



Education Partner Learning Connection

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EPLC 1 VIRTUAL EXPERIENCE | FEB 8, 2024



- SHRM State of the Society
- 2023 Award Winners
- 2024 SHRM Learning System
- Let's Talk Marketing
- New in 2024
- SHRM Exam Voucher Program
- Q & A

SHRM: State of the Society

To view video, please see link under session graphic below!



Nick Schacht, SHRM-SCP
Chief Commercial
Officer, SHRM

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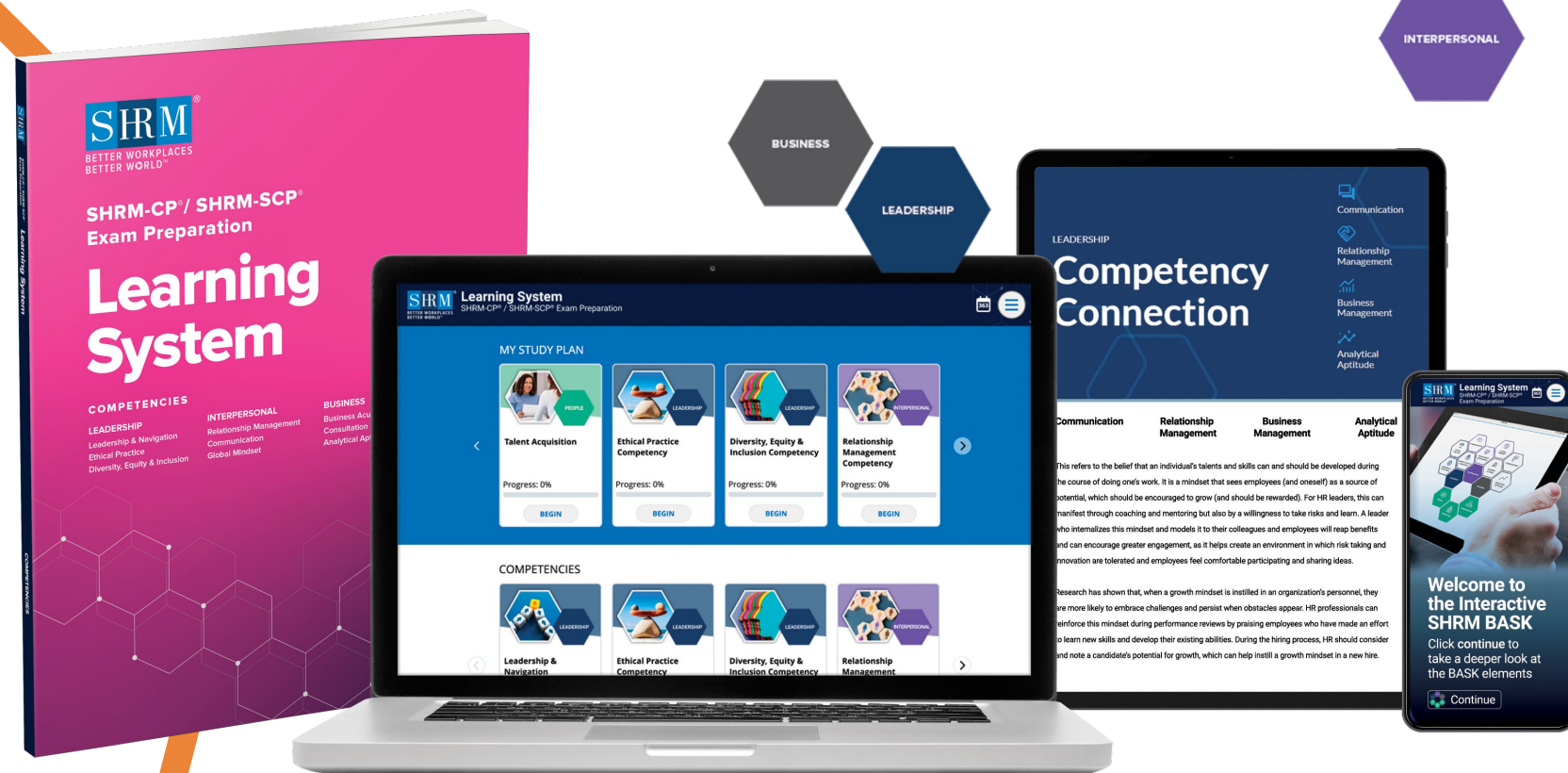


2023 Award Winners

To view video, please see link under session graphic below!

