



EDUCATION PARTNER CONFERENCE

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Partner Course Marketing Playbook Series

The cover of the 'Partner Course Marketing Playbook' is displayed. It features a blue and orange color scheme with hexagonal patterns. The title 'Partner Course Marketing PLAYBOOK' is written in a mix of script and bold sans-serif fonts. A photo of a man with glasses is prominently featured in a large hexagonal frame. In the top left corner, it says 'SIRM EDUCATION PARTNER CONFERENCE powered by HOLMES CORPORATION'. Below the main title, there is a section titled 'WORKSHEETS & TEMPLATES' with a list of three sections:

- **Section 1:** Craft Your Story to Engage Your Audience
- **Section 2:** Power up Social and Digital Media Strategy
- **Section 3:** Apply What's Working in Local Marketing

- **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!

Craft Your Story to Engage Your Audience

Partner Course Marketing Playbook Series

Presenters:
Kelly Cusick
Steven Khraiss



POLL:

**DO YOU HAVE A STORY OR A
SCRIPT TO FOLLOW TO
MARKET YOUR SHRM
COURSES?**

It Starts With A Story



**TARGET
AUDIENCE**

**WHAT DO
THEY NEED
AND WHY?**

**DESIRED
ACTION**

**HOW WILL
THEIR LIFE
CHANGE?**

**PROOF
POINTS**

Audience: What Do We Know?



TARGET AUDIENCE



SHRM Education Partner Students

Key Demographic Highlights



Age Group

18-24	32%	35-39	13%	50-54	2%	54% Millennials
25-29	18%	40-44	11%	55+	1%	
30-34	17%	45-49	6%			



Company Size

1-24	9%	100-249	14%	1000- 2,499	10%	10000-24999	7%
25-49	5%	250-499	11%	2500-4999	7%	25,000+	14%
50-99	7%	500-999	10%	5000-9999	6%		



Years of Experience

< 2 years	61%	2- 4 years	10%	5-6 years	9%	7+ Years	20%
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Top Industries

Education	Government	Non-Profit
Healthcare	Services	Consulting
Manufacturing	Retail	Finance



Primary Job Function

HR Generalist	36%	Employee Relations	6%
Administrator	15%	Training & Development	5%
Employment & Recruitment	10%	Benefits	4%

CONSIDERATIONS

- What additional insight do you have to better understand your local audience?
- How can you find out more about your audience?

Motivations & Pain Points



WHAT DO THEY NEED AND WHY?

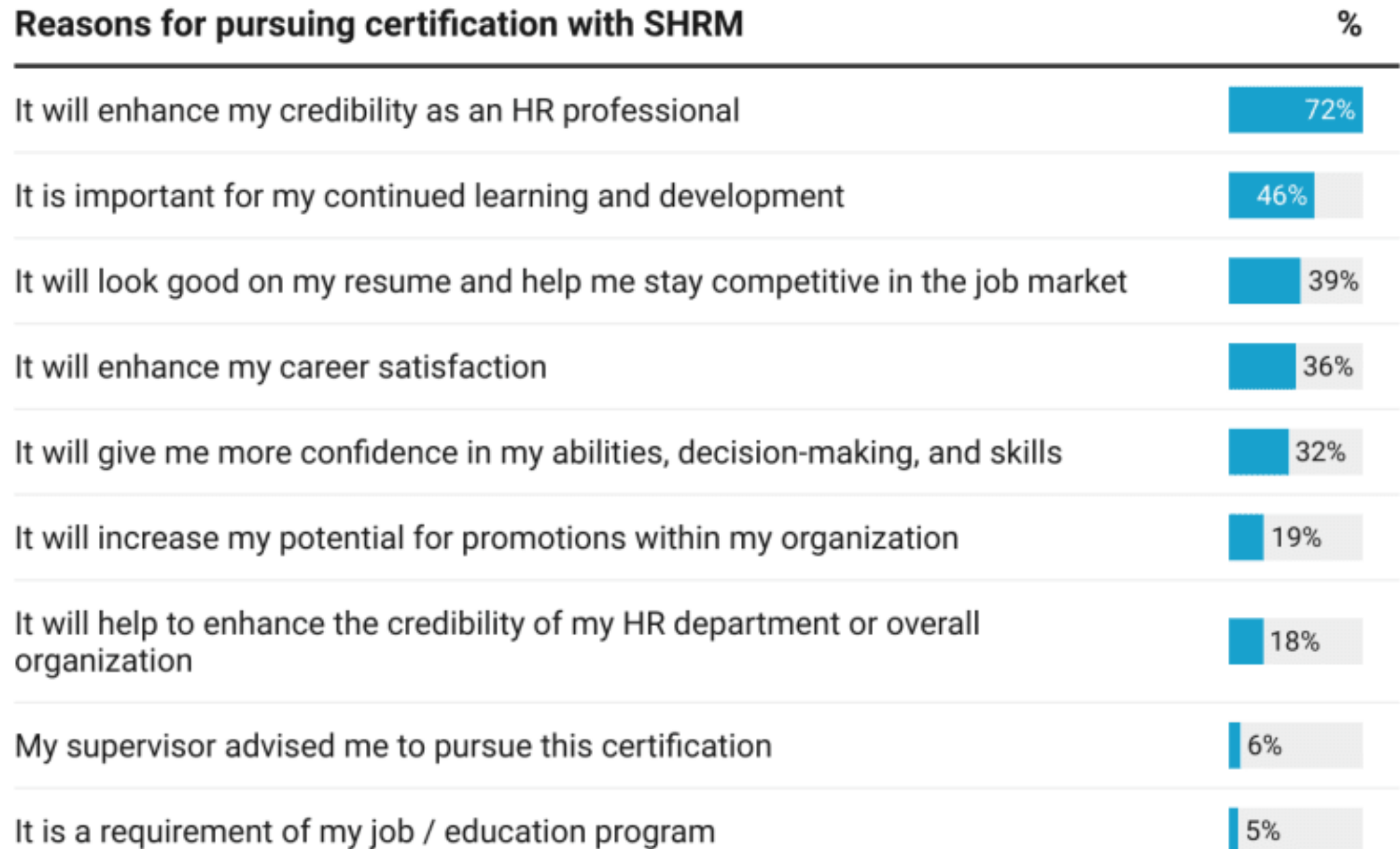
CONSIDERATIONS	JR. MID HR PROS	SENIOR HR PROS
MOTIVATIONS	Looking for opportunities to develop, build credibility, gain expertise and differentiate themselves in their organization	Looking for opportunities to have organization-level influence and impact to gain forward-thinking perspectives to advance workplaces and HR
WHY CERTIFY?	<ul style="list-style-type: none"> ▪ Organizational Credibility ▪ Supervisor Request ▪ Understand How to Handle Tough HR Situations ▪ Find Ways to Advance Career 	<ul style="list-style-type: none"> ▪ Organizational Credibility ▪ Enhancing Organization’s Strategic Mission ▪ Continued Professional Development
WHY DO I NEED CERT PREP?	<ul style="list-style-type: none"> ▪ Increase Success to Pass ▪ Maximize Time ▪ Limited Funds ▪ Combat Test Anxiety 	<ul style="list-style-type: none"> ▪ Increase Success to Pass ▪ Maximize Time ▪ Network With Other Professionals ▪ Test Anxiety

