

The logo for SRM, consisting of the letters 'S', 'R', and 'M' in white, each inside a blue square, followed by a registered trademark symbol.

SRM®

Education Partner Learning Connection

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EPLC 2

VIRTUAL EXPERIENCE | AUG 1, 2024



Agenda

- Updates and Reminders
- SHRM State of the Society
- SHRM Certification Updates
- SHRM Competency and Knowledge Assessment
- Fall Marketing Updates & AI-Driven Marketing Mastery

New Partnership Contact Map

Partnership Manager Contact Information



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Territories:

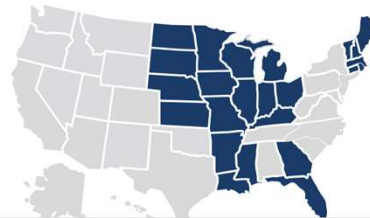


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Territories:

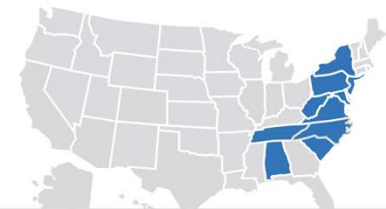


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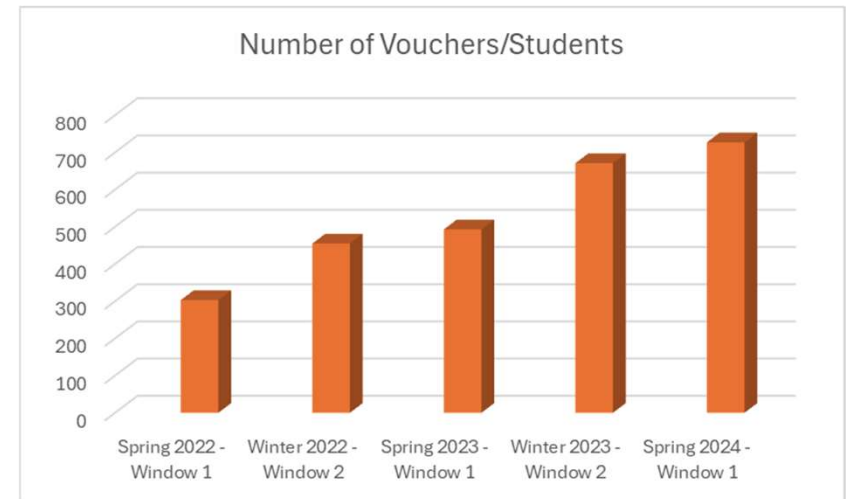
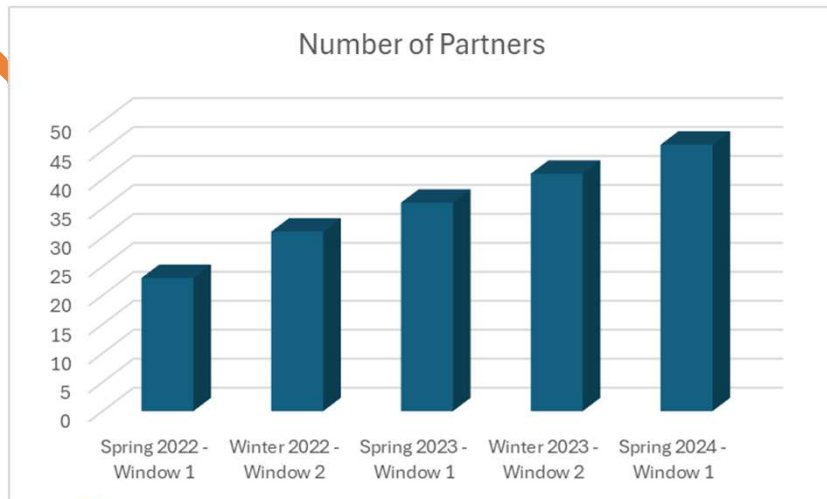
Territories:



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SHRM Exam Voucher Highlights



SHRM CERTIFICATION

VOLUME EXAM PURCHASE PROGRAM GUIDE FOR EDUCATION PARTNERS

SHRM is excited to offer SHRM Education Partner organizations the opportunity to acquire SHRM-CP and SHRM-SCP exam seats for students. Through our Education Partner Exam Purchase Program, you may purchase **five or more exam seats** in advance at the reduced rate of \$270 per exam (\$220 for the exam plus \$50 non-refundable application fee).

