



EDUCATION PARTNER CONFERENCE

powered by



HOLMES
CORPORATION



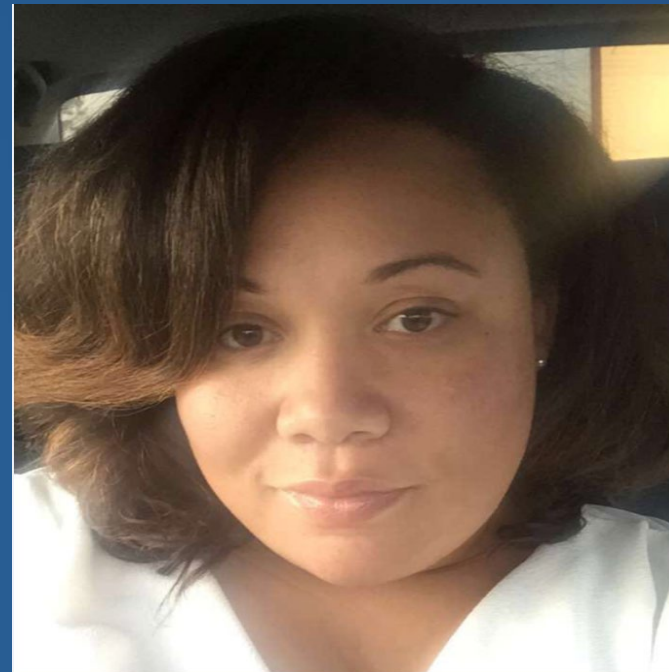
SHRM Volume Exam Purchase Program, Specialty Credentials & People Manager Qualification (PMQ)

Presenters:



Dorian Rollins

Senior Specialist,
SHRM Certification



Nicole Hall

Senior Specialist,
Educational Programs



SHRM Volume Exam Purchase Program



Program Offer: Purchase SHRM certification exam seats in bulk for the reduced rate of \$270 per exam.

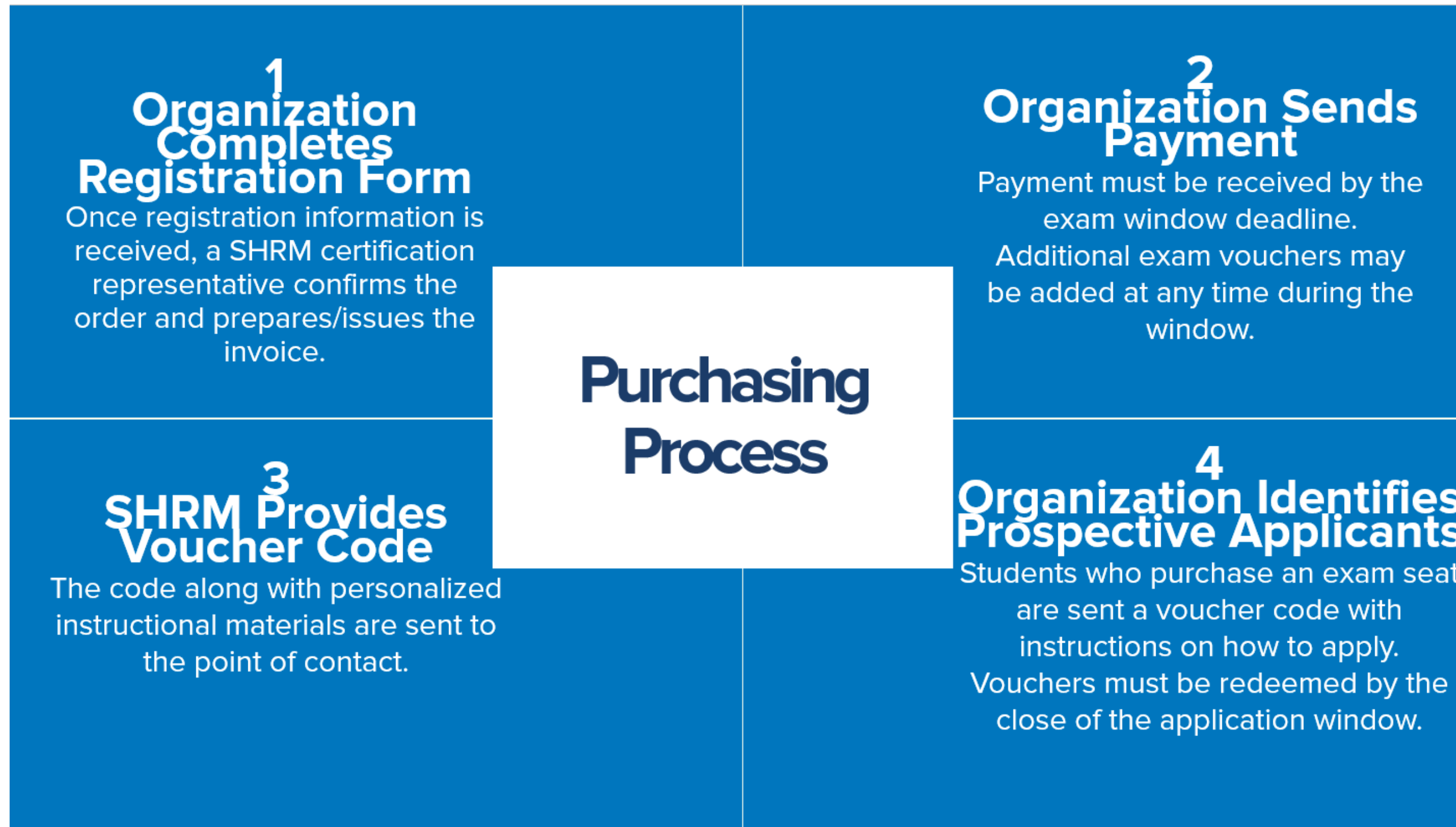
A \$30 to \$130 savings for your students!

