick, Holmes Corporation
Steven Khraiss, Holmes Corporation

12:15pm - 12:45pm

Break

12:45pm - 1:45pm

Power Up Your Social and Digital Media Strategy—Panel Discussion

Join two expert Education Partners for a fast-paced session diving into all things digital and social media. You'll walk away with fresh ideas to try in your own marketing, as well as best practices for creating a successful digital media strategy to help build your program and drive enrollments. Your assignment will be to identify 3-5 tactics you will try for the Fall semester.

Learning Objectives:

- *Get up to speed on the latest social and digital media trends.*
- *Discover fresh ideas & best practices from coordinators like you.*
- *Identify 3-5 ideas you want to try for your Fall 2022 digital marketing efforts.*

Sam Cusick, Holmes Corporation
Liz Schoenecker, Holmes Corporation
Scott Reynolds, HR Jetpack
George Zombakis, SHRM-CP, Rice University

1:45pm - 2:00pm

Break

Wednesday, May 4 (continued)

Times listed in Central Time

2:00pm - 3:15pm

Apply What's Working in Local Marketing—Panel Discussion

Tune into an expert panel of Education Partners as they share their most successful tactics and ideas to help drive enrollments in their local markets. And the best part? Almost all of these ideas are FREE or low cost! Your assignment will be to identify 3-5 ideas you plan to implement going forward.

Learning Objectives:

- *Discover new ideas for low-cost or free marketing tactics from an expert panel of SHRM coordinators.*
- *Outline 3-5 ideas you want to implement in your marketing going forward.*

Kelly Cusick, Holmes Corporation
Roxanne I. Vedia, University of the Incarnate Word
Chantal Gomes, NYU
Theresa Price, North Iowa Area Community College
Elisabeth Legge, California State University Dominguez Hills

3:15pm

Closing Remarks

Kim Rudrud, Holmes Corporation