Why do HR Professionals Choose Certification?



Credibility is the most common reason for pursuing the SHRM-CP or SHRM-SCP certification.

Continued learning and development is the second-highest reason.



Data from SHRM post-exam surveys; respondents can select multiple reasons so total adds to more than 100%
Source: Dec 2020 to Feb 2021 exam window • Created with Datawrapper

Does Career Level Play into Certification Motivation?



Responses Vary by Career Level

All Career Levels

It will enhance my credibility as an HR professional.

It will give me more confidence in my abilities, decision-making and skills.

Early & Mid Career

It will enhance my career satisfaction.

It will look good on my resume and help me stay competitive in the job market.

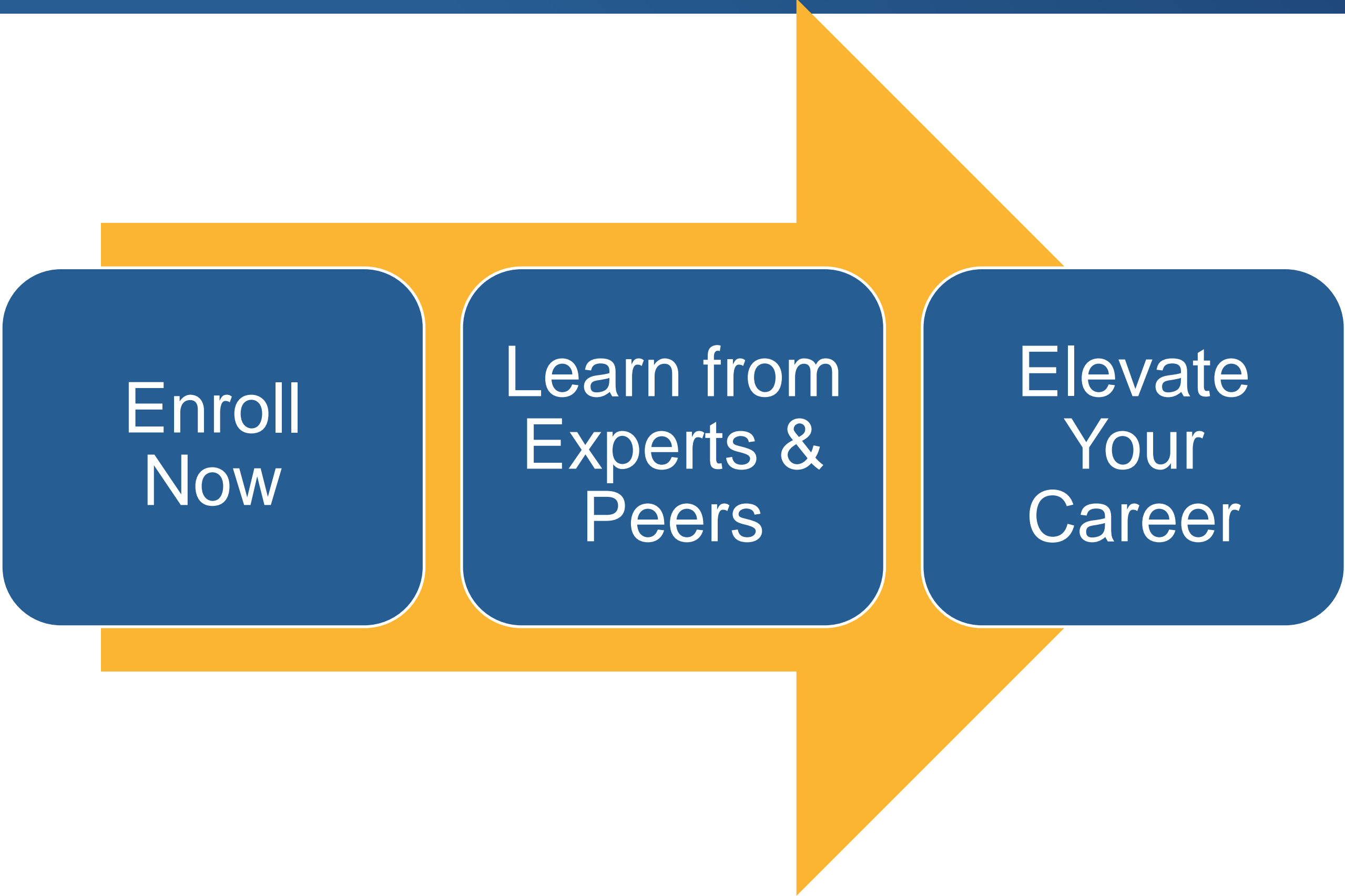
Senior & Executive

It is important for my continued learning and development.

