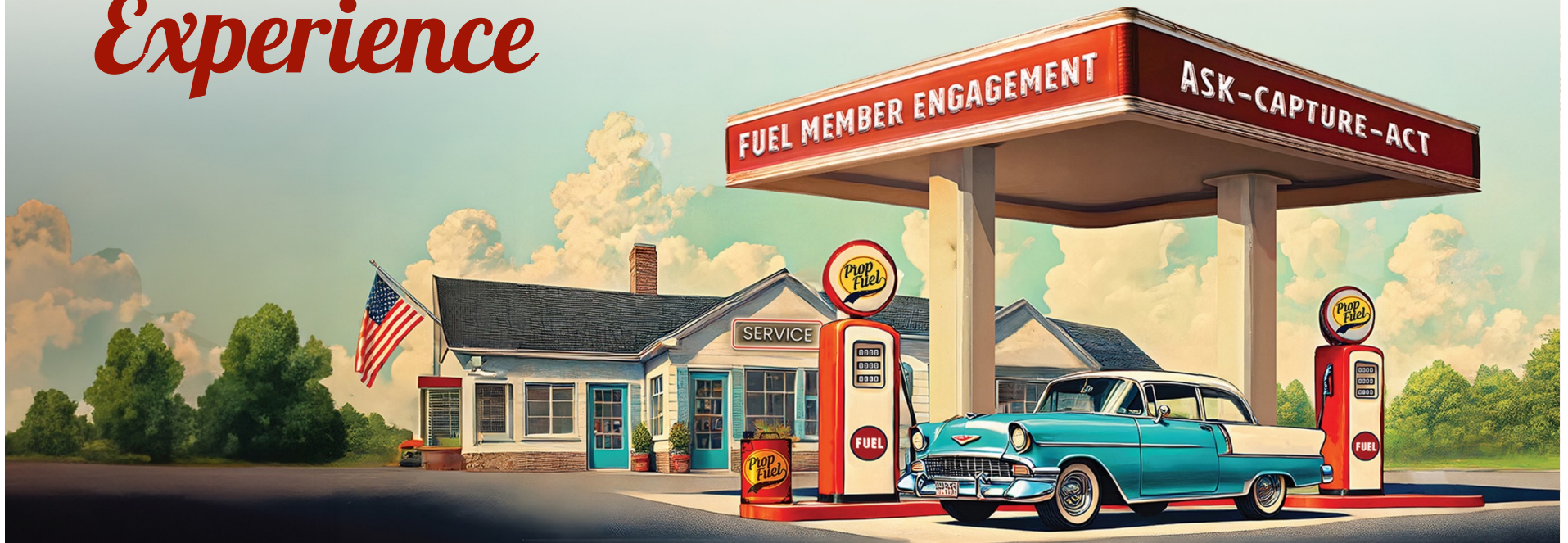


*Client Roundtable - June 26, 2025*



# *The Certification Experience*



# *Engagement throughout the Certification Lifecycle*



1. Gauging Interest & Enrollment
2. Through the Education Journey
3. Celebrating Accomplishments
4. Renewing for Certifications too!





## *What are the Key Benefits?*

### **Real-Time Insights Into Readiness & Intent**

- How are your members feeling about the process

### **Automated, Personalized Nudges**

- Get the right message out at the right time

### **Re-Engage the Unengaged**

- Catch those slipping through the cracks



## *There's a Blueprint for that!*



### Certification:

- Acquisition
- Engagement
- Renewal
- Lapsed Membership = Inactive Certification

Create From Blueprint

▲ Certification (6 Blueprints)

Certification Acquisition ⓘ

Certification Engagement ⓘ

Certification Renewal - Scheduled ⓘ

Certification Renewal - Sequence ⓘ

Lapsed Membership Leading To Inactive Certification - Scheduled ⓘ

Lapsed Membership Leading To Inactive Certification - Sequence ⓘ

▼ Events (6 Blueprints)

▼ Fundraising/Advocacy (2 Blueprints)

▼ Member Acquisition (4 Blueprints)



# Engagement from the Start



It's so nice to meet you, there!