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Presenter:
Ken Pinnock, SHRM-SCP
SHRM Learning System Instructor

2024 SHRM Learning System Overview

Ken Pinnock, SHRM-SCP,
SHRM Learning System Instructor



Ideas for Facilitating the Certification Prep Course

- ❖ **Review pages 18-19 in Instructor Resource Book**
- ❖ **Begin with US Employment Law/Regulations, then Competencies, and go in order**
- ❖ **Pre-test Workplace – then Competencies, etc., Break pre-tests to align with syllabus/learning plan**
- ❖ **Teach me and/or Quiz me**

Ken Pinnock MS, SHRM-SCP
Ken.Pinnock@du.edu

Ideas for Facilitating the Certification Prep Course

- ❖ Flash cards
- ❖ Competencies with practice questions
- ❖ Scenarios with questions
- ❖ Go for it – take the exam

Ken Pinnock MS, SHRM-SCP
Ken.Pinnock@du.edu

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Presenter:
Liz Schoenecker
Senior Marketing Manager, HC

2024 Marketing Plan Update

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Liz Schoenecker
Senior Marketing Manager, HC



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Let's Talk Marketing



SHRM Marketing Support



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CATAPULT YOUR CAREER:
Conquer **SHRM-CP**® or **SHRM-SCP**® with Confidence!

[Find a Course](#)

SHRM certification is a game-changer when it comes to advancing your career. Don't leave your future to chance; prepare for the exam with our comprehensive [SHRM certification preparation program](#).

Led by industry experts, our courses cover all facets of the SHRM Body of Applied Skills and Knowledge® (SHRM BASK®), ensuring you're fully prepared to ace the exam.

Prepare for Your Exam

Choose from our flexible learning options, including virtual, hybrid and in-person courses. [Register for a course near you](#) and receive:

- Personalized mentorship**
One-on-one guidance from a SHRM-certified expert instructor to help you learn to apply your new HR knowledge.
- Innovative resources**
The most up-to-date study materials, including the [2024 SHRM Learning System](#).
- Knowledge of behavioral skills**
A comprehensive understanding of the behavioral competencies explored in the exam.
- Collaborative networking**
Insightful collaboration and networking opportunities with your peers.

[FIND A COURSE](#)

2024 SHRM Learning System
Gain access to the most comprehensive and up-to-date certification preparation tool when you register for an Education Partner course!

[LEARN MORE](#)

Boost Certification Success with Personalized Prep

When using the SHRM Learning System® and the SHRM BASK® you are 36% more likely to pass the SHRM-CP® and 42% more likely to pass the SHRM-SCP®.

The SHRM Learning System® helps you prepare for your exam with confidence.

- Optimize your study time** with a customized study plan based on your exam date and knowledge gaps.
- Master the SHRM BASK®** with access to an extensive suite of print and digital resources for the SHRM Body of Applied Skills and Knowledge®.
- Take practice tests** with access to over 2,700 practice questions previously used on the exam.

shrm.org/learningsystem

EXPERT GUIDANCE AND A CHANCE TO WIN A \$100 GIFT CARD? COUNT ME IN!

Enroll in a SHRM Certification Preparation course offered by SHRM-approved U.S. Education Partners or complete the form for a chance to win one of ten \$100 Visa gift cards.

Here's how it works:

- Enroll in a SHRM Certification Preparation Course at one of SHRM's official, approved U.S. Education Partners and complete the form by **March 18, 2024 11:59 PM ET** for a chance to win one of ten \$100 Visa gift cards. [Click here](#) to find course offerings convenient for you. Make sure to register directly with your preferred course provider to take advantage of expert instruction, interactive preparation designed for adult learners and opportunities to network with local professionals as you prepare for your SHRM certification exam.
- \$100 Visa Gift Card Drawing:** Ten winners will be randomly selected. Winners will be notified on or before March 28, 2024. Promotional period ends on March 28, 2024. One entry per person.

Once you've registered for your course, fill out the form below to enter the drawing.