What Do We Want Our Audience To Do?



**DESIRED
ACTION**



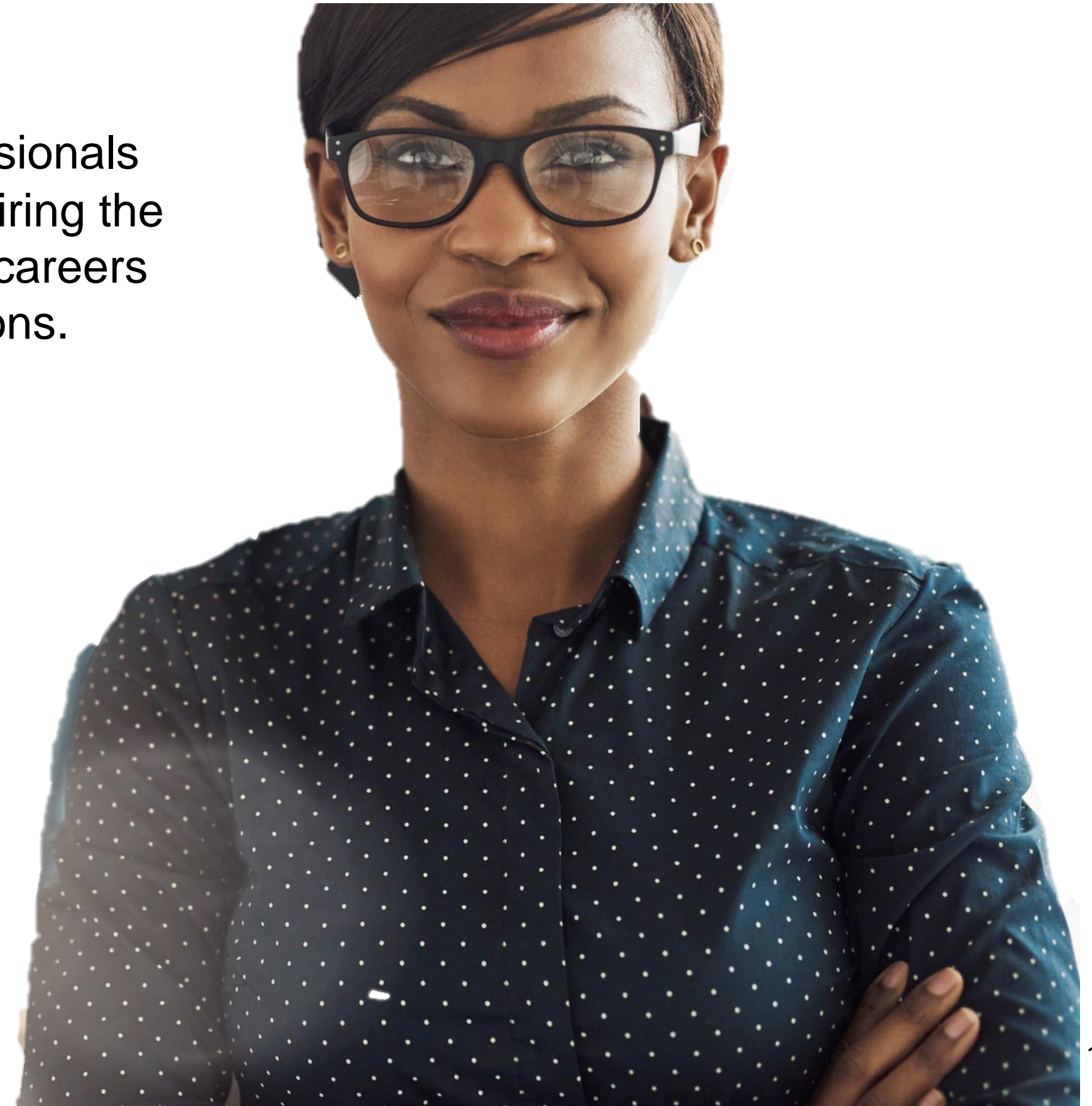
Transformation



HOW WILL
THEIR LIFE
CHANGE?

With SHRM certification, HR professionals gain confidence and credibility from acquiring the skills and knowledge to elevate their HR careers and make a difference in their organizations.

By taking an instructor-led course, you will gain the HR skills and knowledge you need to approach the SHRM-CP/SHRM-SCP exam with confidence and increase your chance of passing the exam. Be prepared to implement best practices and become the trusted expert at your workplace.



Key Sales Messages & USP



PROOF POINTS

Certification

- Increase Earning Potential
- Get Promoted
- Gain Credibility

Preparation

- Comprehensive HR Content
- Proven Success
- Expert Guidance
- Community Support
- Flexible Format
- Funding & Approval Support
- Partner Expertise

SHRM Research: Statistics



INCREASE YOUR EARNING POTENTIAL

HR Professionals who pass the SHRM certification exam report earning salaries 14% to 15% higher than peers who do not.

GET PROMOTED*

Of SHRM-certified professionals who were promoted, 63% report that their credential was a key factor.

*Based on SHRM Study of HR Careers (sample of more than 1,000 HR professionals from 2015-2017).