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SHRM Essentials Update



75TH ANNIVERSARY



BETTER WORKPLACES
BETTER WORLD™

SHRM/Holmes Corporation Education Partner Learning Connection

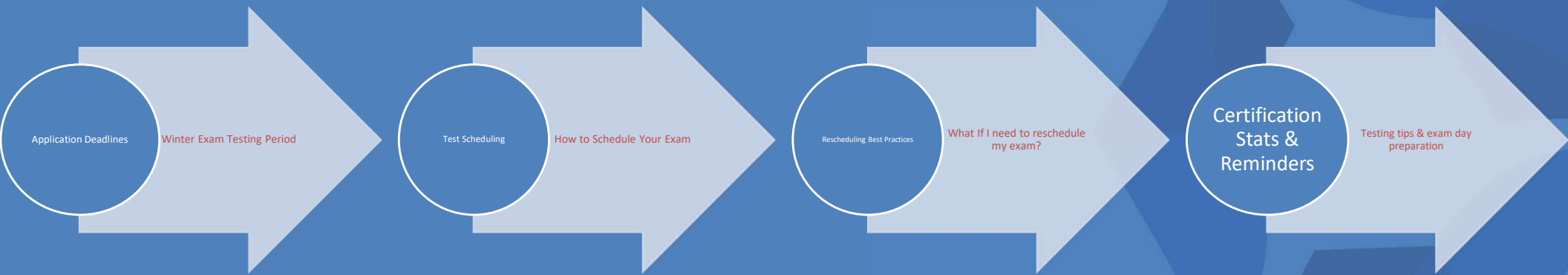
Demetrius Norman, Manager, Academic & Affiliate
Communities, SHRM

SHRM Certification Performance Scorecard

INDICATOR	ANNUAL GOAL	TRACKING FREQUENCY	YEAR TO DATE		
			TARGET	ACTUAL	% TO TARGET
Applications	40,000	Weekly	21,844	25,975	18.9%
Credential Holders	144,167	Monthly		142,519	

2024 – Student Applications								
Category	Goals			Spring 2024 Total	Winter 2024 Total	Actual Current weekending (07/20/24)	Actual Previous weekending (07/13/24)	2024 YTD Totals
	Target (4800)	Stretch (5280)	Stretch + (5760)					
Student Applications	2261			1835	426	79	51	2261

The Journey to Testing



Certification Application Window

Winter 2024 Certification Exam Application Window

Applications Accepted	Early-Bird Deadline	Standard Deadline
June 4, 2024	September 11, 2024	November 9, 2024

Spring 2025 Certification Exam Application Window

Applications Accepted	Early-Bird Deadline	Standard Deadline
January 6, 2025 Tentative	March 31, 2025 Tentative	May 26, 2025 Tentative

Certification Exam Testing Window

How do I schedule my exam?

- Winter Certification Exam Testing Window
 - December 1, 2024 – February 15, 2025



- SHRM Authorization to Test Letter
 - SHRM Eligibility ID
 - Testing Location
 - Testing Preference
 - In-person or online
 - Testing Accommodations
- How to Schedule
 - Online (the preferred method)
www.prometric.com/shrm or,
 - Phone- 1.888.736.0134

Note: Prometric operators are available Monday through Friday, 8:00 a.m. to 8:00 p.m. (Eastern Time).

SAMPLE Authorization To Test Letter



Dear Test,

This email is your SHRM Certification Authorization to Test (ATT) letter for the **exam level**.

Your Eligibility ID is: **SHRMAPP296151**

Your Eligibility Begins on: **12/1/2024**

Your Eligibility Ends on: **2/15/2025**

Exam Appointment Information

You may schedule your exam appointment either online (the preferred method) or by phone. To schedule online go to www.prometric.com/shrm, scroll down and select your testing option (in-person or remote proctoring). To schedule by phone, call Prometric's Customer Service Call Center at 1.888.736.0134. Prometric operators are available Monday through Friday, 8:00 a.m. to 8:00 p.m. (Eastern Time).