Program Requirements



- 5 or more exam seats must be purchased to qualify for the reduced price.
- New! All purchases and applications must be received by the exam window application deadline.
- Purchase must be paid by the partner in bulk using a check, credit card, ACH or wire transfer.
- Payment must be received and processed by SHRM before applicants are cleared to test.

Purchasing Process



Roles and Responsibilities



Education Partner

Purchase exam seats.

Make group payment by early bird deadline.
Identify eligible applicants and distribute
voucher codes to those that pay.

Ensure students apply by standard application
deadline.

Ensure students schedule and take the exam
during the specified testing window.

Manage student exam voucher purchases
throughout application process.

SHRM

Issue invoices and manage payment
processing.

Distribute voucher codes to partners.

Track voucher redemptions, manage
application of payments to individual applicant
accounts and ensure Authorization to Test
(ATT) letters are sent out.

Provide Volume Exam Purchase Program
information, updates and resources to help
manage enrollments.

Cancellations, Refunds and Transfers



- Applicant purchase disputes are resolved between the partner and the applicant except in the case of transfer requests, in which case the student should contact the SHRM certification department at Global_CorpCert@shrm.org.
- Partners should refer to the SHRM Certification Handbook for guidance regarding applicant refund protocol. Refunds, credits or transfers will be permitted for circumstances referenced within the handbook.
- It is the partner's responsibility to ensure the applicant schedules and takes the exam. If an applicant cancels his or her application or otherwise fails to take the exam during the covered testing window, the partner will not receive a refund but instead may receive a credit to be applied toward a future purchase.



Marketing Guideline Do's and Don'ts



Marketing Guideline Dos...