I'm Maureen Musto, President of the ARN Board of Directors, here to welcome you as a new member. I'm so excited to have you as part of our rehab nursing community.

I'd like to learn more about your needs as a member. This will help us better curate your membership experience.

What are you hoping to get out of your ARN membership?

I want to earn my certification

I'm here to earn continuing education credits

I want to be part of the rehab nursing community

I can't wait to attend an event

Something else

## Association of Rehabilitation Nurses

- New members seamlessly enrolled in certification nurture campaign
- Member introduced to helpful tools and resources to build motivation

Earning CRRN



If Question Answered matches Selection = I want to earn my certification

Then Show Text on Landing Page  
and Add to a Campaign - New Member Welcome - Certification Nurture (2024) ✓

Add Another Action

### Certification CRRN Nurture (from New Member campaign)

✓ Active

Design

History

Enrolled Contacts

Workflows

Settings

Enrolled in Campaign



Wait for 4 Day(s)

Edit

Check-in #1

Where are you in your CRRN® certification journey?

Change

Add Question

www.propfuel.com

# Continuing the Conversation



## Association of Rehabilitation Nurses

- Continue to build motivation and direction toward certification

Check-in #2

Would you like to receive 5 weekly CRRN® practice exam questions?

Change

Add Question

Wait for 1 Month(s)

Edit

Check-in #3

What do you need to do next?

Change

Add Question

Wait for 1 Month(s)

Edit

Check-in #4

Which exam domain do you need most help with?

Change

Add Question

98% Enrolled in  
Weekly Test  
Questions!

Check-in #1

Which behavioral theorist introduced the Interactional Model, focusing on the concept of goodness of fit (consonance) versus poorness of fit (dissonance)?

Change

Add Question

Wait for 1 Week(s)

Edit

Check-in #2

Which of the following diseases decreases a patient's metabolic rate?

Change

Add Question

Wait for 1 Week(s)

Edit

Check-in #3

In Erikson's Social Learning Theory, in what psychological stage is an older adult (older than 65 years)?

Change

Add Question

# Uncover Intent - Embark on the Journey



## International Foundation of Employee Benefit Plans

- Providing actionable steps for members based on their certification intent
- Use of contact tags for future outreach to those “Not Ready Yet”

### CEBS

Certified Employee Benefit Specialist® Program

The Certified Employee Benefit Specialist (CEBS), Group Benefits Associate (GBA) and Retirement Plans Associate (RPA) designations fit your development goals by providing relevant education and elevating you and your organization's stature in the benefits community.

To better understand your needs from the CEBS program, we have a question to gauge your interest in the CEBS, GBA or RPA designations.

**Are you ready to start your CEBS, GBA or RPA journey?**

I'm in! Sign me up now!

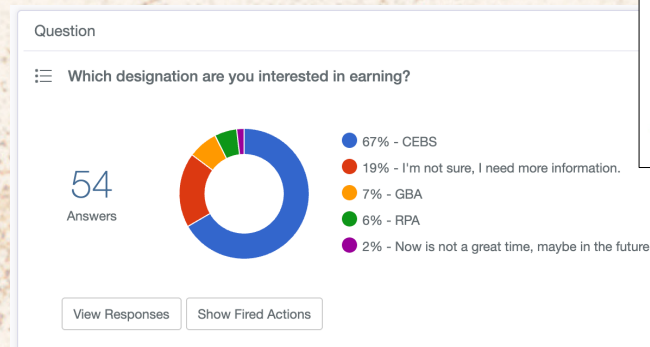
Not sure, I need more information.

Not yet, but I want other ways to get benefits education.

Now is not a great time, but maybe in the future.

