SHRM

Education Partner Learning Connection

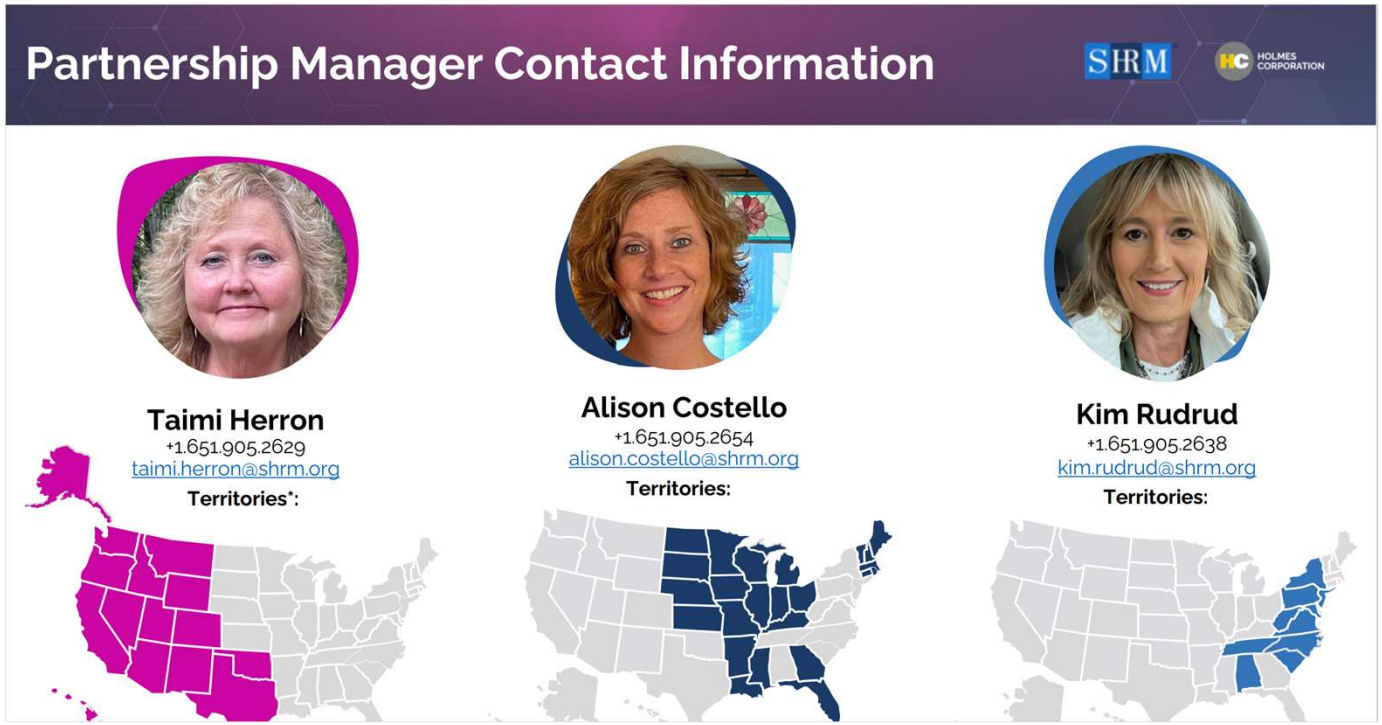
Your Continuous Course Support Network Powered by HOLMES CORPORATION

