



# EDUCATION PARTNER CONFERENCE

*powered by*



HOLMES  
CORPORATION



# Partner Course Marketing Playbook Series



- Craft Your Story to Engage Your Audience
- Power Up Social and Digital Marketing Strategy
- **Apply What's Working in Local Marketing**



**Download and follow along!**



# Apply What's Working in Local Marketing

*Partner Course Marketing Playbook Series*





# Meet Your Panelists



**Chantal Gomes**

Assistant Director, Human  
Capital Management Programs

**NYU, SPS Division of  
Programs in Business**

**Central Park**



**Elisabeth Legge**

Director, Extension Programs  
College of Extended and  
International Education

**California State University  
Dominguez Hills**

**Palos Verdes  
Peninsula**



**Theresa Price**

Program Developer, Continuing  
Education Business & Workforce  
Solutions

**North Iowa Area Community  
College**

**Historic Park Inn**



**Roxanne I. Vedia, MBA, B.S.**

Manager of Professional and  
Continuing Education  
School of Professional Studies

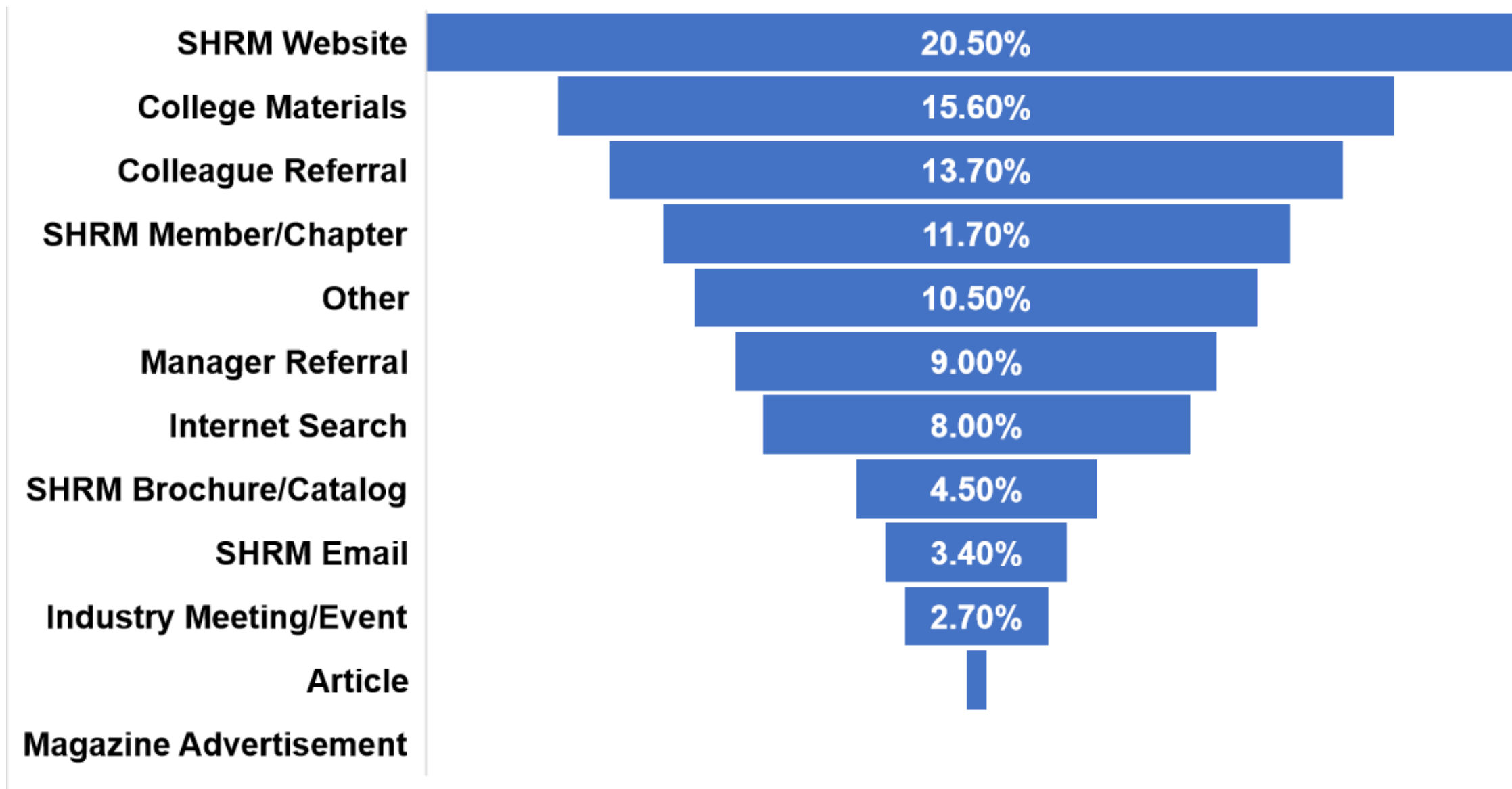
**University of the Incarnate  
Word**

**Tower of the  
Americas**

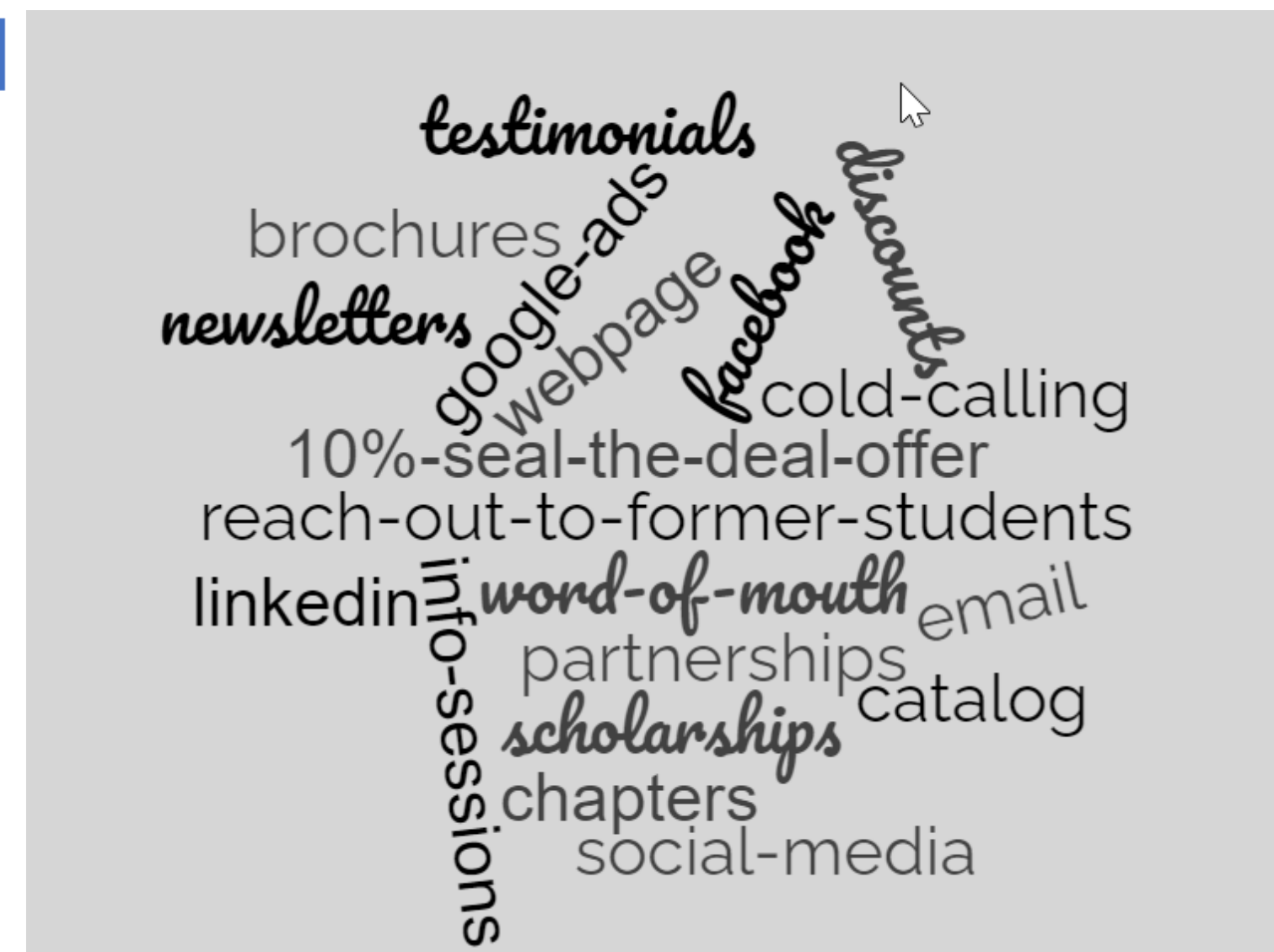
# Marketing: What Marketing Tactics Are Working?