When scheduling your appointment, you will be asked to provide the following information:

- **Your Name**, which must be the same on this letter as it is on your government-issued identification. If it is not, please read the "Identification Procedure" section in this letter and follow the instructions to revise your name on your application prior to scheduling an exam appointment.
- **Your Eligibility ID**, which is shown at the top of this letter. The Eligibility ID number is required to schedule your appointment with Prometric.
- **Your Daytime Phone Number and E-mail Address**.
- **The Name of the Exam Sponsor**, which is SHRM.

- **The Name of the Exam You are Taking**, as indicated in this letter: **SHRM-CP**

It is best to register your exam appointment as early as possible, so that your preferred time and location will be available. Waiting to schedule your exam appointment after the exam window opens may jeopardize your ability to obtain your preferred time and/or location.

Exam Appointment Confirmation

After you schedule your appointment, you will receive an e-mail from Prometric providing the details for your appointment. It will include a confirmation number issued by Prometric. **You must retain this confirmation number**. It differs from your Eligibility ID number and is required to re-confirm, reschedule or cancel an exam appointment. We strongly recommend you confirm the details of your appointment by calling 1.888.736.0134, or by going online to www.prometric.com/shrm and selecting "Confirm My Test".

Identification Procedures

For test security purposes, SHRM's identification procedures are strictly enforced.

You will be required to present **one valid original, unexpired, government-issued photo ID with a signature** (e.g., driver's license, state ID, military ID, or passport) when you arrive at the test site or for your remote proctored exam on the day of your confirmed appointment. **Check your ID now** to ensure your government-issued ID is/will be valid and unexpired on your test day. Some special notes:

- If your primary ID does not contain your photograph or signature, you must submit a secondary valid, unexpired ID that includes either your photo or signature (whichever is missing on the primary identification).
- The name on a secondary ID must exactly match the primary ID name, and your name on this ATT letter. You **will not** be permitted to take the test without the required identification, or if the names on your identification do not match the name on this ATT letter.
- All identification documents must be in Latin characters.
- Candidates with hyphenated last names whose photo identification shows only one of the last names may be admitted to test if a single name matches part of the hyphenated name, **and** the signature and photos on the primary and secondary ID (if used) matches as well.

Rescheduling Best Practices

How can I reschedule my exam?

- If exam is already scheduled, start with Prometric
 - Exam candidate must cancel the appointment with Prometric first
 - Cancellation fee of \$35.00 (more than 30 days prior to an exam appointment) or,
 - \$53.00 (less than 30 days prior to an exam appointment), payable to Prometric, will apply.
 - Process can be completed online at www.prometric.com/shrm.
 - Exam transfers are subject to a \$100 transfer fee.
 - **Note:** Rescheduling appointments **less than 5 days prior to your original appointment is not permitted**
- If exam is NOT scheduled, start with SHRM Customer Experience
 - Exam candidates who have not scheduled an exam may be eligible to transfer to the next testing window.
 - Exam transfers are subject to a \$100 transfer fee.
- If you are unable to make your appointment, you will be considered a “No-Show”, and all examination fees will be forfeited.
- Exam candidates may submit request for scheduled and unscheduled exams if a medical or emergency occurs within 5 business days prior to a scheduled exam appointment. Requests must include supporting documentation as to the nature of the emergency.

Certification Reminders

Testing Tips & Exam Day Preparation

- Candidate's ID should match name on SHRM ATT
- If testing remotely, complete the system compatibility test to ensure computer meets system requirements
- If testing in person, please arrive to testing center well in advance of scheduled exam
 - Minimize personal belongings
 - Use provided noise canceling headphones
 - Wear comfortable clothing





SHRM Competency & Knowledge Assessment

Colin Moylan

Corporate Development
Manager at HC



SHRM Competency & Knowledge Assessment

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Colin Moylan, Holmes Corp,
Corporate Development Manager



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SHRM Competency & Knowledge Assessment for HR

Goal

Provide organizations with an assessment tool to discover strengths and opportunities for individual team growth. The assessment, based on the SHRM Body of Skills and Knowledge® (SHRM BASK®), assesses an organization's team's skills against the foundational behavioral and technical competencies required of global HR professionals.