Sincerely,

**Linda S. Bielski, CEBS**  
Director of CEBS/Executive Director of ISCEBS  
International Foundation of Employee Benefit Plans



Not this cycle

If Question Answered matches Selection = Now is not a great time, but maybe in the future.

Then Show Text on Landing Page and Add Tag(s) to Contact - CEBS Inquiries suppress until spring 25 and Remove from a Campaign - Inquiry Intention 2025 Sequence

[Add Another Action](#)

### That's great news!

The CEBS designation is a blend of both health and retirement knowledge providing you a comprehensive understanding of the benefits industry.

We can't wait for you to get started! [Register here](#) for your first CEBS® course.

Questions about your next step? Give us a call at (800) 449-2327, option 3, or email [cebs@ifebp.org](mailto:cebs@ifebp.org).

### That's great news!

The GBA designation equips you with a solid foundation in group benefits, covering everything from plan design to compliance and administration.

[Register here](#) for your first GBA course. We can't wait for you to get started, and we recommend you start with GBA 1.

The sooner you register, the sooner we can send you exam study tools!

We're here to help! Give us a call at (800) 449-2327, option 3, or email [cebs@ifebp.org](mailto:cebs@ifebp.org) with any questions.

# Exam Scheduling & Readiness



## AAGO

Hi there,

Congratulations on crushing all the CAM V2 classes—you're SO close to earning your certification! Let's keep that momentum going and get you registered for the exam! You've got this! 🦋

Have you scheduled your test?

Yes, I am all set!

No, I have not scheduled the test yet

## Apartment Association of Greater Orlando

- Enrolled members who completed coursework and just needed to schedule their exam
- Check-ins:
  - Scheduling
  - Pulse Check
  - Practice Question
  - Scheduling Reminder

100%  
Conversion!

Why haven't you scheduled your exam?

I haven't had the time to schedule

Lack of preparation

I do not know how to schedule to schedule my exam

Submit

I know you've been studying for the CAM V2 exam, but I'd like to know how it's going so far.

How are you feeling about your exam prep progress?

1 2 3 4 5

# Boosting Exam Confidence

## Construction Specifications Institute

- Gauged exam readiness at beginning and end of campaign
- Knowledge checks provided insight into additional study material



### Hi there, did someone say Pop Quiz?

We know you're working hard to get ready for the CDT exam. So it's a great time for a practice question! Answer below and then see how you did.

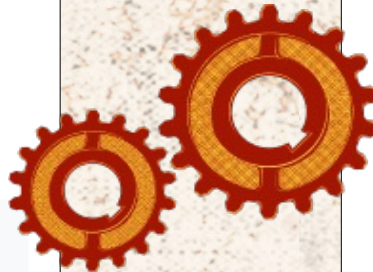
Identify the written format that lays out text of a MasterFormat specification section in a standardized format:

PageFormat

PPDFormat

UniClass

SectionFormat



### That is not correct.

*PageFormat* is the correct answer.

*PageFormat* lays out the text of the *MasterFormat*® specification section in a standardized format.

This question is related to Learning Objective #3 in the study workbook - Describe the relationship between each written format. It is covered under Domain 1 - Fundamentals, Written Formats.

For more detailed information and background related to this question check out:

1. Self-assessment activity 1C – Learning Activity #2, on page 27 of the Project Delivery Study Workbook.
2. Section 1.11.1 of the Project Delivery Practice Guide.

👉 Watch your inbox for the answer so you can go back and review this section later.