EPLC 2 | VIRTUAL EXPERIENCE | AUG 1, 2024

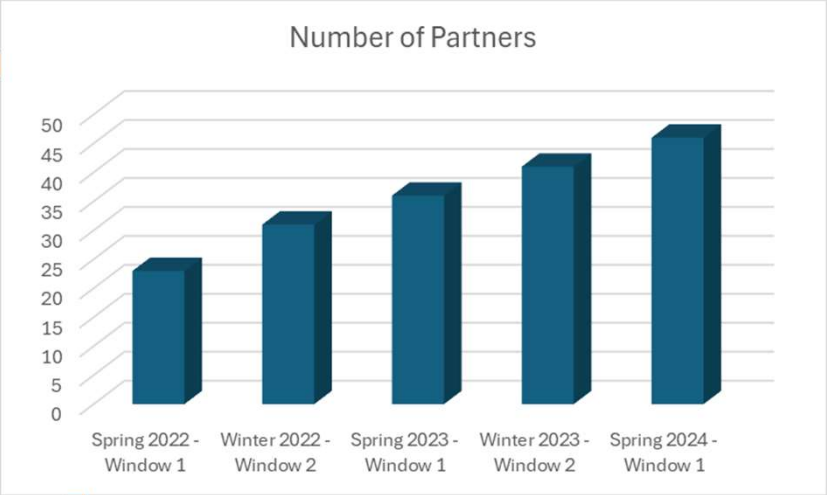
Agenda

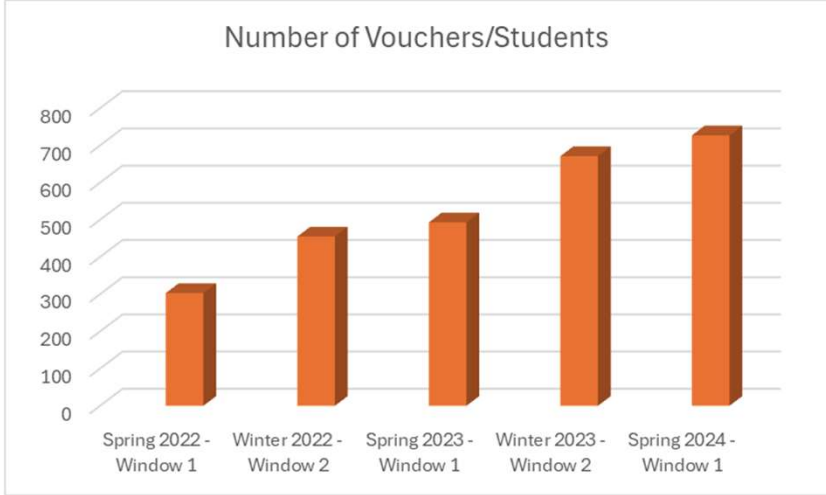
- Updates and Reminders
- SHRM State of the Society
- SHRM Certification Updates
- SHRM Competency and Knowledge Assessment
- Fall Marketing Updates & AI-Driven Marketing Mastery

New Partnership Contact Map



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).

SHRM Essentials Update

75TH ANNIVERSARY

SHRM®

BETTER WORKPLACES
BETTER WORLD™

SHRM/Holmes Corporation Education Partner Learning Connection

Demetrius Norman, Manager, Academic & Affiliate Communities, SHRM

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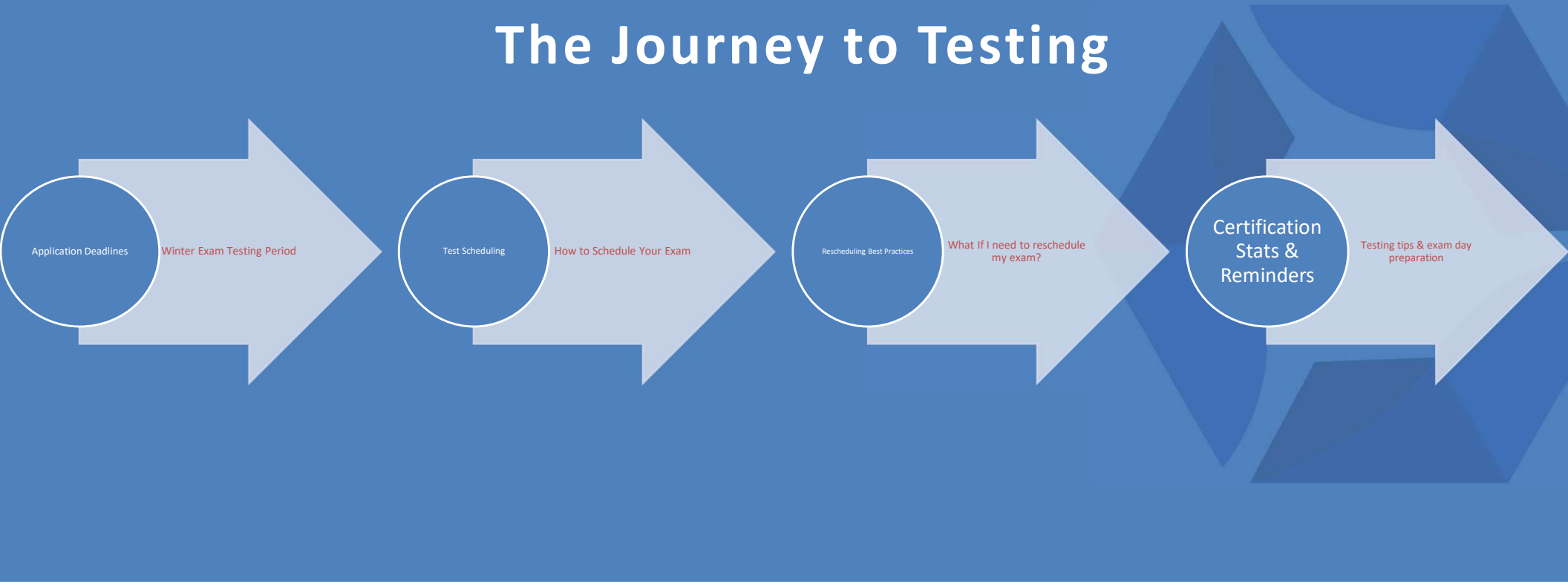
SHRM Certification Performance Scorecard

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					Actual Current weekending (07/20/24)	Actual Previous weekending (07/13/24)	2024 YTD Totals
	Target (4800)	Stretch (5280)	Stretch + (5760)	Spring 2024 Total	Winter 2024 Total			
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

