

A group of four professionals (two men and two women) are standing in an office, looking out a large window. They are leaning on a glass railing. The scene is brightly lit with natural light from the window. The background shows a blurred cityscape.

5 DEMANDS FOR YOUR EDUCATIONAL PARTNER

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Colorado Technical University
Accredited by the Higher Learning Commission

It's no secret that today's job market is competitive. Fast-acting companies are investing in their employees through discounts on education, tuition grants and now, most importantly, **educational partnerships.**

While a basic discount and waived application fees are nice, **the most effective educational partners are ones that bring more to the table.** Instead of following a cookie-cutter approach, they have the flexibility to **deliver solutions that best fit your needs.**

When you evaluate educational partners, make these **5 demands to strike the most beneficial relationship.**

EDUCATIONAL TECHNOLOGY

It goes without saying, but your employees are working professionals who have commitments outside the office. Adding education to the mix could be a difficult task for those employees – especially if it requires them to be in the classroom for hours each week.

Luckily, in addition to providing online courses, the most innovative universities are leveraging online technology to provide students with highly personalized learning experiences, allowing them to move quickly through concepts they know and immediately address those areas where they need to improve.

Given the substantial benefits, it's important to investigate whether your potential educational partner is not just using the technology but also evolving tools to better help each student.

ADVANCED EDUCATIONAL TECHNOLOGY CAN CONTINUE TO PROVIDE STUDENTS WITH:

- The skills to impact your business
- The ability to retain information for the long haul
- Higher confidence levels

REAL-WORLD FACULTY MEMBERS

In order for your employees to get an industry-current and relevant education, they need to learn from seasoned professionals who bring real-world experience into the classroom. An educational partner that is truly focused on having its students – your employees – succeed in and out of the classroom will have these experienced professionals in a variety of disciplines.

These experienced professionals aren't just teaching the courses; they are driving the curriculum to ensure it adapts with industry demands. Having access to such industry experts from top companies will allow your employees to gain the practical knowledge and skills they need to tackle the hard-hitting problems that your business will face today and tomorrow.

HOW TO DETERMINE IF AN EDUCATIONAL PARTNER FEATURES REAL-WORLD FACULTY:

- ☐ Do faculty members have industry experience outside of the classroom?
- ☐ Do faculty members help drive the university curriculum based on industry demands?
- ☐ Have faculty members held leadership roles at companies within the industry they teach?
- ☐ Do faculty members have experience teaching in both the online and in-person environments?

STRONG TIE TO CAREER SERVICES

To be successful, your company needs to advance its current employees' skills as well as attract and retain new talent. That's why your educational partner's Career Services department shouldn't solely be available to your employees who enroll at the university.

Instead, your educational partner needs to be just that – a partner – who works with you directly to help you find qualified, experienced graduates for the hard-to-fill positions at your organization. Your partner should also provide resources, like virtual career fairs, to connect you with recent graduates from key programs, like IT, Computer Science and Business.

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SUPPORT MOBILE LIFESTYLES

In order for your employees to truly be able to balance work, their education and everything else, your educational partner must have mobile lifestyle options – such as online courses, and mobile friendly apps and websites. Such technological tools will prevent your employees from feeling confined in a classroom for several hours each week and mitigate burnout.

It's also vital to seek a partner that makes choices and takes actions to best support the military, veterans and their families. Such universities are members of military associations, like Servicemember Opportunity Colleges, and support military organizations, like the Yellow Ribbon Program. They are also eligible to receive Tuition Assistance or the GI Bill, and have policies in place to accommodate military training, deployments or temporary duty assignments.

HOW TO DETERMINE IF YOUR COLLEGE IS MILITARY FRIENDLY:

- ☐ Does the school accept prior eligible college course work in transfer credits?
- ☐ Do they consider applicable credits for military training?
- ☐ Is the school a member of Servicemember Opportunity Colleges?
- ☐ Are they eligible to receive Tuition Assistance or the GI Bill?
- ☐ Do they support military organizations such as the Yellow Ribbon program?

All of these qualities will confirm that your partner is truly dedicated to supporting adult learners in the best ways possible.

REPORTING

With any initiative, you need to know that it provides true value. An educational partner that embraces your organization's success will work with you to provide data that illustrates your return on effort.

Through reporting, your partner should provide insights on employees who enrolled at the university, such as the degrees they are working toward and where they are located geographically. This reporting should reveal progress being made against your organization's key performance indicators and goals. Such optimization will show the importance of providing quality education to your employees and how the partnership helps retain and grow your company's talent.

Identifying the right university as your educational partner is a strong first step in helping your organization keep and grow its talent. But it's just the beginning. Follow these tips to make the most of your educational partnership. [Click for link to 5 Pillars of Success for Any Educational Partnership.](#)



ABOUT THE AUTHOR

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Founded in 1965, Colorado Technical University (CTU) provides higher education for today's career focused students and is accredited by the Higher Learning Commission and a member of the North Central Association of Colleges and Schools. CTU's industry-focused curriculum has courses taught by instructors – many with experience in the fields that they teach. At CTU, students can collaborate with peers all over the country in an award-winning Virtual Campus, which was recognized as the “Best of the Best” in the Education and Academia category of the 2009 Computerworld Honors program. Students can choose from more than 100 undergraduate and graduate programs online and at campuses in multiple cities. For more information, visit coloradotech.edu.

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