82%

of HR Executives agree that SHRM certification Adds to the overall credibility of your HR department

2020-2021 SHRM HR Careers Study



*** Now on PRC! Course Promotion > Tile Ads**

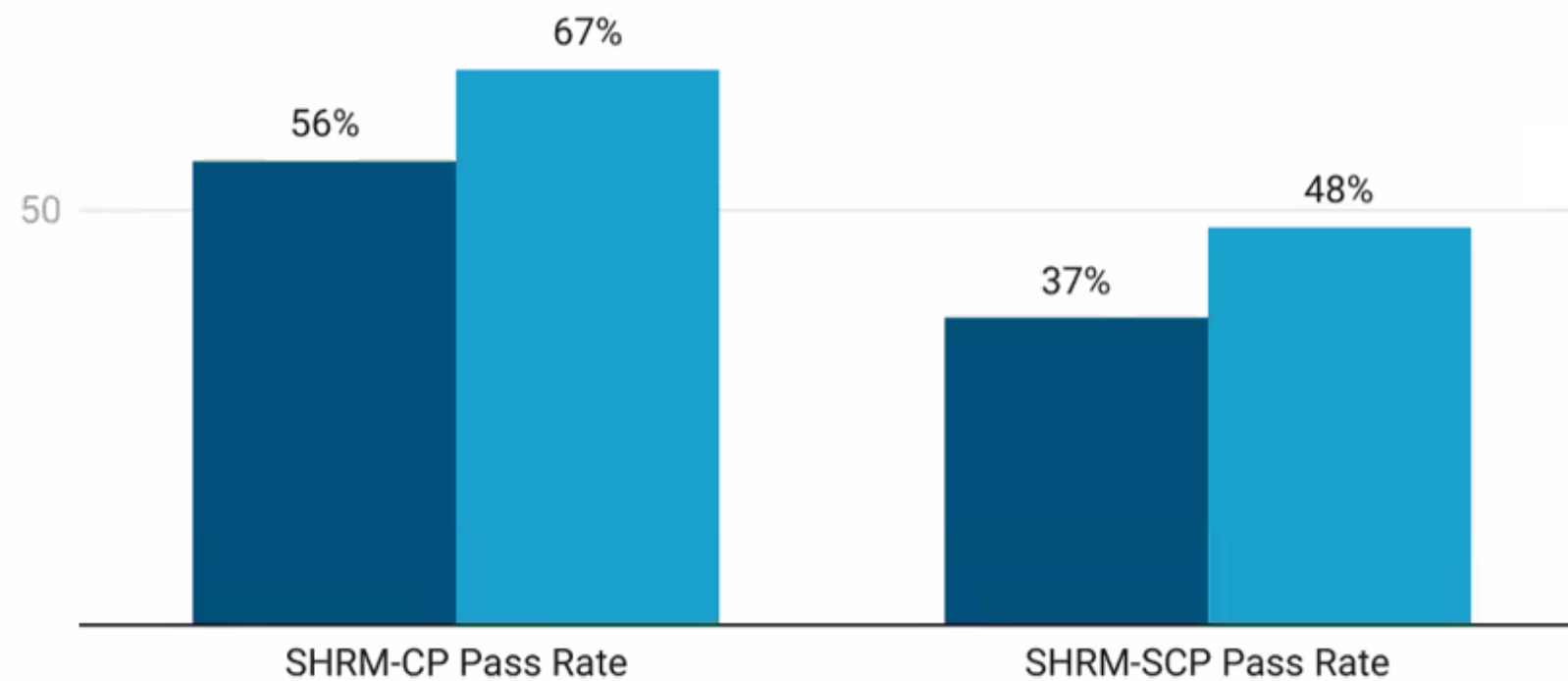
SHRM Research: SHRM Learning System Preparation



Examinees Preparing with SHRM Learning System Show Better Exam Performance

Candidates who use the SHRM Learning System show significantly better pass rates than those who do not.

■ Did not use Learning System ■ Used Learning System



Examinees who use the SHRM Learning System have significantly higher SHRM-CP and SHRM-SCP exam pass rates than examinees who do not use it.



Chart: SHRM Research Institute • Source: Results from the Dec. 2021 to Feb. 2022 testing window • Created with Datawrapper

SHRM Research: SHRM BASK & SHRM Learning System



SHRM BASK and SHRM Learning System

Examinees using **both** the SHRM BASK **and** the SHRM Learning System perform much better on the SHRM-CP and SHRM-SCP exams than those who use *neither* resource or who use only *one* resource.



Using Both SHRM BASK and Learning System Relates to Higher Increases in Exam Pass Rates

Candidates who use both the SHRM BASK and the SHRM Learning System pass both exams at much greater rates.