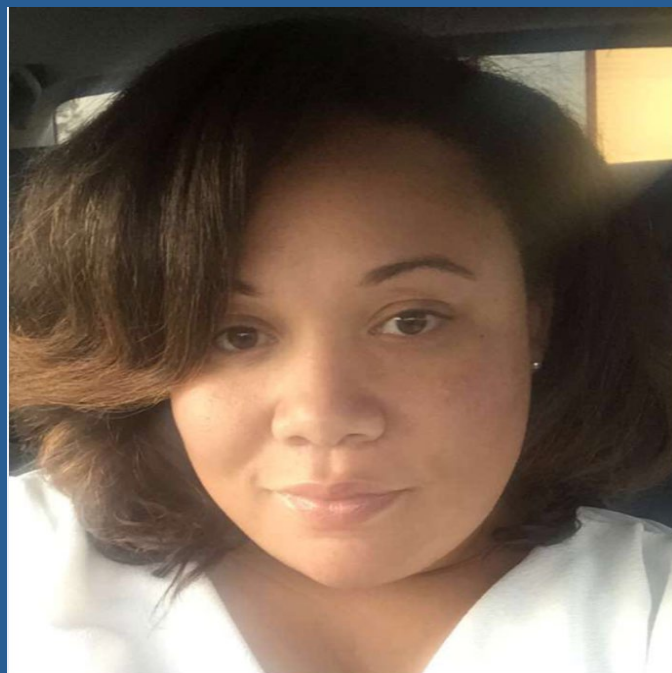
- ☑ **Do** - position this new opportunity as an added benefit to your students in their journey toward SHRM certification.
- ☑ **Do** - promote the added convenience and ease of purchasing the SHRM certification prep course and the exam seat at the same time.
- ☑ **Do** - add this option to your course description, on your registration page and as part of your marketing efforts.

Marketing Guideline Don'ts...

- ☒ **Don't** promote your prep course as a requirement to sit for the SHRM-CP or SHRM-SCP exam.
- ☒ **Don't** imply that the exam can be taken through your institution.
- ☒ **Don't** imply that the exam fee is part of the certification preparation course fee.
- ☒ **Don't** present purchasing the course and exam together as the only option to register for the test.

Specialty Credentials & People Manager Qualification (PMQ)

Presenters:



Nicole Hall
Senior Specialist, Educational Programs



What is a SHRM Specialty Credential?



A SHRM Specialty Credential is a recognition of competency-based professional development accomplished in a focused field of practice. Those completing a SHRM Specialty Credential have demonstrated specialized knowledge in a complex and continually-evolving topic area (e.g., California HR Law or Talent Acquisition). Once a credential is earned, practitioners will receive a certificate of achievement along with a digital badge verifying their specialization.

SHRM Specialty Credentials and digital badges are valid for three years from the date of earning a passing score on the assessment.



DECLARE

DEMONSTRATE

EXHIBIT

USE

PROVE

VALIDATE

DISTINGUISH

EMPOWER

your specialty
California HR Law.

your individual impact
on your organization
by elevating HR.

your ability to influence,
drive and sustain an
inclusive workplace
culture.

people-related data
to impact business
decisions.

that you're a strategic
talent acquisition
partner.

your skills in securing
and retaining top talent
through a total rewards
strategy..

yourself by
demonstrating your
comprehensive
workplace immigration
knowledge.

yourself to
effectively and
accurately operate
as an investigator.

Are Specialty Credentials Right for You?



1. Let's chat! We will schedule time to talk through the program with you.
2. Choose which Specialty Credential(s) fit your market best.
3. Identify your Instructor(s)
4. Start the contract process with SHRM.
5. Plan program delivery schedule in advance to ensure you have time to market.



Are Specialty Credentials Right for You?



- Expanding your partnership with the world's largest HR Association
- Providing other Professional/educational development opportunities for current and aspiring HR professionals
- Access to SHRM's content – SHRM's content is the most relevant and researched content developed by subject matter experts in the field
- SHRM will share marketing materials that are being currently successfully deploying to promote the SHRM Specialty Credential Program(s)
- No additional cost for minor updates to materials
- We will put the instructor(s) of your choice through SHRM's Specialty Credential package in a complimentary status.
- An additional revenue stream to add to your curriculum

SHRM People Manager Qualification (PMQ) Statistics



- Over the past five years, the cost of **turnover due to workplace culture is \$233 billion** and managers hold the largest responsibility
- Nearly **60% of workers** who **leave their jobs voluntarily** do so because of their manager
- 1 in 3 U.S. workers** say their manager doesn't know how to lead a team
- 84% of working Americans agree that **managers who are poorly trained** create a lot of **unnecessary work and stress**



SHRM People Manager Qualification (PMQ) Statistics Continued

- 50% of workers in the US feel that it would help them to improve their own performance at work if their direct supervisor's people management skills were improved
- Almost 6 in 10 American workers feel that **managers in their place of work** could benefit from training on **how to be better people managers**
- HR professionals say **28% of their time is spent addressing problems** caused by poor people managers



The Solution

SHRM People Manager Qualification (PMQ)



A unique, interactive virtual learning experience designed for People Managers to develop critical skills to manage more effectively and transparently.

