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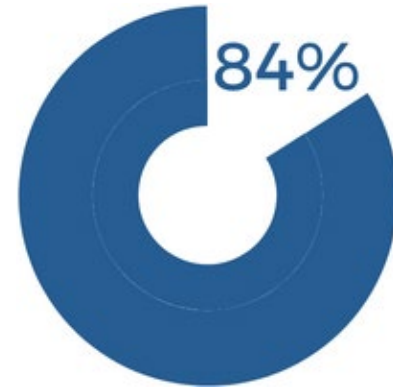
Corporate Outreach

Presenters:

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



Identify the Potential of Corporate Clients



of employers see a shortage in skilled job applicants



of employers provide additional training and development to overcome talent shortages



of global workforce is considering resigning from their current job

Global Workforce Issues



The **skills shortage** and **great resignation** require a scalable response.

- Replacing retiring baby boomers continues to be a key staffing challenge
- Organizations that continue to engage their workforce have an advantage
- Employers that find strategic ways to lead through these times will have better success attracting/retaining employees
- Training can improve morale and help existing employees take on hard-to-fill roles

Employers are Willing to Spend Money to Train and Retain Staff



>40% of SHRM-CP/SCP examinees have at least some portion of their prep paid for by their employer. Plus, they are motivated to pass!

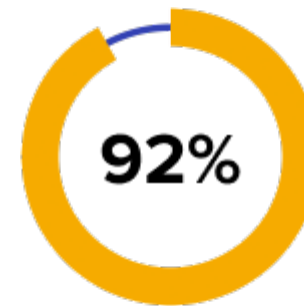
	SHRM-CP (US)	SHRM-CP (Int'l)	SHRM-SCP (US)	SHRM-SCP (Int'l)
Myself	53%	57%	53%	73%
My employer	33%	25%	32%	18%
Combination of self and employer	9%	2%	8%	5%
SHRM Foundation scholarship / grant	1%	1%	2%	1%
State or local SHRM chapter	1%	1%	2%	1%
Parents or other family members	1%	5%	0%	1%
Paid as part of my educational program fees	1%	5%	0%	1%
Other	1%	3%	2%	1%

Say This, Not That

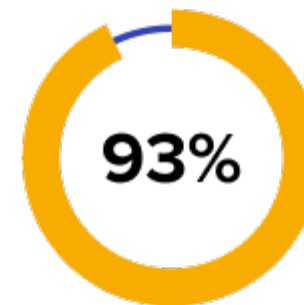


Prove your team has:

- ✓ The ability to think strategically and perform effectively
- ✓ The most current and relevant knowledge
- ✓ A unique ability to apply knowledge on the job
- ✓ The skills to apply best practices for immediate impact
- ✓ Leading-edge credentials from the world's largest HR membership organization



of SHRM-certified HR professionals report that they are prepared for business situations.



of SHRM-certified HR professionals report that they have current and up-to-date information regarding HR best practices.



CHROs report greater activity and innovation in talent strategy when SHRM-certified professionals are involved.

Do This, Not That



Cultivating relationships and spreading well-versed knowledge of SHRM Certification is the best way to drive your program.

Get Involved!

- ✓ Attend local networking events to start conversations
- ✓ Show up to your local SHRM Chapter events/meetings
- ✓ Attend advisory council meetings
- ✓ Get involved with your local Chamber of Commerce

Think Outside of the Box: Find Unique Organizations



- Municipalities (Counties/Cities/State)
- Military
- Non-Profit Organizations
- Health Care (Hospitals, Clinics)
- Hospitality (Hotels, Casinos)
- School Districts
- Banks/Credit Unions
- Law Firms
- Manufacturing
- Food Services

Who should I contact?

- ✓ Learning and Development
- ✓ Training Coordinators
- ✓ HR Directors/VPs
- ✓ Prior Students
- ✓ SHRM Members

Resource: **Corporate Outreach Toolkit** in PRC

Hear from a Peer: Best Practices at Howard Community College



- ✓ Relationship building
- ✓ Earning employer trust
- ✓ Being present with clean logistics for a contract course
- ✓ Evaluation and continuous improvement
- ✓ Follow up for additional contracts

Questions?

