

## CASE STUDY

How Accelerated Pathways Identified  
\$17M in Tuition Savings for a  
Multinational Shipping Company



## The Situation

### *Seeking an Education Partner to Support Upskilling and Advancement of Frontline Workers*

In 2016, a leading multinational shipping company sought to redesign its existing education benefit to focus on supporting upskilling and advancement opportunities for their frontline workforce. While the organization had an existing education partner, it offered no personal advising options or human interaction. Employees were funneled to a closed network of educational providers using only self-directed options.

The organization leaned on its current Tuition Assistance processing provider to seek an advising solution that could be implemented quickly and successfully. Accelerated Pathways was identified as the best candidate. They partnered with the tuition assistance processing provider to find the right academic advising solution for the organization's growing employee population.

## The Objective

### *To provide an excellent post-secondary academic experience and save both the employee and company money compared to competitive offerings*

In order to expand engagement of employees utilizing the tuition assistance program, the company wanted to focus on providing better guidance for frontline workers to meet their educational and advancement goals while maximizing their tuition assistance benefits. They sought an education partner who could provide a white-glove academic advising experience in addition to an open network that expanded learning options.

The company identified two main goals for their education benefits program:

- Create greater opportunities for employee development through unlimited personal advising support
- Expand educational options within an open network of regionally accredited colleges to promote upskilling and advancement opportunities

# The Action We Implemented

## *Making the Program More Effective with White-Glove Academic Advising and Greater Educational Opportunities*

Over the next three years, the company worked with Pearson Accelerated Pathways to make their education benefits program more appealing to frontline workers and effective as an advancement strategy.

**The first step** was to implement a white-glove, student-centric approach to academic advising. We began by understanding the upskilling needs, advancement opportunities and career goals of the employees in order to match them with the best educational pathways. Accelerated Pathways dedicated a full team of academic advisors who:

- Learned the company's culture, needs, job functions and internal processes
- Completed modules on the company's tuition policies, partner schools and tuition benefits

We guarantee that anyone from Accelerated Pathways who touched the company's account would be certified with seamless knowledge of the company's policies and be able to provide a top-notch academic advising experience to employees.

**The second step** was to expand the educational offering with a full portfolio of schools and degree options from a vast open network.

We offered:

- Open options to our network of more than 2,000 colleges with a greater selection of associate and bachelor's degrees;
- Tremendous flexibility with the company's existing educational partnerships; and
- Courses from a Global Digital Classroom that offer guaranteed transfer credit to all Regionally Accredited colleges.

All options were presented in an unbiased, neutral method based on the employee's best pathway to upskilling and promotion within the company. AP does not take a revenue share to refer students to a particular college, which is typical for the industry, but instead generates revenue through courses taken in the Global Digital Classroom. This model allows AP advisors to truly keep the learner's needs at the center of the college decision, and not fill an enrollment quota for a particular college.

# The Results We Achieved

*Advancing Employees on Desired Pathways while Exceeding Program and Participation Expectations*

## Over the three years of the program, Accelerated Pathways:



Advised more than **9,000** employees on their higher education opportunities.



Completed research for and presented college options to more than **4,000** employees



Enrolled more than **1,600** employees in the Accelerated Pathways Global Digital Classroom (GDC)

Within the first year of implementation, we advised 1,042 employees. We successfully provided open network responses, expanded training programs, degree offerings and overall enrollment. Overall employee satisfaction with the academic advising process was positive based on survey results.

In addition to saving the company tuition assistance dollars, we supported and educated more employees – with student employees persisting at twice the rate of their counterparts.

### Key value points delivered:

- 9,350 Learners were advised over a two-and-a-half-year period.
- These learners were cumulatively presented with 10,000 different learning pathways at more than 2,000 colleges and universities with everyone seeing an average of 5 different options complete with cost, time, and transfer credit estimates.
- Learners frequently commented that the Advising process was the watershed moment of their decision



process, resulting in learners consistently giving AP World Class customer loyalty scores (Net Promoter over 3 years was 9.03 out of 10).

- 99% of all credits earned through the GDC transfer to the learners matriculating institution translating

to a 1% credit loss, which is virtually unheard of in the industry.

- All of this while identifying a net savings of more than \$17,000,000 in tuition costs

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## Success delivered



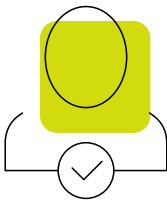
Full portfolio of more than **2,000 colleges** to choose from, open network



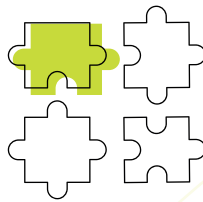
**Global Digital Classroom** option with additional degree cost/time savings



**White-glove approach** to advising, counseling and coaching



**Student-centric options**, not beholden to any specific college



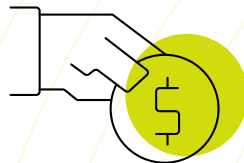
**Flexibility** with the company's preexisting college relationships



**Customized reports** showing employees how to efficiently utilize their tuition assistance benefits

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## Savings provided



Employees saved an average of **\$11,000** on their degrees.

Accelerated Pathways identified over **\$17,000,000** in tuition savings.

# Testimonials

*"The program is absolutely outstanding. The advisor never made me feel anything other than support and true commitment to my progress and collegiate completion."*

— Eugene J.

*"Great support! They find a solution for every obstacle."*

— Jesus R.

*"They walked me through the process step by step, answering every question and anticipating other questions I didn't ask. Two phone calls are all it took for me to be registered for classes with the information that will help me all the way to graduation. This is a great service."*

— Caitlin N.

*"WOW, this has been way easier than I thought it would be!!"*

— Lisa M.

*"Great service! The advisor showed me how to maximize my tuition assistance."*

— David C.

*"My advisor answered every question I had with ease and would stop to make sure I understood and if I had any questions. I feel confident with my journey going back to school knowing he'll be there to guide me along the way."*

— Kristen C.

*"They're making it easy to get a degree."*

— Donald F.

*"My counselor has made me excited about furthering my education. I can't wait for my first class towards my future."*

— Cardell M.

*"I never thought I could afford a degree. Through you it seems possible."*

— Donald C.

*"I've never had a company have a simpler way of doing this process. There were no hurdles or hoops to go through. They asked the right questions and made the experience very worthwhile. Informative, attentive and knowledgeable. Thank you!"*

— Chrystopher M.

*"Very professional, answered a million of my questions and broke down multiple ways to get this degree. I wish I attempted this much sooner!"*

— Jhane H.

# Accelerated Pathways Overview

For years, Pearson Accelerated Pathways has been developing superior workforce training programs for enterprises of all sizes. Our mission is to provide companies with cutting-edge training solutions that improve employee skills and build a more competitive and engaged workforce prepared for the future. We believe that when solutions are data-driven and people-centric, it maximizes the organization's impact on their industry and larger society.

Our special formula involves offering world-class learner advising, a signature College Options Report and a user-friendly Global

Digital Classroom that saves learners \$447 on average per college course. Best of all, courses offered through our Global Digital Classroom are Regionally Accredited and come with a transfer guarantee. In addition to bachelor's degrees and higher, we also offer programs specific to ESL, GED, certification and associate degree seekers. By partnering with thousands of colleges, Accelerated Pathways is able to offer the most competitive education package tailored to each company's learning and development strategy.

## Contact Us

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