Report Overview
This report provides a summary of the HR assessments completed by your invited team members. The assessment encompasses the nine behavioral competencies and 14 functional areas, as defined in the SHRM Body of Applied Skills and Knowledge (SHRM BASK). By identifying your team's knowledge and skill gaps, you can create a targeted HR training plan to bring your team's knowledge in alignment with the global standard and better support the strategic goals of your entire organization.

Organizational Profile - ABC Corp
Industry: Retail
HR Department Size: 100+
Goals:
- To have a common HR language that meets organizational strategy.
- To fill the gaps in knowledge and competencies to set our team up for organizational success.
- Ensure each member has the most up to date and relevant HR knowledge.
- To become certified to validate team knowledge and competencies.

Team Member Participation
The data below indicates how many of your team members have completed their assessments.

Team Demographics
The information below provides a summary of your team's roles, years of experience in HR and your organization, status, and interest in professional development and certification.

JOB POSITION

Entry-level	Individual Contributor	Manager	Director	Executive
1%	2%	45%	11%	3%

JOB FUNCTION

HR Generalist	Employee/Recruitment	Employee Relations	Training/Development	Compensation/Benefits	Advisory
15%	15%	9%	4%	1%	56%

YEARS OF EXPERIENCE IN HR

Less than 2 years	2-5 years	6-10 years	11-15 years	16-20 years	21+ years
12%	20%	25%	17%	11%	15%

YEARS WORKED AT ORGANIZATION

Less than 2 years	2-5 years	6-10 years	11-15 years	16-20 years	21+ years
1%	2%	25%	10%	1%	51%

PLAN TO SIT FOR CERTIFICATION

Yes	No	Unsure
3%	60%	3%

Team Member Participation Summary:
184 TEAM MEMBERS INVITED
176 TEAM MEMBERS COMPLETED
96% Team Member Participation Rate

Ranked Knowledge and Skills Gaps
The following chart identifies the knowledge and skill gaps of your team, as measured by aggregated scores from the HR assessment based on the SHRM BASK. The topics are ranked in descending order based on those with the largest gap to the smallest, with red, green, and yellow indicators representing inexperience, skilled, or proficiency in a functional area.

Candidate Knowledge Gaps
The following are your team's top priorities for improvement based on their assessment scores within the Learning System.

GAPS RANK	Topic	Assessment Score
1	Managing a Global Workforce	45%
2	Employee Engagement & Retention	47%
3	Structure of the HR Function	48%
4	HR Strategy	51%
5	Global Mindset Competency	51%
6	Communication Competency	52%
7	Learning & Development	55%
8	Relationship Management Competency	58%
9	Leadership & Navigation Competency	58%
10	Risk Management	58%
11	Consultation Competency	59%
12	Corporate Social Responsibility	59%
13	Analytical Aptitude Competency	59%
14	Total Rewards	63%
15	Business Acumen Competency	63%
16	U.S. Employment Law & Regulations	64%
17	Workforce Management	65%
18	Technology Management	65%
19	Diversity, Equity & Inclusion Competency	66%
20	Employee & Labor Relations	68%
21	Ethical Practice Competency	68%
22	Organizational Effectiveness & Development	69%
23	Talent Acquisition	71%

Transform Your Team
An entire organization benefits when individual HR professionals earn their SHRM-CP or SHRM-SCP credential. Along with providing updated information, advanced skills and new perspectives, certified professionals have a positive influence on employees and colleagues.
SHRM certifications are recognized by employers across the globe in all industries. Earning your SHRM certification opens up better prospects for leadership opportunities and individuals who are invested in the success of their organizations.
82% of HR executives agree that certifying HR professionals adds to the overall credibility of your HR Department.
JUNE 2023 SHRM HR Career Study

SHRM Body of Applied Skills and Knowledge Summary: A Big Picture View of Your Team's HR Knowledge and Skill Gaps
The charts below provide a simple overview of the strategic and operational HR strength and opportunities for growth of your team in each of the six functional areas of the SHRM BASK.