Please select your SHRM Education Partner course provider:

(Please Select)

Your First Name:

Your Last Name:

Your Email Address:

Please Select Your Country:

Ready to take the next step? Find a course near you!

Find a live or virtual instructor-led certification prep course, now. You'll get the benefit of learning from an expert SHRM-certified instructor, while also networking and learning from other HR pros.

Ready to apply for your exam? You can choose to take your SHRM-CP or SHRM-SCP exam in one of two ways: in-person at a Prometric® center, or at home through live remote proctoring, both of which are administered by SHRM's testing partner, Prometric. Learn more testing options.

Did you know? SHRM certification is regarded as the leading qualification HR managers prefer when making hiring decisions.

If you're looking for comprehensive certification prep that covers all aspects of the SHRM Body of Applied Skills and Knowledge® (SHRM BASK®), here's your answer. Expert-led courses are available to help you feel confident on exam day and achieve higher levels of success in your career.

Official Gateway Rules

STUDY FOR YOUR SHRM CERTIFICATION EXAM WITH CONFIDENCE

[GET STARTED](#)

The NEW 2024 Learning System Is Here

Boost your chance of passing the SHRM certification exam with an optimized study strategy!

Sales begin Dec 14. Get Yours Today!

[FIND A COURSE](#)

Get expert guidance and a chance to win a **\$100 Visa Gift Card!**

Enroll in a SHRM Certification Preparation Course offered by SHRM-approved U.S. Education Partners and **complete the form** by March 18, 2024, for your chance to win!

****Participants must enroll in a SHRM Education Partner Course by 11:59 p.m. ET on March 18, 2024, and fill out a form on the landing page to be eligible to win one of ten \$100 Visa gift cards. [View full list of rules.](#)**

- **Emails**
Nurture and Promo
- **Partner Promotion (Domestic)**
\$100 VISA Gift Cards
- **Panel Webinar**
March 5
- **Direct Mail**
Postcard in Dec/Tri-Fold March
- **Digital Ads**
Ongoing
- **eNewsletters**
Monthly
- **SHRM Website Listing**
Timely changes

Supporting Your Local Professionals



Local Marketing

Your marketing plan efforts to increase awareness and demand for your courses.

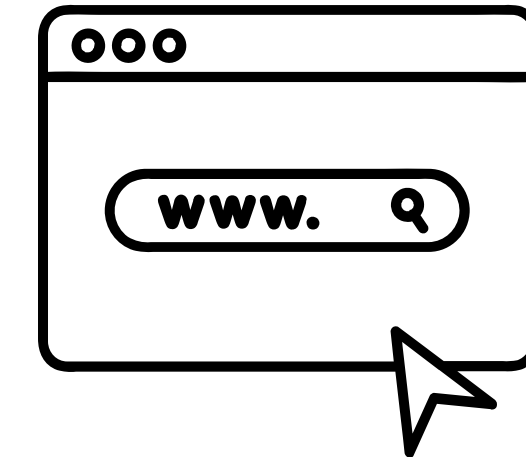
- ✓ Info sessions
- ✓ Personalized emails
- ✓ Social Media
- ✓ Website
- ✓ Digital marketing



SHRM Support

Marketing and partnership support from SHRM to support your courses.

- ✓ SHRM Marketing
- ✓ PRC for Tools
- ✓ LinkedIn Group/ Newsletters
- ✓ Regional Managers



