

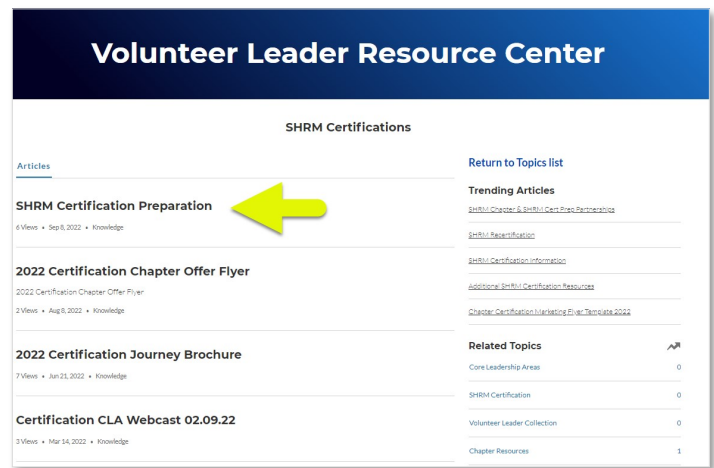
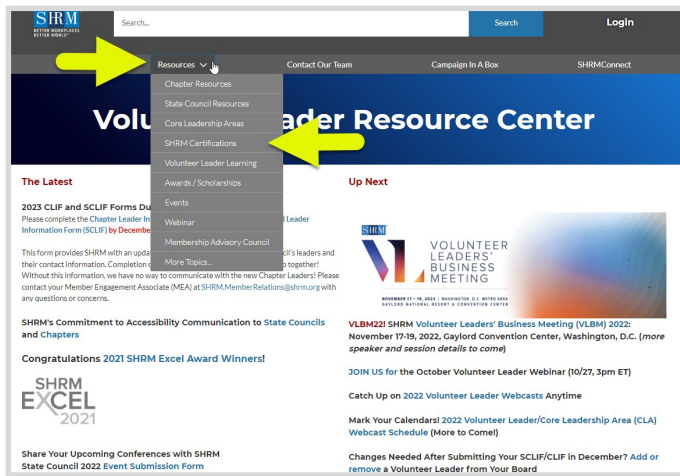
## SHRM Chapter Certification Marketing Resources

SHRM created resources to help you promote certification and the SHRM Learning System to your members. Visit SHRM Certification at [shrm.org/vlrc](https://shrm.org/vlrc) to start using these resources today!

### Where to find SHRM Certification Marketing Tools

Go to [shrm.org/vlrc](https://shrm.org/vlrc), select “Resources” then “SHRM Certification”

Navigate to “SHRM Certification Preparation”, then choose from the many tools and resources listed



	Key Dates	Marketing Tactics	Tools
<b>Q1</b>	<p>Jan 2: Window 1 Applications Accepted</p> <p>Feb. 15: 2022 Window 2 Testing Closes</p> <p>Mar 17 Window 1 Early Bird Application Deadline</p>	<ul style="list-style-type: none"> <li>Host Info Session</li> <li>Newsletter Mention</li> <li>Course Intro Email</li> <li>Social Media Post</li> <li>Early Bird Exam Email</li> </ul>	<ul style="list-style-type: none"> <li>Info Session Flyer</li> <li>Newsletter Article</li> <li>Email: Course Intro</li> <li>Social Media</li> <li>Email: Early Bird App Deadline</li> </ul>
<b>Q2</b>	<p>Apr 7: Window 1 Standard Applications Accepted</p> <p>May 1: Window 1 Testing Opens</p> <p>June 1: Window 2 Applications Accepted</p>	<ul style="list-style-type: none"> <li>Host Info Session</li> <li>Newsletter Mention</li> <li>Course Intro Email</li> <li>Social Media Post</li> <li>Early Bird Exam Email</li> </ul>	<ul style="list-style-type: none"> <li>Email: Reg App Deadline</li> <li>Social Media</li> <li>Website: Tile ads/Video/Copy</li> <li>Testimonial: Questionnaire</li> </ul>
<b>Q3</b>	<p>July 15: Window 1 Testing Closes</p>	<ul style="list-style-type: none"> <li>Host Info Session</li> <li>Newsletter Mention</li> <li>Course Intro Email</li> <li>Social Media Post</li> </ul>	<ul style="list-style-type: none"> <li>Info Session Flyer</li> <li>Newsletter Article</li> <li>Email: Course Intro</li> <li>Social Media</li> </ul>
<b>Q4</b>	<p>Oct 15: Window 2 Early Bird Application Deadline</p> <p>Nov 8: Window 2 Standard Application Deadline</p> <p>Dec 1: Window 2 Testing Opens</p>	<ul style="list-style-type: none"> <li>Early Bird App Deadline Email</li> <li>Social Media Posts</li> <li>Regular App Deadline Email</li> <li>Course Intro Email</li> <li>Review/Update Website</li> </ul>	<ul style="list-style-type: none"> <li>Email: Early Bird App Deadline</li> <li>Social Media</li> <li>Email: Regular App Deadline</li> <li>Email: Course Intro</li> <li>Website: Tile Ads/Video/Copy</li> </ul>