Composite scores lower than 45% (Red)
Composite scores between 45% - 60% (Yellow)
Composite scores greater than 60% (Green)

COMPETENCIES Leadership Cluster	COMPETENCIES Interpersonal Cluster	COMPETENCIES Business Cluster
Operational HR Assessment: 63% COMPOSITE SCORE	Operational HR Assessment: 57% COMPOSITE SCORE	Operational HR Assessment: 66% COMPOSITE SCORE
Strategic HR Assessment: 65% COMPOSITE SCORE	Strategic HR Assessment: 53% COMPOSITE SCORE	Strategic HR Assessment: 56% COMPOSITE SCORE
PEOPLE HR Strategy • Talent Acquisition • Employee Engagement & Retention • Learning & Development • Total Rewards	ORGANIZATION Structure of the HR Function • Organizational Effectiveness & Development • Workforce Management • Employee & Labor Relations • Technical Management	WORKPLACE Managing a Global Workforce • Risk Management • Corporate Social Responsibility • U.S. Employment Law & Regulations
Operational HR Assessment: 66% COMPOSITE SCORE	Operational HR Assessment: 63% COMPOSITE SCORE	Operational HR Assessment: 43% COMPOSITE SCORE
Strategic HR Assessment: 54% COMPOSITE SCORE	Strategic HR Assessment: 63% COMPOSITE SCORE	Strategic HR Assessment: 62% COMPOSITE SCORE

Fall SHRM Marketing Update & AI-Driven Marketing Mastery

Liz Schoenecker & Sam Caffentzis
Marketing Managers at HC

Laura Howard
Program Coordinator at Anne Arundel
Community College



AI-Driven Marketing Mastery

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Liz Schoenecker & Sam Caffentzis,
HC Marketing Team
Laura Howard, Anne Arundel
Community College

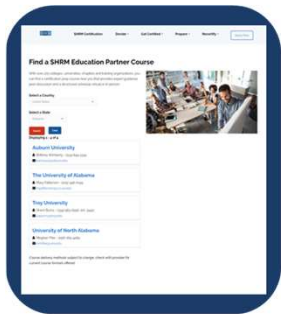


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Each year, SHRM produces and distributes marketing on behalf of all education partners in a variety of modalities. See the options below for some upcoming efforts!



SHRM Website
Ongoing



Digital Campaigns
Ongoing



Email Campaigns
Ongoing
August PURL: 8/5
Essentials PURL: 8/8



Direct Mail
July 29



Panel Webinar
August 12



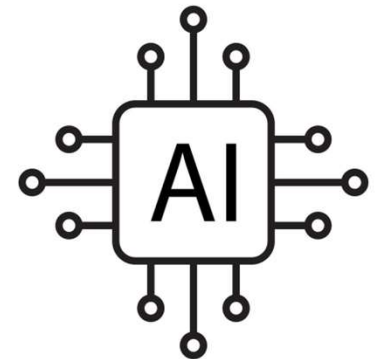
Partner Promotion
Live now

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Missed us for the SHRM Marketing Empower Hour? Find the full recording on PRC.



Laura Howard
Anne Arundel
Community College

Education Partner Learning Connection

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Prompt 1: Crafting a Differentiated Marketing Plan with Influences from Marketing Greats

Prompt 2: Improving Your Home Page to Increase Engagement



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Prompt 1 Recommendations



Rethink Branding

Build micro communities, hone consistent brand story & seek unconventional testimonials



Ramp Up Social Media Marketing

Leverage micro-influencers, run anti-ads, real-time social listening



Increase Traffic & User Acquisition

Offer limited time challenges, optimize SEO, leverage content marketing

Prompt 2 Recommendations



Simplify navigation menus



Refresh Call to Action (CTA) Button copy



Emphasize testimonials & success stories



Highlight value of the course & ROI more prominently



Add an FAQ section



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THANK YOU!