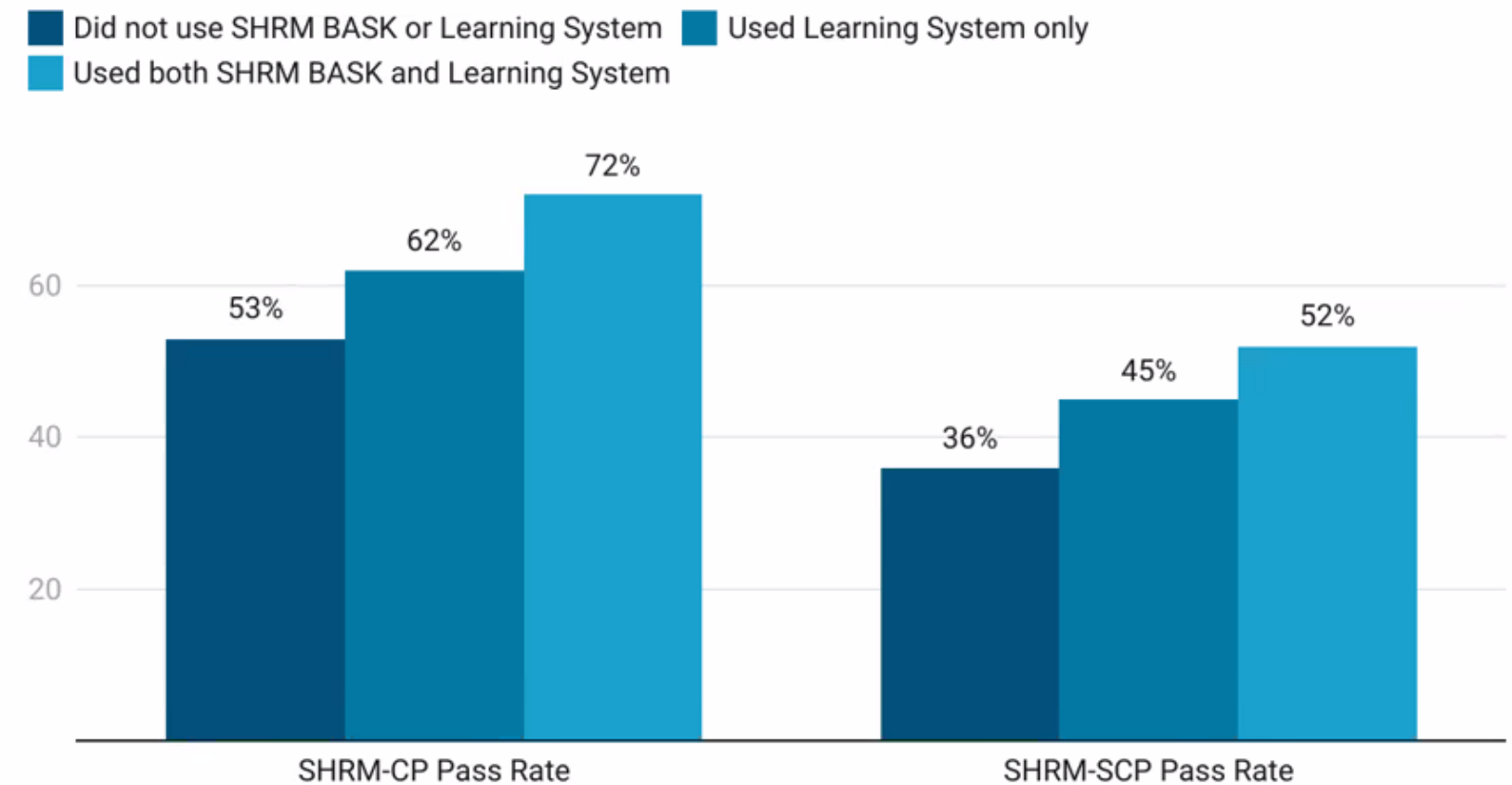


Chart: SHRM Research Institute • Source: Results from the Dec. 2021 to Feb. 2022 testing window • Created with Datawrapper

Funding & Boss Approval



Funding



Self
48%

Employer
Tuition
Reimbursement
30.5%

Organized
Corporate
8.5%

Other
13%

2021 SHRM LS Ed Partner Log in Data

SHRM Exit Survey
53% Self
33% Employer
9% Self + Employer
5% Other

APPROACH YOUR BOSS FOR SUPPORT
SHRM Certification and the SHRM Learning System®

You know the benefits that SHRM-CP/SHRM-SCP and the SHRM Learning System would bring to you and your organization. Now it's time to ask for the support of your manager. We can help!

This document will help you make a case for your training request, draft discussion points for an in-person meeting, and craft an initial email to your boss.

Making Your Case for Training Support

Before you approach your boss, consider your answers to the questions below. It will be much easier for your employer to approve your request if you can show that this training will not only benefit you and your career, but the entire organization. Use these answers as discussion points for an in-person meeting.