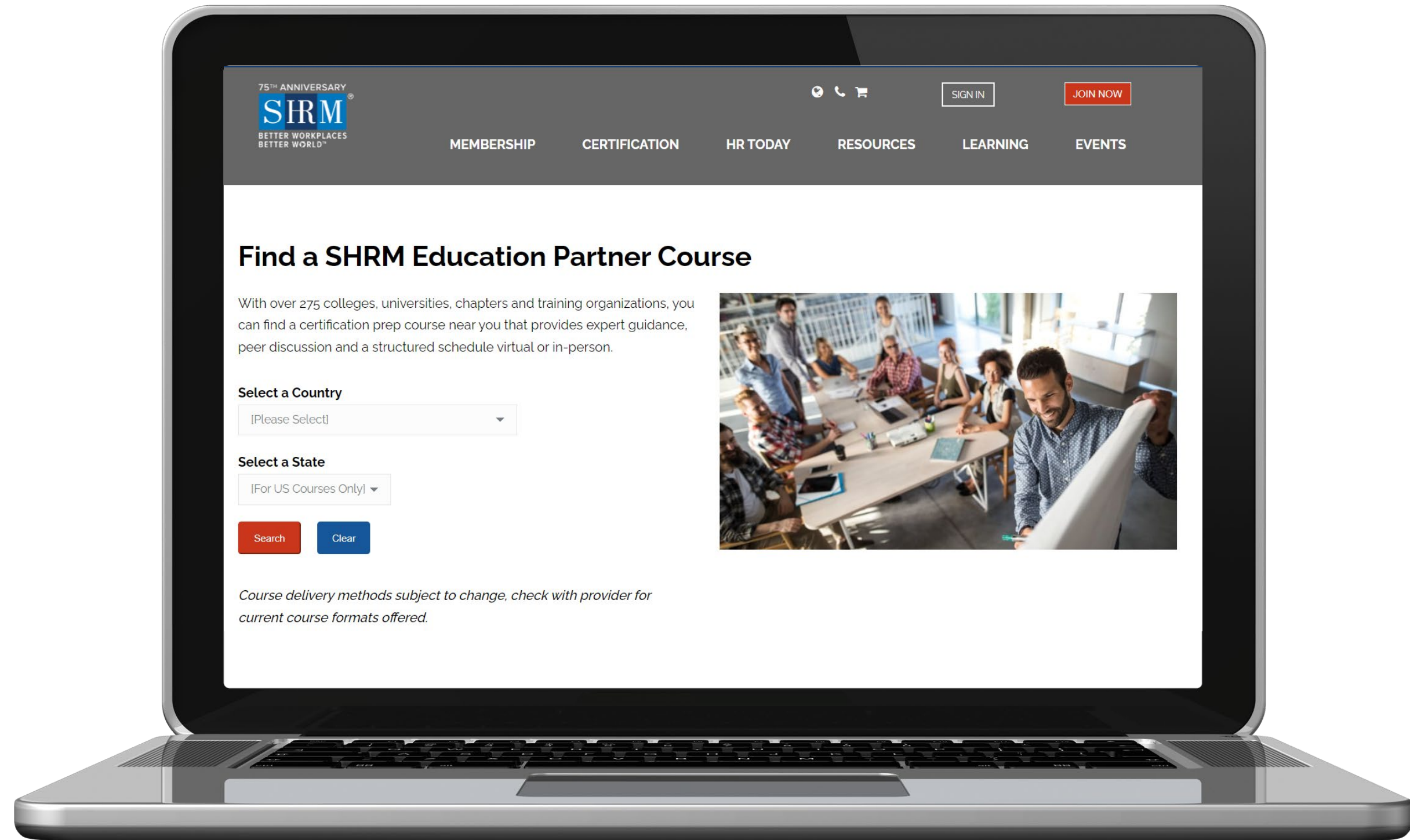
Connecting Our Marketing Efforts

- Website is a key element of success
 - SHRM Web Listings
 - Your Landing Pages

Let's Explore Your Website

SHRM[®]

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<https://learnhrm.shrm.org/instructor-led-learning/>



MYGCSC

SEARCH

MENU

Home / Academics / Degrees Programs / Continuing Education / Continuing Education Courses / SHRM Certification

SHRM CERTIFICATION

TAKE THE NEXT

READY TO TAKE THE NEXT
STEP?

What to Look For?

- Logos (In Partnership)
- Updated product shots and course information
- Updated course start dates
- Easy registration information
- Ways to contact you for more information

