



# Data-Driven Growth: Your Complete Spring Marketing Blueprint

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**EPLC 1**

**VIRTUAL EXPERIENCE | FEB 13, 2025**

**SIRM**<sup>®</sup>



# SHRM Certification Preparation - Marketing Support

- **Emails** - Weekly PURL emails, as well as ongoing promo and nurture emails
- **Digital Ads** - Driving demand for certification and preparation
- **Partner Promotions** - 2X per year (\*U.S. only)
- **Direct Mail** - Custom postcards listing local courses (\*U.S. only)
- **Webinars** - Panel webinars with certified professionals
- **Website Listings** - Your courses are listed on the SHRM website and linked to in marketing efforts

**SHRM markets to prospects about your courses. Make sure your info is entered in PRC and your website is current to take advantage of these efforts.**

**HR Experts + You = Certification Success**

Build your knowledge and boost your confidence with **SHRM Education Partner Courses**.

[VIEW COURSES](#)

You update your LinkedIn profile with your new SHRM credential. Connections are reaching out, former colleagues are congratulating you, recruiters take notice, and that long-aspired role feels within reach. **SHRM certification** isn't just an achievement, it's a key to unlocking new opportunities for your career.

SHRM Education Partner Courses make that achievement possible. Taught by experienced, SHRM-certified instructors who understand your goals, these courses are designed to help you master key concepts tested on the SHRM certification exams. With schedules thoughtfully aligned with exam windows, you'll be ready to succeed soon after you finish.

Make an investment in your future—you're worth it. Enroll in a SHRM Education Partner Course today.

[VIEW COURSES](#)

**WHY YOUR PREPARATION NEEDS A SHRM EDUCATION PARTNER COURSE**

**Learning that Fits Your Routine**  
Flexibility is key. Select the style that suits you best—classroom, virtual, or hybrid learning, and maintain your focus on achieving success.

**Expert-Led Guidance**  
Achieve a comprehensive understanding of the HR competencies tested on the exams with structured guidance from a SHRM-certified instructor.

**Dual Support for Exam Success**  
Included in your course enrollment, the SHRM Learning System allows you to boost retention with more than 2,700 practice questions, interactive tools, a practice exam, and more.

**Empower Through Connections**  
Build a supportive network, form study groups, and share best practices to stay motivated and excel together on your path to SHRM certification.

[ENROLL IN A COURSE TODAY](#)

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

Enroll in a SHRM Education Partner course by March 31 and enter to win one of ten \$100 Visa gift cards!

[Get Started Today!](#)

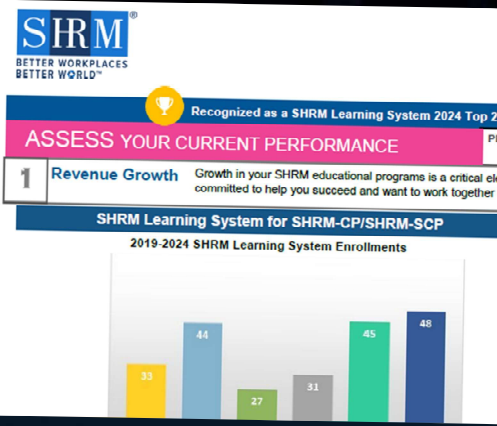
# Website Reminders & Tips

- Have you updated to 2025 information?
  - 2025 product images
  - Highlight new features
  - Doublecheck SHRM BASK, Learning System year
  - Update Partnership logo
- Did you know you can request a custom website audit?
  - Find the request form on PRC.
- Are you keeping your course details up-to-date in PRC?
  - SHRM's marketing & PURL pages will only reflect active, upcoming course links.





# What is a Performance Matrix and Why Should I Care?



**EPLC 1**

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# Performance Matrices

**SHRM**  
BETTER WORKPLACES  
BETTER WORLD®

**ABC University**

Recognized as a SHRM Learning System 2024 Top 20 Institution

**ASSESS YOUR CURRENT PERFORMANCE** PERFORMANCE MATRIX **2024 SHRM Learning System**

**1 Revenue Growth** Growth in your SHRM educational programs is a critical element to your success. We are committed to help you succeed and want to work together to make fall enrollments attainable.

**SHRM Learning System for SHRM-CP/SHRM-SCP**  
2019-2024 SHRM Learning System Enrollments

| Year        | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|-------------|------|------|------|------|------|------|
| Enrollments | 38   | 44   | 27   | 31   | 45   | 48   |

Average 5 Year Enrollment Growth: **5** Students/Year ▲  
+5% Growth Goal Over 2024 Actuals  
**51** Students

**2 Marketing Scorecard** All SHRM partner marketing efforts are based on course information entered into PRC and directed to your course web page. Make sure you are taking full advantage of SHRM marketing support by entering your course details.

**Website Tips & Audit**

**Get Ready For Your Fall Courses!**

Request a custom audit of your course website. The audits provide personalized feedback and suggestions to help increase your enrollments. All you need to do is request it on PRC, in the Website section under Course Promotion. Depending on request volume, your audit should be completed within three weeks.