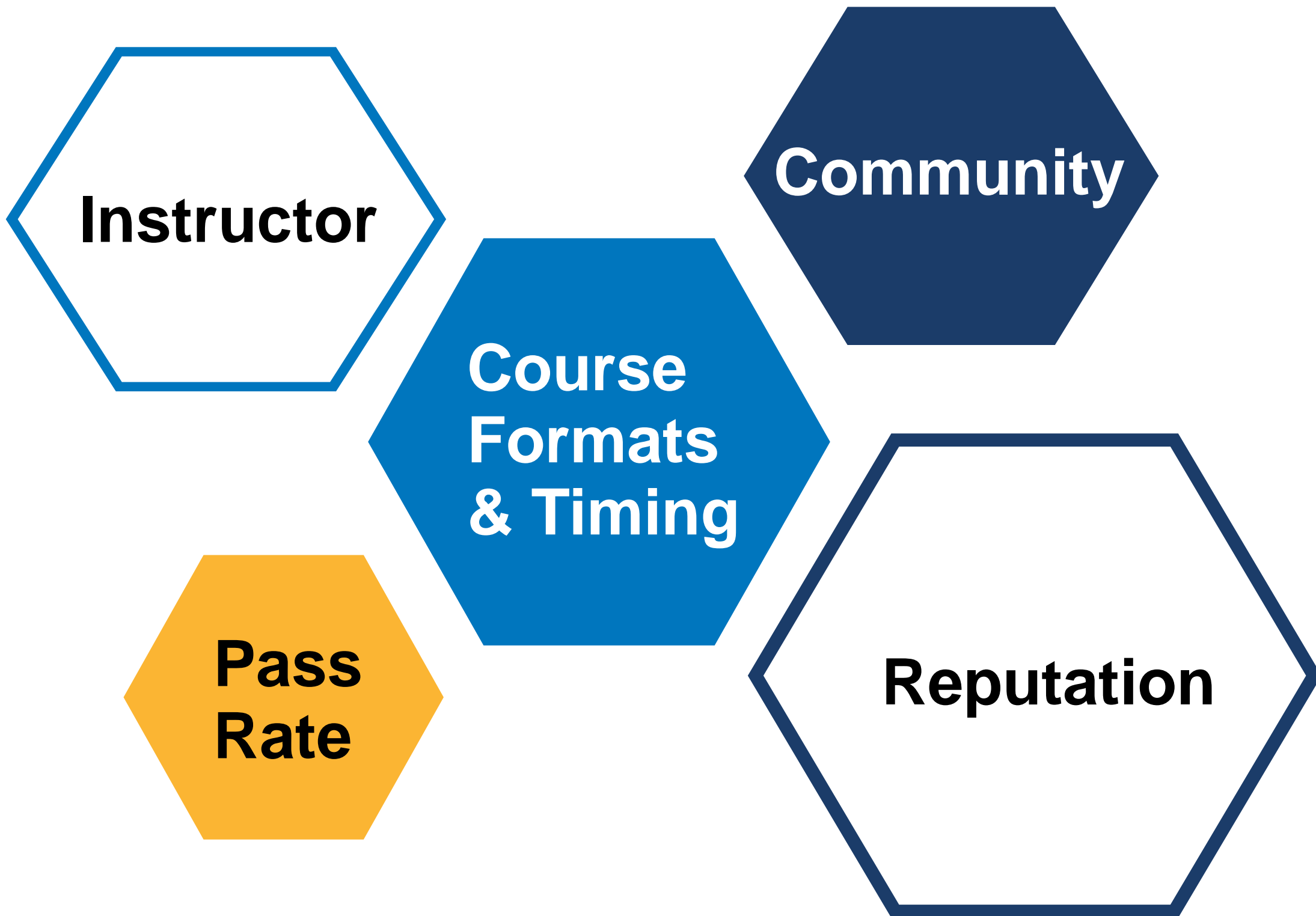
- 1 What are the current initiatives at your company or within your department? How can HR management training help you meet these challenges and influence your company's business objectives?
- 2 Will you complete the SHRM Learning System for professional development and skills? Or are you interested in pursuing SHRM-CP/SHRM-SCP certification?
- 3 What parts of the SHRM Learning System interest you the most and how will your new skills and knowledge benefit your company? Even if training isn't currently a high priority at your company, discussing how it will benefit your department and your company can help your supervisor justify the investment.
- 4 How much will your training cost in terms of out-of-pocket expenses? Will your training qualify for any tuition reimbursement or assistance programs, department training budgets, or state-funded training grants?