Why PMQ?



Success in the workplace means

prioritizing the management of people, guiding employees' development and cultivating a strong sense of collective purpose at work. The most successful organizations nurture and maintain a strong culture, while the worst find themselves hindered by toxicity in the workplace.



PMQ Differentiators



PMQ tackles the challenge head-on – transforming people managers into self-aware models of positive workplace culture. What makes the PMQ so unique?

- Gamification element, in which learners follow the story of a group of friends embarking on their people manager issues
- Credentialed managers are equipped with the skills and knowledge to handle many people manager issues and lead their team
- Gain organizational credibility
- Address today's learners' styles
- Roleplay scenarios to put learnings into practice

Partner Benefits



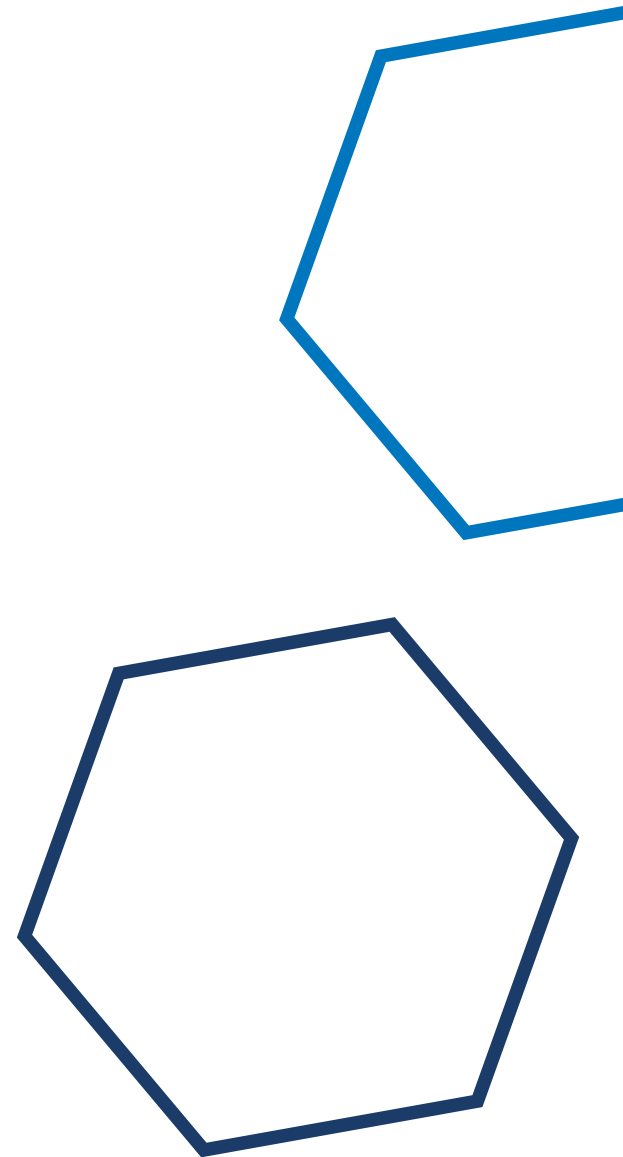
Education Partners are eligible for a 15% revenue share arrangement with SHRM for each PMQ purchase through SHRM that uses the Education Partner-specific promo code

- Monthly usage reports
- Quarterly payments
- Marketing collateral and messaging at your fingertips

We look forward to partnering with you!



To get started or if you have any questions, please contact Nicole Hall at Nicole.Hall@shrm.org.



Questions?

Volume Exam Purchases:
Global_CorpCert@shrm.org

PMQ / Specialty Credentials:
Nicole.Hall@shrm.org

