

WRMA's Learning and Resource Center is
**your go-to partner to effectively
train or support your audiences.**



OUR SERVICES INCLUDE:



INSTRUCTIONAL DESIGN

- Transitioning in-person trainings to virtual learning
- Face-to-face and webinar design and facilitation
- e-Learning and microlearning development
- Communities of practice implementation
- Application of adult learning theory to design



GRAPHIC DESIGN

- Digital materials (e.g., web graphics, presentation slides, and email campaigns)
- Print materials (e.g., flyers, brochures, and large format graphics)
- Infographics, charts, and research posters
- Data and annual report layouts



VIRTUAL MEETING SUPPORT

- Effective audience engagement strategies to ensure your online meeting is as effective as an in-person gathering
- Content development and presenter coaching
- Platform selection and facilitation
- Webinar administration



508 COMPLIANCE

- Design and development of materials with 508 requirements in mind
- PDF, website, and e-Learning testing and remediation against various standards (WCAG, HHS, PDF/UA)
- JAWS testing



WEB DESIGN

- Project management
- Competitor analysis and brand audit
- Design, development, and maintenance (WordPress)
- Marketing integration strategies (e.g., social media, email, search engine optimization)



INFORMATION DISSEMINATION

- Content creation strategies
- Marketing campaign development and execution
- Social media campaign design and management
- Email campaigns and list-building strategies (MailChimp, Constant Contact)
- Audience engagement metrics

WHO WE ARE

WRMA is a certified small business providing highly responsive management consulting, data analysis, subject matter experts, and technical assistance.

For 40 years, we've been empowering our clients with innovative solutions to create better futures for vulnerable populations.

WRMA's Learning and Resource Center is a centralized team of designers with the expertise, skills, and creative know-how to help you effectively reach your audiences.

Learn more about us at www.wrma.com.

CONTACT US

For additional information email us at info@wrma.com.