Doing some advance research and preparing a budget will help your supervisor make a decision. We also recommend you provide your supervisor with the **Top Five Ways Our Organization Will Benefit** flyer.

CONSIDERATIONS

- Do you provide guidance or assistance for professionals funding on their own?
- Are you offering up ways to help convince the boss of the value to certify and fund education?

Your Unique Approach



CONSIDERATIONS

- How can you distinguish and set your course apart to help students make the decision to enroll?

Define & Document Your Story



**A Character
With a Problem
Transformation Statement**

Meets the Guide: *Your Organization*

Demonstrates **empathy** by...

Demonstrates **authority** by...

Who Gives Them a Plan

Enroll Now

Learn from Experts & Peers

Elevate Your Career

And Calls Them to Action: Enroll Now

Resulting in Success

And Avoiding Failure

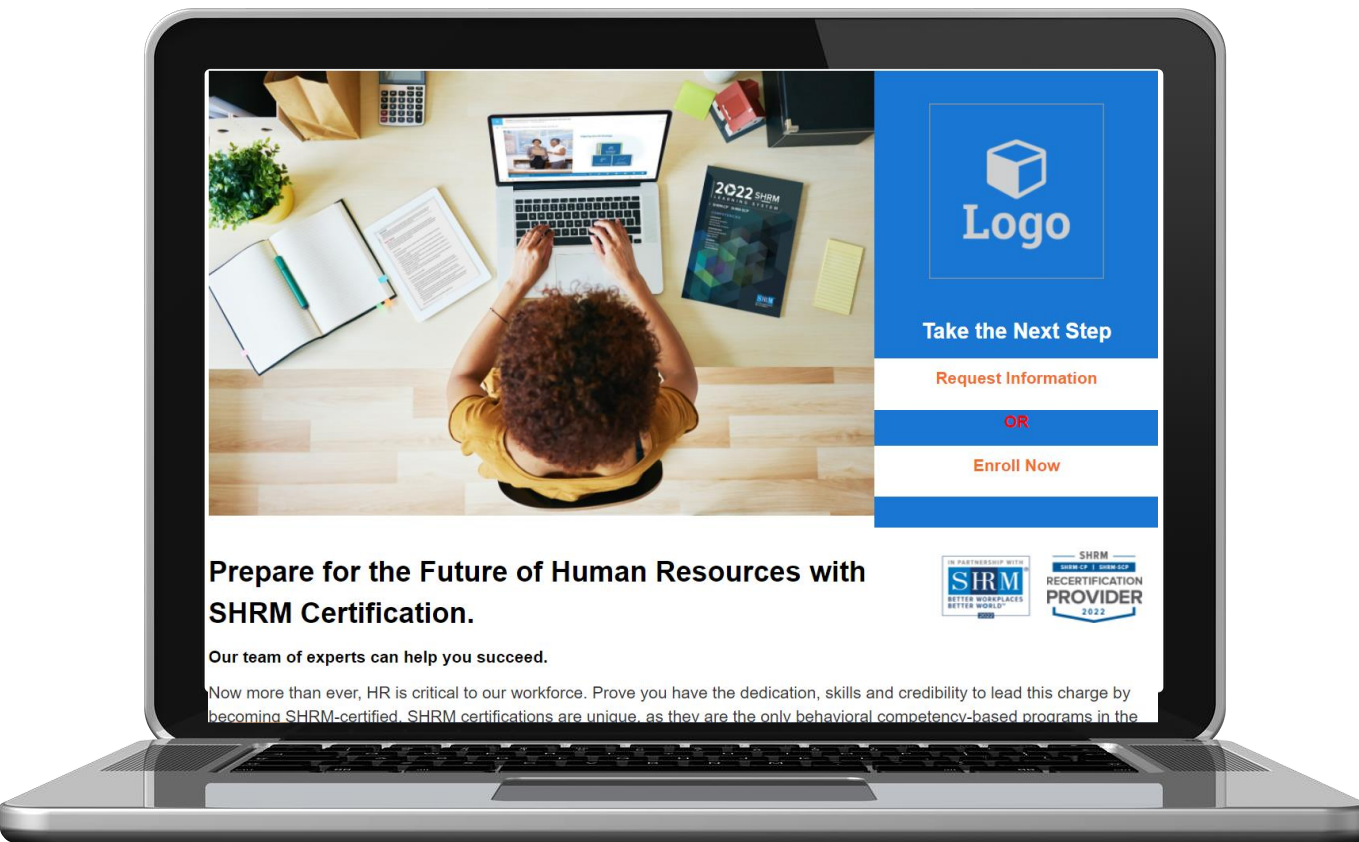


Our Promise:

Apply Your Story in Your Marketing

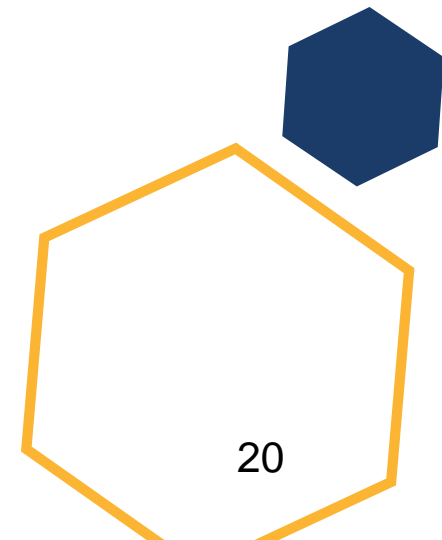


Website Ideas



Watch for website audits (and a new template) coming this summer!

- Use Your Story To Update your Website
 - Problem/Solution Messages
 - Use research stats
 - Include your 3-step plan
- Ideas to Engage
 - Lead Magnets (toolkits, downloads, demos)
 - Share Valuable Information
 - SEO
 - Interactive Media (Videos, Wizards)
- Build a Content Strategy
 - Consider a blog
 - Review your sales messages and build a calendar to push them out
- Proof Points
 - Testimonials
 - Pass rates, reputation, instructor bios



Samples

HR Jetpack: Lead Magnet

Get preparation tips and updates

Receive valuable insights about passing your SHRM exam.

Kent State: Instructor Highlight

Facilitator



Luke Fausnaugh

Luke Fausnaugh is a 20+ year veteran business partner specializing in the fields of Human Resource Management and Organization Development. His areas of focus include training, process analysis and implementation, and HR strategic functions.

McLennan CC: Contact

Have a question or prefer to speak to a person?

Call or email me!

John Hutchens at 254-299-8156.

jhutchens@mcclennan.edu

Eckerd College: Lead form & Data gathering

Download the Top Ten Study Tips for SHRM

Study Smarter with our SHRM Exam Tips

Becoming a SHRM Certified professional is a challenging undertaking. Balancing work and personal commitments, along with preparing for the exam, requires you to study smarter.

As a SHRM Education Provider, we have put together our top ten list of SHRM Exam tips to help you accomplish your goal of becoming a certified SHRM-CP® or SHRM-SCP®.

Name *

Email *

I am preparing to take the SHRM exam _____.*

Spring 2021
 Other

TOP TEN SHRM CERTIFICATION EXAM TIPS

- Practice relaxation techniques just before taking the exam. Research shows that recall is better when you are comfortable and relaxed.
- Trust your first impressions after you see the question. The correct answer often falls within the same letter and hour marks and tends to repeat. The correct answer option that grammatically don't fit with the stem.
- Avoid over-analyzing. It can cause you to read too much into an answer. If uncertain, skip it and return later. The correct answer will appear again after you've reviewed all questions.
- Identify your answer before reading all the choices. In other words, decide what you think the answer will be and then read the choices.
- Eliminate obvious distractor answers. Generally, there are two distractors. Eliminate them first. The remaining answers will make you feel confident from further, but at least you have a better chance at choosing the right one.
- Look for grammatical clues between the question and the answer choices. For example, the question and the correct answer often have words of the same tense and hour marks and tends to repeat. The correct answer option that grammatically don't fit with the stem.
- "All of the above" is often a correct response. If you can recall that there are any of the other responses is probably correct, then choose "all of the above".
- Notice words like may, can, will, often, usually, etc. Often an answer choice will be correct because it doesn't contain these words but has definite words like "must" and "never" which leave no room for exception.
- Both options - If two options are opposite each other, choose one over the other in context.
- Questions are not state or industry specific, so try to answer based on the broader HR context, not just the industry about company operations, or other user company data things.

At a Glance

Registration
July 1, 2022 to
September 8, 2022

Class Dates
September 19-
December 5, 2022

Delivery
Virtual Classroom

Tuition
\$1445

Duke: Simple Details

Houston-The Wood... Search new location

Overview

21,634 Currently Employed

\$82,875 Average Salary

1,903 Job Postings

Employment Trends

2.2% Past Growth 2019-2022

2.8% Projected Growth 2022-2026

Annual Employment Numbers

Top Occupations by Income

Human Resources Managers	\$124,142
Training and Development Managers	\$118,622
Compensation and Benefits Managers	\$116,521
Compliance Officers	\$88,038
Compensation, Benefits, and Job Analysis Specialists	\$66,171

Rice University: Stats & Learning

Key Learnings

The SHRM® Learning System for SHRM-CP® / SHRM-SCP® includes four modules, over the course of the SHRM BASK (Body of Applied Skills and Knowledge) so you'll learn everything you need for the exam.