SHRM

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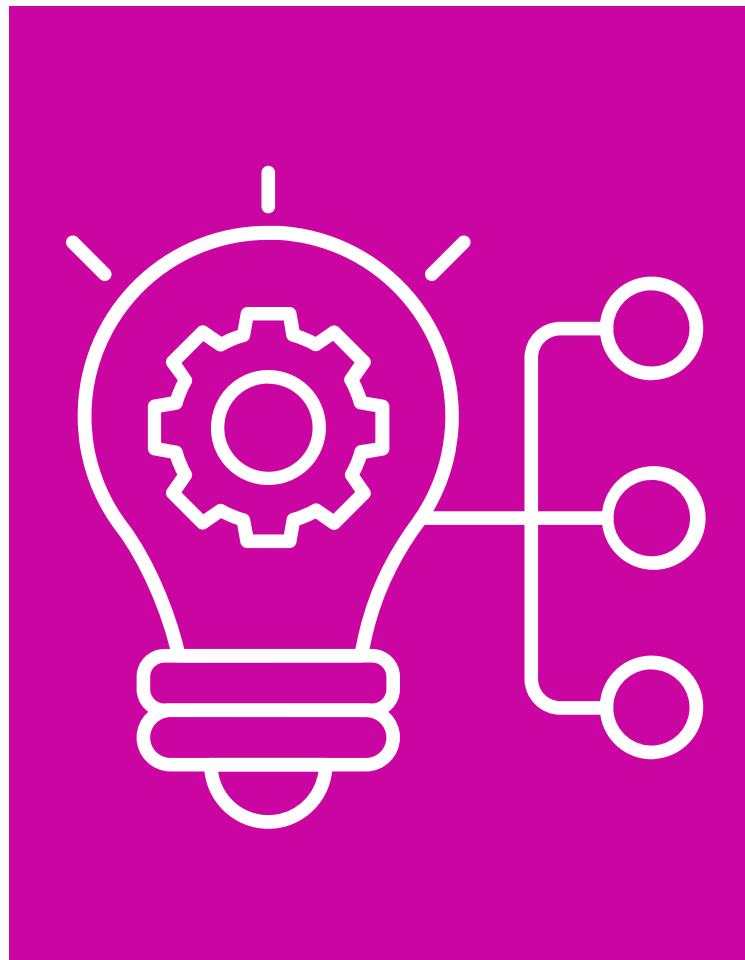
Bonus Website Tips: Things to Remove From Your Website



What to Remove	What to do Instead
Vague home page header... we are best at what?	Make it clear, not clever.
Meaningless subheads (bad for SEO)	Audit to make them specific and compelling.
Generic stock photos	Use real people when possible.
Long paragraphs that make your prospect work	Press the return key more often while writing. Never write a paragraph longer than three or four lines. Never miss the chance to turn a paragraph into a bullet list.
PDF Downloads	All content should be HTML pages. Use PDFs as an alternate version when information is likely to be printed or downloaded.
Separate testimonial page	Try to include testimonials on every page.
Email links (change to contact forms)	Remove every email link from your website. Add a simple contact form with a thank you page.