## How Did You Learn About the SHRM Learning System Course? *First Login Survey*



## Education Partner Survey of Most Successful Tactics





# Marketing Topics



**Info Sessions**

**Instructors as a Resource**

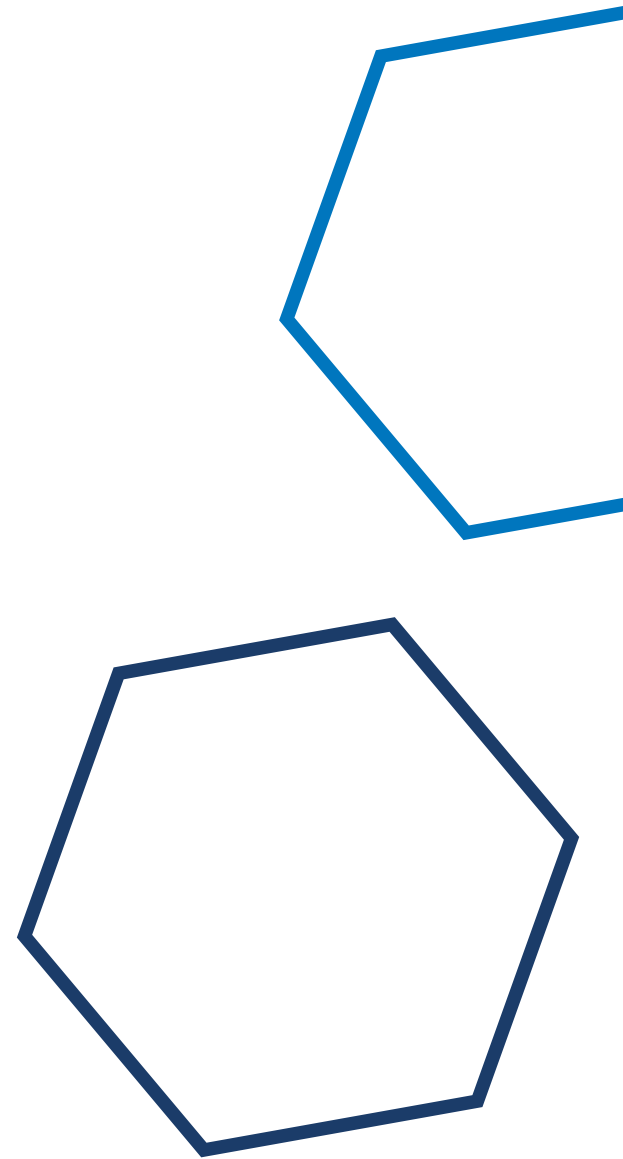
**Partnerships**

**Using Tools to Customize**

**Low Budget Ideas**



# Panelist Discussion





# Questions?





# YOUR ASSIGNMENT

## 3-5 IDEAS I WILL TRY FOR MY FALL SEMESTER

1.

2.

3.

4.

5.

# Let's Connect!



**Chantal Gomes**  
chantal.gomes@nyu.edu



**Theresa Price**  
Theresa.Price@niacc.edu



**Elisabeth Legge**  
elegge@csudh.edu



**Roxanne Vedia**  
vedia@uiwtx.edu



**Kelly Cusick**  
kellyc@holmescorp.com



**Thank You**