[via GIPHY](#)

# Engaging the Certified!

## American Boat & Yacht Council

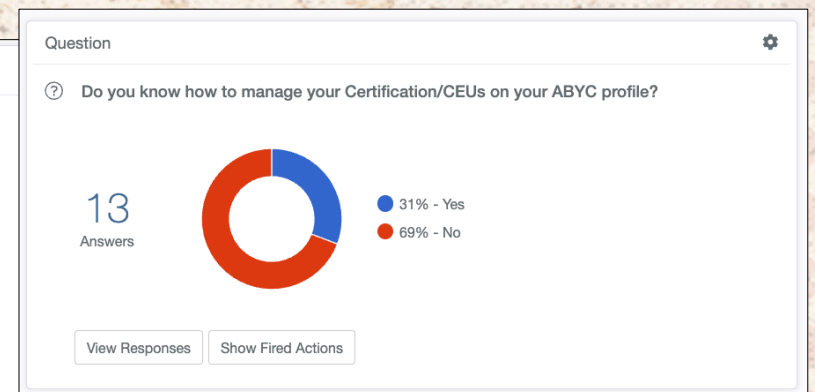
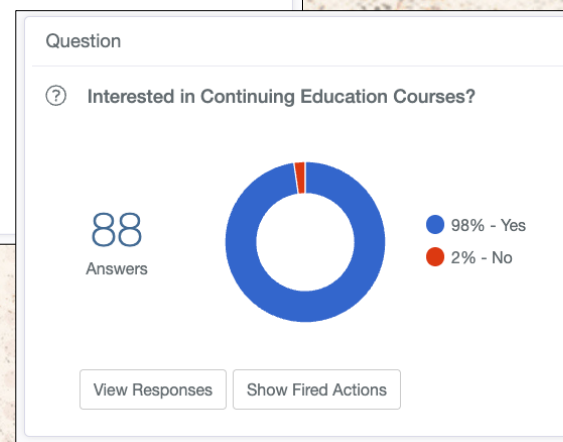
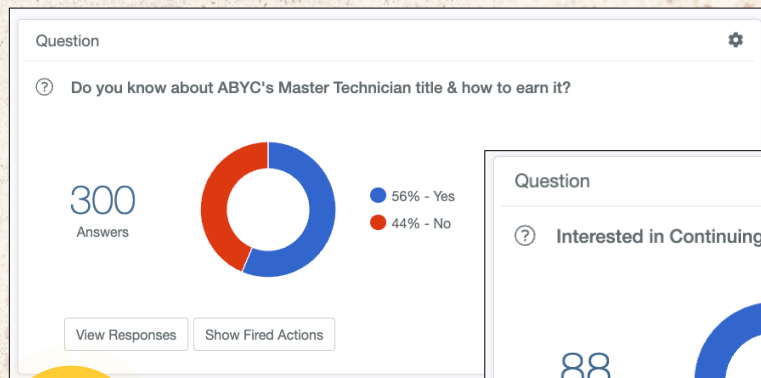
- Uncover gaps in awareness around promotional materials
- Help guide through next steps after certification



Congratulations on Achieving your ABYC Certification!

An ABYC Certification is a testament of your dedication to your trade. Your commitment to safety will raise the bar with customer satisfaction. Marketing your certification to your customers should be a priority in today's competitive environment!


Are you promoting yourself with ABYC's Certified Logos?




37%  
Engagement!

# Let's start the renewal cycle





**Don't lose your certification!**  
Renew by December 31



Hi there,

We noticed that your CRRN is in its renewal period and set to expire at the end of December. We are checking in to see what your plans are.

**Are you planning to renew your CRRN certification?**


Yes

No

I already renewed!

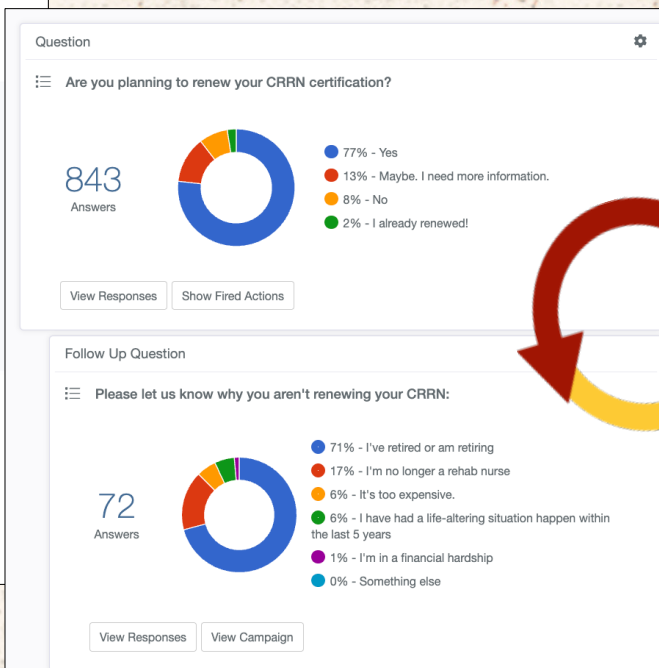
Maybe. I need more information.