<https://www.orbitmedia.com/blog/remove-from-your-site>

Some Final Reminders

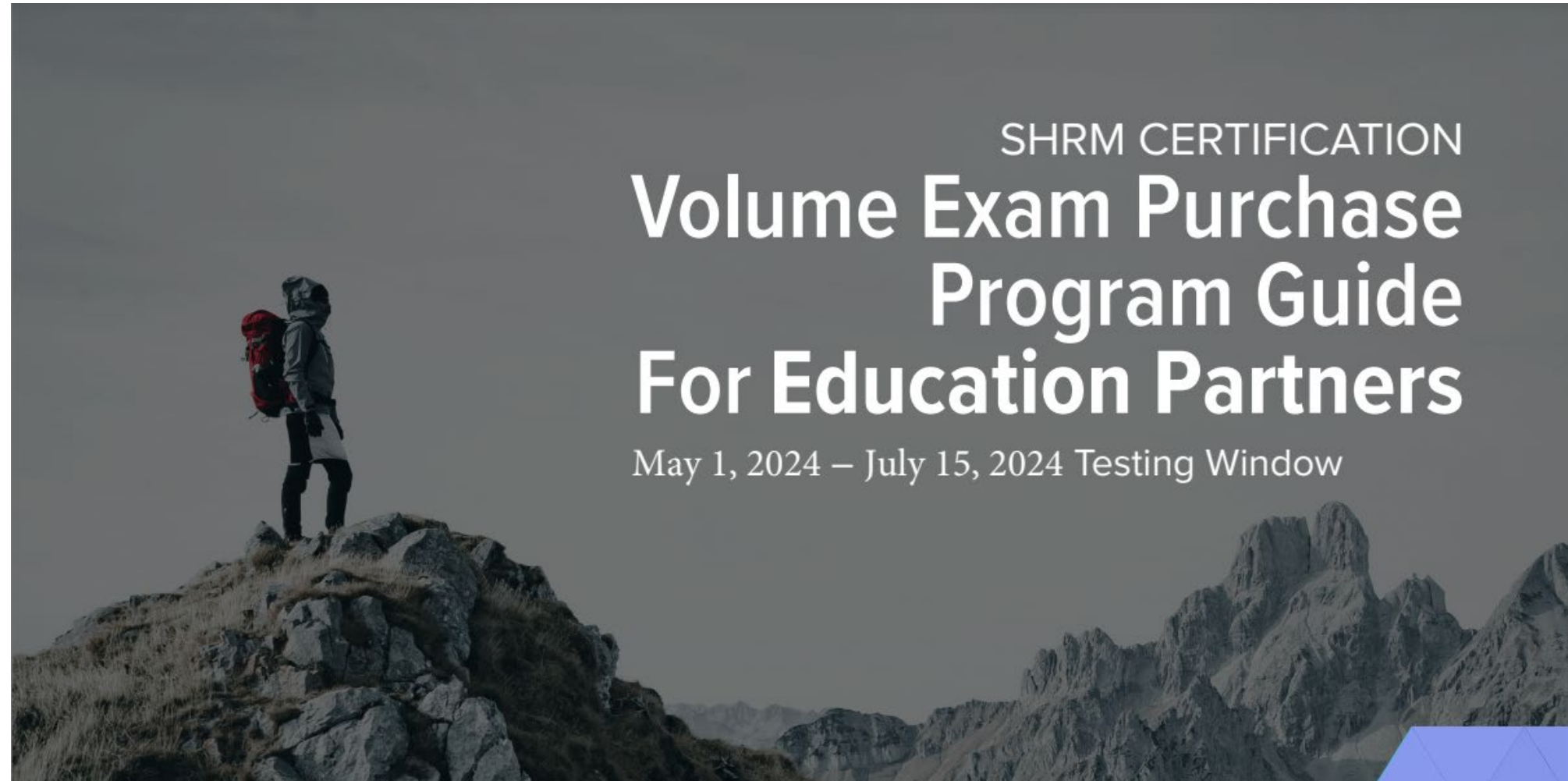


Enter Course Start Dates/Info in PRC
Update Your Website
Use the Tips & Resources

New in 2024

- ❖ **Gilmore Global Shipping**
- ❖ **SHRM Essentials**
- ❖ **Partner Survey Coming Soon**
- ❖ **Competency Assessment Tool**

SHRM Volume Exam Purchase Program



Presenter: Dorian Rollins
Specialist, SHRM Certification

SHRM Exam Voucher Program Growth

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Dorian Rollins
Senior Specialist, Certification Relations



Exam Voucher Partner Highlights

- Program started with Winter 2020 SHRM Exam Window
 - 4 Partner schools participated
 - 63 students
- Steady and considerable growth over the next 6 Exam Windows. Winter 2023 Exam Window:
 - 41 Partner schools participated, including 10 Int'l Partners
 - 642 students
- Process improvements are in place
- Great opportunity for your students!

Program Offer

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

A \$65 to \$240 savings for your students!*

*Saving based on member vs. nonmember / early bird application window vs. standard application window

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Program Requirements

- 5 or more exam seats must be purchased to qualify for the reduced price.
- 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.

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Purchasing Process

- Organization Completes [Registration Form](#)
- Organization receives invoice, and submits payment
- SHRM Provides exam application instructions and group code
- Organization identifies Prospective applicants and distributes codes



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Roles & 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.

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Program Process

- Processing time for the volume exam application program is approximately 5 – 7 business days
- Redeeming of the exam voucher codes can / will be shared with Education Partners for tracking
- Due to privacy reasons, pass / fail status of exams cannot be shared with the Ed Partner
- 2024 Education Partner guide expected to be available the week of February 26th
- All exams cancellations, transfers, withdrawals, etc. are subject to the policies provided in the SHRM Certification Handbook
- Education Partners cannot be copied on candidates' exam-related communications (ex: ATT letter, test score, Prometric communications, etc.). The Ed Partners can, however, be copied on the exam application instructions.

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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.



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THANK YOU!

Global_CorpCert@shrm.org



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Let's Chat!

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THANK YOU!