Module One: HR Competencies
Leadership & Navigation, Ethical Practice, Diversity, Equity & Inclusion, Relationship Management, Communication, Global Mindset, Business Acumen, Consultation, Analytical Aptitude

Module Three: Organization
Structure of the HR Function, Organizational Effectiveness & Development, Workforce Management, Employee and Labor Relations, Technology Management

Module Two: People
HR Strategy, Talent Acquisition, Employee Retention, Learning & Development

Module Four: Workplace
Managing a Global Workforce, Social Responsibility, U.S. Employment Law & Regulations

LeMoyne College: Testimonial

"Because of the tools laid out in the class at Le Moyne, I was able to pass the SHRM-CP exam! I knew what to expect so I wasn't terrified when I entered the test site and felt there was nothing more I could have done to prepare myself."
- Ed LaMott, Human Resources Payroll, JPW Structural Contracting, Inc.

UW-Stout: Benefits



One-on-one guidance to apply your new skills.



Network & collaborate with peers.



Acquire the knowledge for the exam.



Learn in a structured environment.

Email Ideas

Your journey toward SHRM certification can be done 100% online.

Prepare AND Test at Home for the SHRM-CP or SHRM-SCP Exam. Study for your SHRM certification exam with the comfort of your home.

Study at Home
An expert instructor will answer your questions, provide discussion, and offer exclusive content. [See our course details.](#)

Test At Home
SHRM recertification exam, SHRM-CP or SHRM-SCP exam, proctoring, and more. [See our course details.](#)

Need funding or approval? Pursuing certification now. To help support you, here are a few options to discuss with your employer to see if tuition reimbursement is available. [Boss Toolkit](#) ((Add link to Approach Your Boss Toolkit)) or take advantage of [tuition reimbursement offer for your courses, if available](#))).

Why wait any longer? Get started on your SHRM certification goals!

You know that SHRM certification will benefit your career immediately, so don't delay your SHRM exam preparations any longer.

What's Stopping You?

We can help you overcome your biggest obstacles:

- Time. Our instructor will lead you through the most efficient and effective way to earn your certification.

Ready to earn your SHRM Certification? We can help you succeed!

Looking to get SHRM-CP or SHRM-SCP certified? Our team of experts can help you get there.

This course combines expert instruction with the official SHRM certification prep tool: the 2022 SHRM Learning System. We offer a comprehensive and effective way to prepare for success on your SHRM-CP or SHRM-SCP exam.

SHRM-CP/SHRM-SCP Certification Preparation (Course name) Details

Where: (Insert course location)
When: (Insert course dates)
Time: (Insert course times)
Course Investment: (Insert course fee)

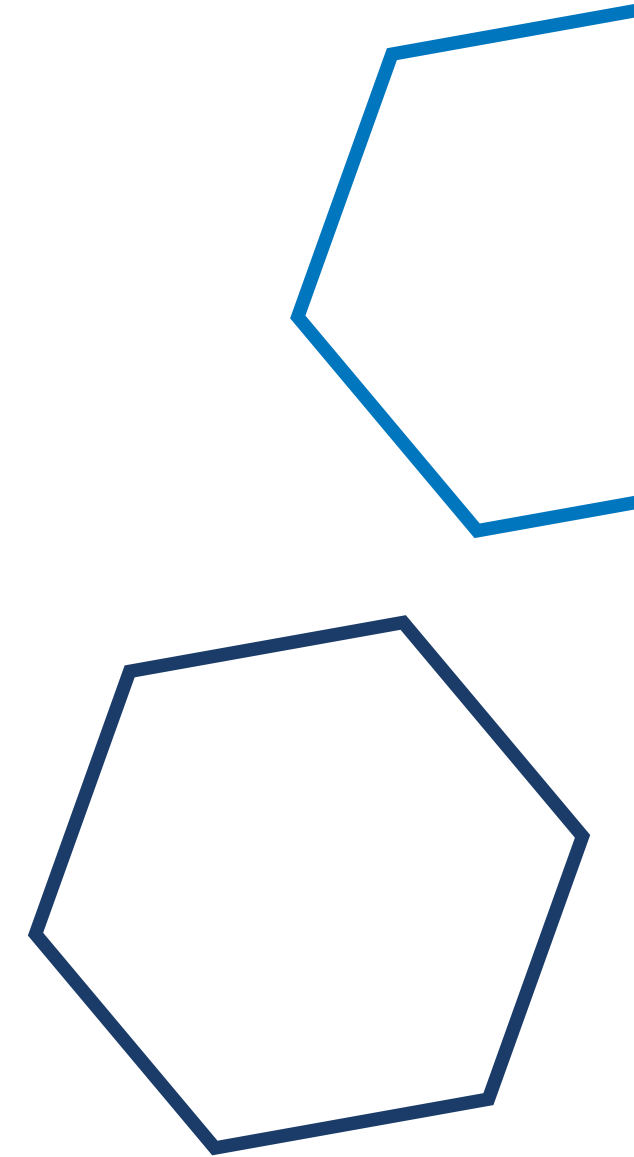
Classes fill quickly, enroll now!

[REGISTER NOW >>>](#)

- Personalize Your Content and Segment by Audience
 - Junior vs Senior HR Pro
 - Team vs individual
 - Study message (if you know when they are testing)
- Nurture Campaigns
 - Unique version by download history
 - Trigger messages
- Create a Newsletter
 - Mix of value and sales
- Last mile of their goal & advocacy
- Use Free Tools
 - www.reallygoodemails.com
 - PRC tools
- Measure for success
 - KPI's



Questions?





**YOUR
ASSIGNMENT**

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

1.

2.

3.

4.

5.

Let's Connect!



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SHRM Certification LinkedIn Group

[Join here](#) or search for "SHRM Certification" under "Groups" on your LinkedIn homepage.

SHRM Educational Product Coordinators Group

[Join here](#) or search for "SHRM Educational Product Coordinators" under "Groups" on your LinkedIn homepage.