Thank You,  
Rehabilitation Nursing Certification Board (RNCB)  
800.229.7530 | [cert@rehabnurse.org](mailto:cert@rehabnurse.org)



## Association of Rehabilitation Nurses

- Connect with members 6 months ahead of certification expiration
- Information for members needing additional support ahead of renewing



## We're sorry to hear that!

### Maybe this could help...

**CRRN Inactive Status** is intended to allow current or recently lapsed CRRNs who have experienced traumatic or life-altering events to delay the 5-year time frame for completing renewal requirements.

## We are here to help!

You have until **December 31**, with late fees, to renew and earn CEs.

Here are a few ways you can earn more CEs:

- On-Demand Webinars
- Earn Free CE with *Rehabilitation Nursing Journal*
- More ways to earn points of credit

[Review your CRRN Status](#)

Please call 800.229.7530 or email [cert@rehabnurse.org](mailto:cert@rehabnurse.org) if you have any questions.

# Renewal Readiness



## National Groundwater Association

- Connect with members where they are at
- Showcase multiple opportunities to pursue continuing education ahead of renewal deadline

**NGWA**

Hello ,

We wanted to check in with you regarding your certification renewal for this year. You have until December 31st to earn your 7 continuing education points (CEPs), and we know some individuals have already earned the necessary hours. In an effort to best support you, please let us know:

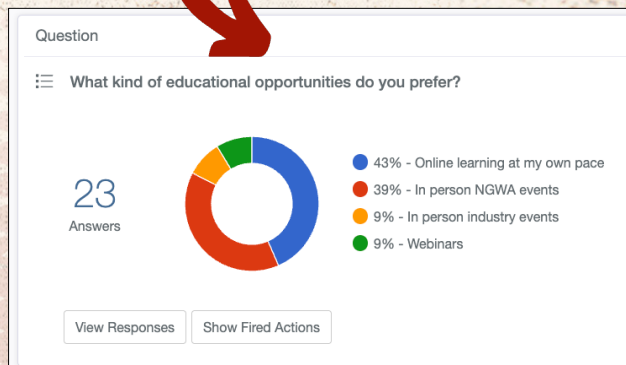
**Have you completed your 7 continuing education points for 2024?**

**How do you plan to submit your certification renewal?**

### Great!

Simply [download your renewal form here](#), and send it in anytime with your annual renewal fee.

You do not need to wait to December 31st, so we encourage you to submit it now so it's one less thing on your to-do list!




# *The earlier, the better!*



## Minnesota Veterinary Medical Association

- Early renewal discount drove action
- Additional insights for those still seeking continuing education credits



Hi ,

Your Veterinary Technician credentials will expire on June 30th, 2024. Your Veterinary Technician credentials demonstrate your dedication to and expertise in the veterinary field.

