

Benefits of Education Partner & Chapter Partnering for SHRM Learning System Courses

Many SHRM chapters offer their members convenient and personalized SHRM education. They share your goal of supporting their local HR community and we encourage a mutually beneficial relationship between Education Partners and local chapters.



Benefits to the College/University

- Allows potential course participants to use tuition assistance or professional development dollars that may not be available for chapter programs
- Provides a variety of specific ways to reach the target audience
- Creates a connection to buyers of all types of training/education (SHRM)
- Increases visibility of institution to business community
- Offers space at the institution for chapter meetings for free or low cost to get prospective students familiar with school and other course offerings
- Chapter Certification Chair attends first night of class to discuss the value of the SHRM designations and promote joining the local chapter with benefits including networking with other HR professionals in the area
- Generates additional revenue for Continuing Education

Benefits to the SHRM Chapter

- Chapter Certification Chair attends first night of class to discuss the value of the SHRM designations and promote joining the local chapter with benefits including networking with other HR professionals in the area
- Chapter earns recognition for being a **SHRM Learning System Champion**
- Provides preparation options for members
- Reduces drain on chapter volunteer resources to run course
- Builds consistent course implementation from year to year
- Increases visibility of chapter in community
- Expands chapter member services
- Increases membership by reaching a broader audience through Continuing Education courses
- Supplements less formal study groups
- Possible scholarship opportunities for members; possibility to generate non-dues revenue
- Opportunity for profit-sharing checks based on student enrollment (ex: chapter earns \$50 for each member who earns certification)
- Provides teaching opportunities to chapter members
- Connects chapter to non-credit and academic parts of the institution
- Allows student chapters to connect with professional chapters that they might not otherwise do in providing them with opportunities to prepare for certification
- Eliminates financial risk of running program

