



Education Partner Learning Connection

Your Continuous Course Support Network Powered by



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AGENDA

- ▶ Welcome and Opening Remarks
- ▶ Marketing Update
- ▶ SHRM: State of the Society
- ▶ SHRM Essentials of HR Update
- ▶ SHRM Certification Updates
- ▶ Partner Spotlight

An Inside Look at Marketing

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Audrey Rodriguez, SHRM Global
Brand Management
Liz Schoenecker, HC Senior
Marketing Manager



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SHRM[®]

Brand Overview

Why it's important...

SHRM's Master Brand Guidelines and strategy are in place to ensure consistency and cohesion across all branding efforts, both internal and external.

Advantages of consistency



Increased Brand Recognition and Trust



Enhanced Professional Impact and
Increased Enrollment



Elevating Thought Leadership Positioning



Leveraging Positive Perception of SHRM's
Master Brand

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Learning System Rebranding



Why Rebrand:

To better guide our audiences, we are enhancing our structural framework for Learning & Development offerings. This framework will define the journey across test prep, skills, and academic content, with clear reasons to believe.

Clarifying Resource Offerings:

The updated nomenclature for preparation products ensures each resource's purpose and enhancements are communicated clearly while staying aligned with SHRM's ethos. Establish naming that signals to customers what Certification Prep option is right for them.

Learning System Rebranding Snapshot

SHRM Certification Prep System

Currently known as “SHRM Learning System”

- By updating to Prep System, we emphasize the robust resource and elements included in this self-driven learning tool.
- This refresh eases the transition by maintaining the word “system” to support those who are familiar with the previous product.
- Establishes clarity and conveys flexibility as a **self-study option** or as a supporting component of the instructor-led and team training certification prep offerings.

Focus for Education Partners

SHRM Certification Prep Plus

Currently known as “SHRM CP/SCP Certification Preparation”

- Cut down the word “preparation” to “prep” to simplify the flow for messaging and marketing
- Integrating the word “plus” to support the elevated experience which includes the **SHRM Certification Prep System and instructor-led content**

Learning System Rebranding Timeline

- **August/September:**
 - SHRM team to develop updated creative elements for marketing needs at launch (book cover creative, product images for site marketing, etc.)
- **Early October:**
 - SHRM team to finalize assets for handoff to partners
- **End of October:**
 - Asset handoff to Education Partners
- **November:**
 - Preliminary marketing and early access launch on SHRM channels (old products will still be live)
- **December 15:**
 - Official launch of new offerings on all SHRM channels (old products removed from SHRM store)
- **January**
 - Education Partner launch

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Recent & Upcoming SHRM Marketing

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



SHRM Website
Ongoing



Custom Postcard
July



Email Campaigns
Ongoing



Partner Promotion
September & October



Bootcamp Offerings

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SHRM Marketing Reminders



Course Website Updates

- Don't forget: update your course pages to match current SHRM branding!
- Set your self consistent reminders to revisit your pages and ensure all information & visuals are up-to-date.



Course Start Dates

- Make sure you have upcoming course start dates listed in PRC!
- To be included in SHRM's national marketing, you must have dates uploaded.



Partner Nurture Emails

- Stay on top of the latest with our new SHRM Education Partner Nurture Emails.
- You'll find tips, tools, announcements & more right in your inbox.



PRC Tools

- Have you been to PRC lately? We've got great tools to help you plan & promote!
- Stay tuned to tool refreshes & updates to match 2026 branding!

Introducing: PRC Reimagined





THANK YOU!

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