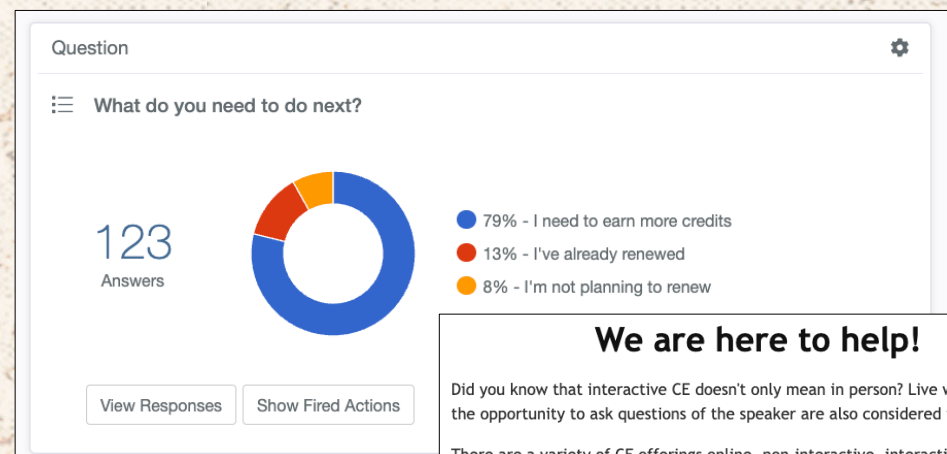
**Did you know you will save \$10 by renewing your certification before April 30th?!**

Yes.

No!

I need more resources

I do not plan on renewing



82%  
Engagement!

### We are here to help!

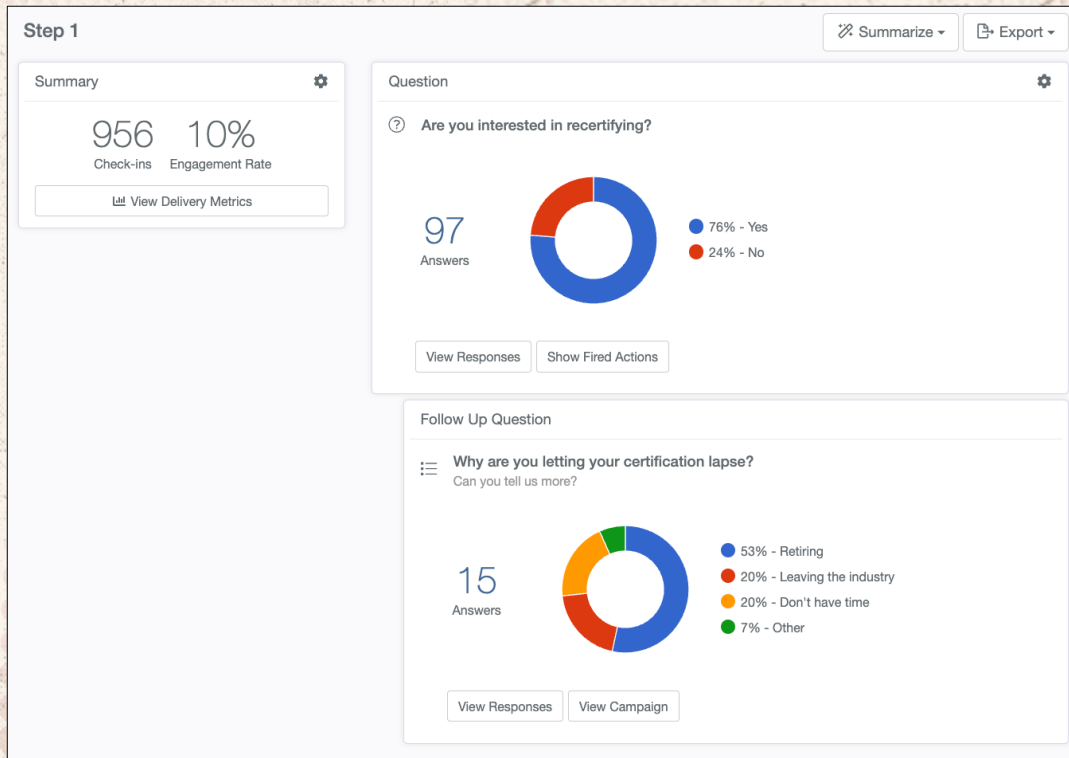
Did you know that interactive CE doesn't only mean in person? Live webinars, with the opportunity to ask questions of the speaker are also considered interactive!