SHRM
SOCIETY FOR HUMAN RESOURCE MANAGEMENT

SHRM CERTIFICATION
SHRM-CP | SHRM-SCP

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

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SHRM Competency & Knowledge Assessment

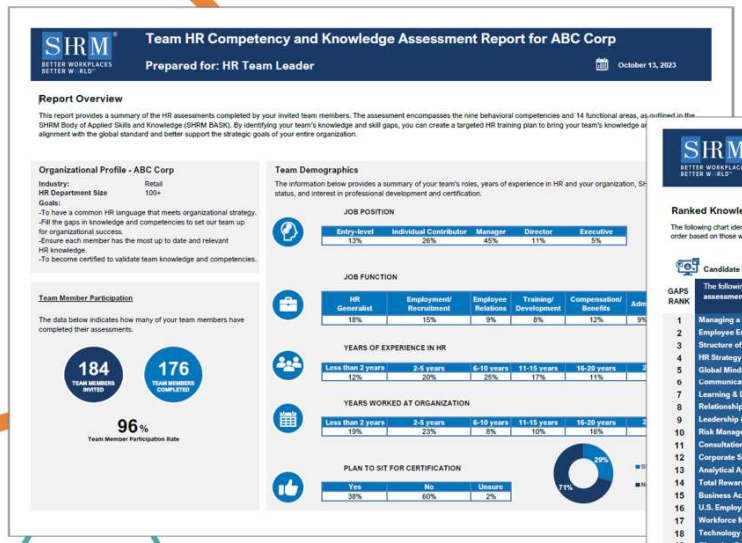
Colin Moylan

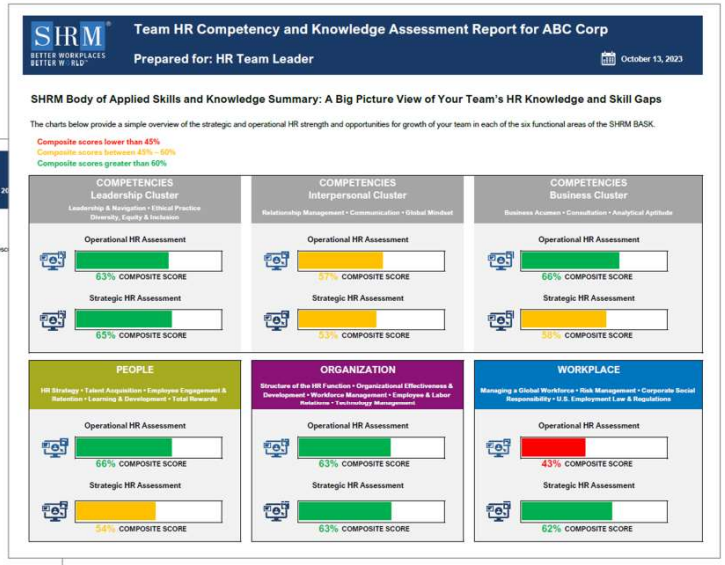
Corporate Development Manager at HC

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.





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

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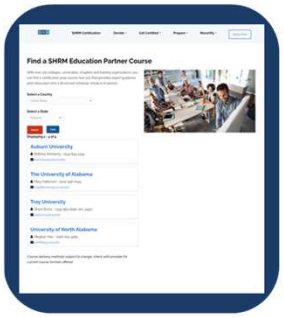
Each year, SHRM produces and distributes marketing on behalf of all education partners in a variety of modalities. See the options below for some upcoming efforts!



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

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

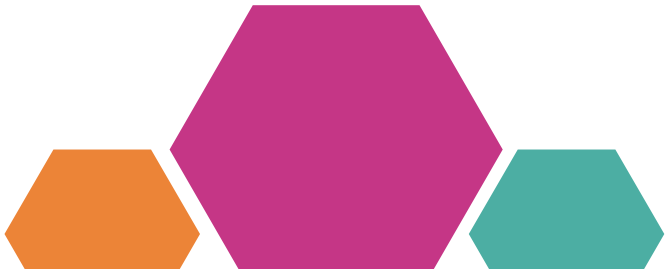
AACC

AI

Laura Howard
Anne Arundel Community College

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

Prompt 2: Improving Your Home Page to Increase Engagement

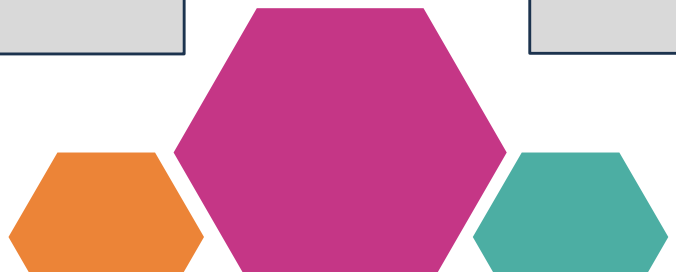


Prompt 1 Recommendations

- **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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