

# Engagement University 2017

## Mastering Engagement



## Investors Worldwide Have Taken Notice

- » The **Human Capital Coalition of pension and trust funds** with \$2.6 trillion in funds are now demanding that companies invest in human capital, employee engagement and other people-related initiatives.
- » Three leading **international pension fund organizations** with over \$6 trillion have embarked on a separate initiative.
- » **CalPERS, the largest U.S. pension fund**, recently filed a formal request to the Securities and Exchange Commission (S.E.C.) stating that public companies should formally disclose human capital and employee engagement investments.



## The Enterprise Engagement Academy

- » A Certification Program for Engagement Professionals and Supplier Organizations
- » A Resource Library
- » A Learning Network

**CEP**  
Certified  
Engagement  
Practitioner

**CESP**  
Certified  
Engagement  
Solutions  
Provider

SHRM  
SHRM-CP | SHRM-SCP  
RECERTIFICATION  
PROVIDER  
2017

The screenshot shows the homepage of the Enterprise Engagement Academy. At the top, there is a navigation bar with the logo and social media icons (LinkedIn, Twitter, Facebook, YouTube, Instagram). Below the navigation bar, there is a main banner area with a man in a blue shirt holding a tablet displaying the website. The banner text reads "Join the EEA" and "Our basic membership is free. With paid membership you can start the certification process immediately, at no additional cost. And you'll gain instant access to our online courses and extensive white papers, tools and videos." Below the banner, there are three columns of text with icons: "Boost Your Career", "Stand Out as a Service Provider", and "Get Certified". At the bottom, there is a footer with copyright information and a privacy policy link.

ENTERPRISE  
ENGAGEMENT ACADEMY

NEWS | MEMBERSHIP | CERTIFICATION | COURSE | FACULTY | RESOURCES | SPONSORS | ABOUT | FAQ | CONTACT US

Join the EEA

Our basic membership is free. With paid membership you can start the certification process immediately, at no additional cost. And you'll gain instant access to our online courses and extensive white papers, tools and videos.

Get Started

Boost Your Career

Stand Out as a Service Provider

Get Certified

EEAA offers three levels of certification to help you distinguish yourself as an engagement professional. The Certified Engagement Practitioner (CEP), The Advanced Engagement Professional (AEP), and the Master Engagement Professional (MEP) designations.

As soon as two or more of your employees become certified, your organization earns the corresponding corporate-level designation: CESP, AESP, and MESP. We supply you with the logos so that you can proudly display your leadership.

Become an EEAA member today. Your paid membership makes you eligible to earn your certification at no additional cost and unlocks our growing collection of resources that will help you master the field of enterprise engagement.

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## Companies of All Sizes Have to Prepare

- » The **International Standardization Organization** is now creating standards for all aspects of human capital and employee engagement, some of which will be added to ISO 9000 quality management and multiple other standards.
- » Organizations cannot “flip a switch” with a simple purchase to comply with the likely standards and disclosures. They will need to be informed of these company disclosures and standards and need time to prepare.



## Join us

### » Certify individuals and your organization

Free Registration	Individual Professional Member	Enterprise Engagement Academy Corporate Member \$500 Per Year
Free	The price for membership is <b>\$125.00</b> Membership expires after 1 Year. <a href="#">Refund Policy</a>	The price for membership is <b>\$500.00</b> Membership expires after 1 Year. <a href="#">Refund Policy</a>
Includes basic access to resources and one sample course	Includes all resources and certifications (for one).	Includes all resources, all certifications (for two) and all corporate offerings.
<a href="#">SELECT</a>	<a href="#">SELECT</a>	<a href="#">SELECT</a>
<a href="#">More Info</a>	<a href="#">More Info</a>	<a href="#">More Info</a>

- » Develop and publish courses
- » Create an Affiliated Academy

The screenshot displays the Enterprise Engagement Academy website. At the top, the 'Appcast' logo is visible. The main navigation includes Home, Certifications, Webinars, Courses & Programs, Faculty, Academics, FAQ, Blog, and About. The page features several course cards, including 'Programmatic Recruitment Advertising' and 'The CEP Certification Course'. The CEP Certification Course page is highlighted, showing its description, 'Engagement Toolkit', and a grid of 'Core CER/AEP Modules' such as 'Principles of Enterprise Engagement', 'Fundamentals of Employee Engagement', and 'Skills and Customer Service Engagement'. A sidebar on the right promotes 'SHRM Recertification Provider 2017' and 'CEP and AEP holders earn SHRM PDCs'. At the bottom, there are sections for 'Earn Your Course' and 'Get Certified', along with 'Certification Preparation Modules'.