There are a variety of CE offerings online, non-interactive, interactive, paid and free! Click below to access more Vet Tech Resources!

[Veterinary Technician Resources](#)

Need assistance? You can contact us at [marian@mvma.org](mailto:marian@mvma.org).

# Don't let them lapse!



## American Boat & Yacht Council

- 76% of respondents ready to recertify
- Clear, easy steps for members to take

Re-certification is a simple process that re-establishes your educational standing in the industry.

### Re-certification Pricing

The cost for re-certification is \$275, member price, for a 5 year certification. This price includes:

- a copy of the study guide
- the industry recognized NOCTI exam
- upon passing the exam, professional certificate
- all shipping costs no matter where you are located in the world

Re-certification exams are held entirely online and at a fraction of the cost of a complete certification class!

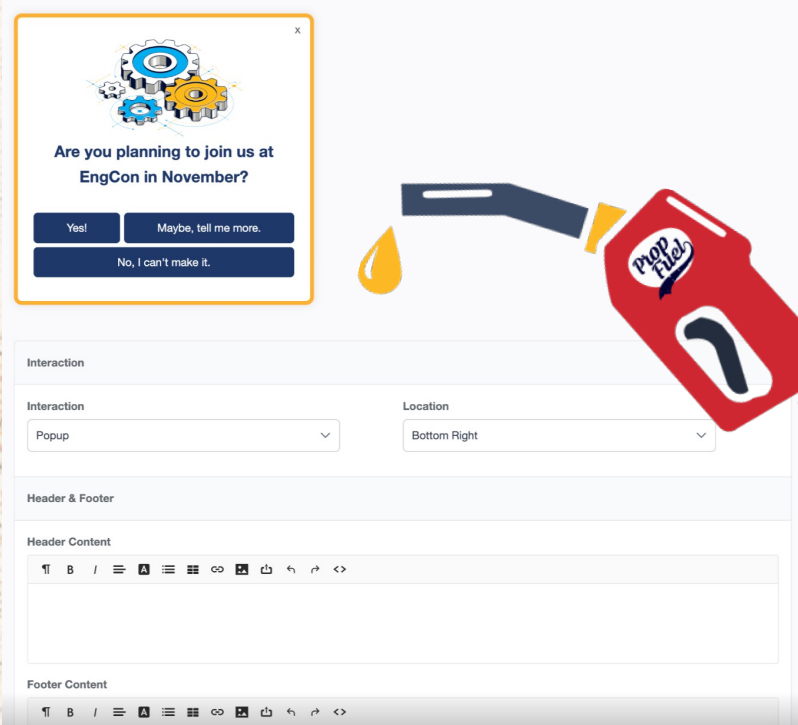
Upon receiving a passing score the certification is valid for another 5 years and you'll be listed on our ABYC Certified Technician Directory.

[Click Here to Purchase](#)



## Product updates!

- **Website Engagement:**
  - New analytics dashboard
  - Visualize your website traffic all from your PropFuel account
  - Collect contact information from your web visitors
  - Header and footer content for your questions
- **Contacts:**
  - Merge
  - Permanently Delete



The screenshot displays the PropFuel website builder interface. At the top, a preview window shows a popup with the text 'Are you planning to join us at EngCon in November?' and three buttons: 'Yes!', 'Maybe, tell me more.', and 'No, I can't make it.' Below the preview, the 'Interaction' section contains dropdown menus for 'Interaction' (set to 'Popup') and 'Location' (set to 'Bottom Right'). The 'Header & Footer' section is divided into 'Header Content' and 'Footer Content', each with a rich text editor featuring a toolbar with icons for bold, italic, text color, background color, bulleted list, numbered list, link, unlink, and source code.