**PARTNER RESOURCE CENTRAL**  
Tools. Resources. Support.

**Planning Tools**

- SmartPlan, Course Implementation Plan (CIP), Marketing Roadmap

**Custom Tools**

- Email & website templates, copy, flyers, tile ads, postcards

**Logos, Photos & Videos**

- In partnership logo, product shots, videos

**Marketing Toolkits**

- Corporate Outreach, Events, Social Media, Approach Your Boss

Visit [PartnerRC.com](http://PartnerRC.com)

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2

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1

**Review performance & set growth goals**

2

**Evaluate and improve your website**

3

**Take advantage of tools**



# Performance Matrices

## REVIEW YOUR STATISTICS AND CERTIFICATION DETAILS

As a valued partner, we are committed to your success. We rely on your expertise to successfully represent SHRM Educational products to our mutual customers. We know that you need competitive advantages and resources to assist you in understanding and growing our customer community. The following pages are designed to provide you with information to track your program progress and identify areas of growth.

| 2024 INSTITUTION STATS  |   |
|-------------------------|---|
| Products Offered:       | SHRM Learning System<br>EHR PRC Resources |
| Marketing Zip Codes:    | 551, 221                                  |
| Local Labor Population: | 694,319                                   |
| Partner Since:          | 2015                                      |
| HC Regional Manager:    | Kim Rudrud                                |

### PASS RATES

| SHRM Test Window          | National Pass Rate |          | Partner Average Pass Rate |          | Your Pass Rate |          |
|---------------------------|--------------------|----------|---------------------------|----------|----------------|----------|
|                           | SHRM-CP            | SHRM-SCP | SHRM-CP                   | SHRM-SCP | SHRM-CP        | SHRM-SCP |
| May 1 – July 15, 2023     | 71%                | 54%      | 74%                       | 59%      | 75%            | 100%     |
| Dec 1, 2023– Feb 15, 2024 | 70%                | 53%      | 69%                       | 56%      | N/A            | N/A      |
| May 1 – July 15, 2024     | N/A                | N/A      | 73%                       | 59%      | 72%            | 59%      |

### CERTIFICATION



|                           |                |
|---------------------------|----------------|
| Total SHRM-CP             | Total SHRM-SCP |
| 96,635 (68%)              | 44,739 (32%)   |
| Total Certified*: 141,374 |                |

\* Data as of October 29, 2024

### APPLICANTS

| Actual 2024 Enrollments | 2024 Exam Applicants in Your Approved Zip Code Range | % of Exam Applicant Penetration |
|-------------------------|--|---------------------------------|
| 48                      | 99   | 48.48%                          |

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View organization statistics

4

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Evaluate pass rates to validate success

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Review certification & application data

5

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# Performance Matrices

## REVIEW YOUR MARKET POTENTIAL

The following information outlines your specific market statistics to help you understand your market potential. The information is captured from public resources and simple calculations but can be valuable for you to use in setting goals for your programs. Please note there are a number of options for you to review the data.

### Data Point 1: Learning System Enrollments by State based on Total Labor Force Population

This calculation provides a benchmark of 80 enrollments per million of total labor force population (employed + unemployed) for the state you represent. The expected enrollments are then matched against total enrollments in the state to provide you with an idea of the percentage of enrollments that have already been met.

| State | 2024 Labor Force Population | Expected Enrollments 80 per million pop. for Learning System | Actual 2024 Enrollments | Enrollments as % of Expected |
|-------|-----------------------------|--|-------------------------|------------------------------|
| HC    | 3,393,043                   | 271  | 149                     | 54.98%                       |

### Data Point 2: Total HR Professionals by State to Certified SHRM-CP and SHRM-SCP's

This calculation compares total HR professionals based on the May 2023 Bureau of Labor Statistics in the state you represent to certified SHRM-CP/SHRM-SCPs. The percentage indicates the penetration of certified individuals in your area.

| State | US Bureau of Labor Statistics HR Professionals | Number of SHRM-CP/SHRM-SCP Certified | Number of SHRM Certified as % of HR Professionals |
|-------|--|--------------------------------------|---|
| HC    | 30,478   | 2,206                                | 7.24%   |

### Data Point 3: Enrollment Penetration based on SHRM Membership and SHRM Certified

This calculation compares your enrollments to total SHRM members and SHRM certified in your area. The percentages indicate the penetration of your enrollments to SHRM members and those who have already become certified.

| Actual 2024 Enrollments | Total SHRM Members in Area | % of Membership Penetration | Total SHRM Certified in Area | % of SHRM Certified Penetration |
|-------------------------|----------------------------|-----------------------------|------------------------------|---------------------------------|
| 48                      | 1,798                      | 2.67%                       | 99                           | 48.48%                          |

### Data Point 4: Enrollment Penetration based on total HR Population in Major Metro Areas 100,000+

This calculation compares total HR professionals in major metro areas of 100,000+ to Learning System enrollments from all partners in the area to demonstrate local penetration.

| Major Metro Area | Actual 2024 Enrollments | US Bureau of Labor Statistics HR Professionals | 2024 Enrollments as % of HR Professionals |
|------------------|-------------------------|--|---|
| Eagan-Alexandria | 38                      | 12,231   | 0.31%                                     |

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## Understand your market potential

- % of LS Enrollments Population v. Actual
- HR Professionals by Area Compared to Certified Professionals
- LS Enrollment Penetration to Eligible SHRM Members and Certified Professionals
- Market Opportunity Analysis



**Note:**  
The international partner version of this page varies.

- Country Stats
- Course Tips.







**Let me know if you have  
questions or Ideas for the future!**

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