



Business Guide to Tuition Assistance Education Partnerships

Benefits of a Tuition Assistance Education Partnership



Tuition Assistance Education Partnerships

Thank you for considering an educational partnership with the Cummings Graduate Institute for Behavioral Health Studies (CGI).

To fulfill our goal of filling the need for education and training specific to the integrated care workforce, we partner with mission-aligned healthcare organizations to make our high-quality education and training accessible and more affordable for those pursuing integration efforts.

We invite your organization to join us as a partner through our tuition assistance partnership program. As a Tuition Assistance Education Partner, employees at your organization will be eligible for a tuition discount for the Doctor of Behavioral Health (DBH) program. The 100% online DBH degree program delivers doctoral training in integrated behavioral healthcare to master's degree-level clinicians and health professionals. The degree is designed to address the unmet educational need to prepare behavioral health providers to practice in primary care and other medical settings as part of an interdisciplinary team.

As a lean and nimble organization, we are able to develop customized approaches, tailored to an institute or organization's specific needs and provide educational offerings that are flexible and affordable.

This guide includes a list of frequently asked questions, which can assist your organization in determining if a Tuition Assistance Education Partnership is the right fit for your workforce and company goals.



Should your company offer a Tuition Assistance Program (TAP)?

A TAP is a great investment in your workforce and a valuable addition to your employee benefits offerings. Short term and long term benefits to consider include:

- Partnering with educational institutions, like CGI, reduces the cost of developing and implementing internal workforce development programs.
- Tuition assistance can be tax deductible up to \$5,250 USD per employee annually.
- Professional development keeps employee skills fresh and fills workforce knowledge and training gaps.
- Employees gain valuable new skill sets and typically choose projects related to improving your company in course assignments. This allows you to train employees for future management or executive positions. At Cigna (2016) 10% of their participating employees were promoted.
- Forbes (2020) states 40% of dissatisfied employees leave their employers. A TAP can reduce talent management and acquisition costs by providing an upward pathway for under-skilled workers and reducing attrition due to competing employers.
- Cigna (2016) revealed investing in professional development increases employee retention by 8% and increases productivity rates.
- Investing in your employees as they are completing a degree is a win-win for the company and the employee. At Cigna (2016) they found a 129% ROI.
- A TAP makes your company more competitive to top talent in the workforce.



Considerations for your Company

To launch a TAP, your company will need to independently determine how to structure the benefits and eligibility requirements of the Tuition Assistance Program. Developing branded resources for your employees and providing key FAQ's related to the tuition discount will increase participation and ensure your employees understand the value and requirements of the program. The internal requirements are up to you to design, and should be carefully considered to ensure success of the program. Below are questions to frame the development of a TAP structure within your organization.

1. How would the program need to be structured so that both the employee and your company mutually benefit?
2. Is a Tuition Assistance Program aligned with your company mission and strategic plan?
3. Would a strategic plan for a company Tuition Assistance Program help to maximize the benefits for your company and your employees?

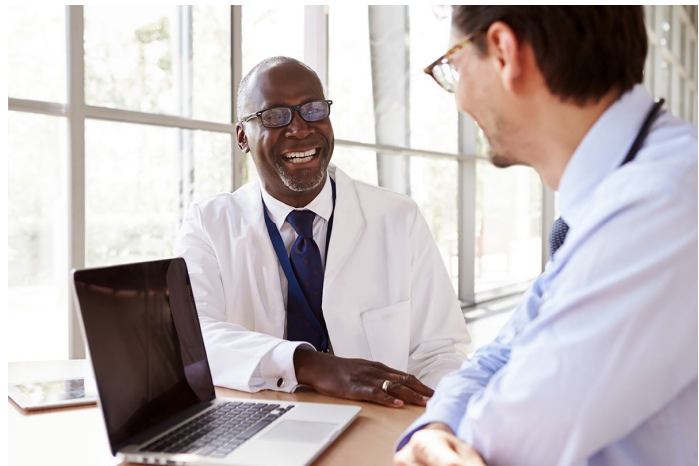
What is the best type and TAP structure for your organization?

Types of Tuition Assistance Programs

Type of TAP	Strictly Tuition Discount	Employee Tuition Scholarship or Grant	Employee Reimbursement
Level of company involvement	Low	Medium - High	Medium - High
Required company financial resources	Not applicable	Your company will provide financial resources to supplement employee tuition costs, otherwise known as a grant or scholarship option	Your company will provide financial resources to supplement employee tuition costs, after employee has paid initial costs upfront
Level of financial investment	Not applicable	Determine between partial or full scholarship or grant	Determine between partial or full reimbursement
HR policy requirements	Minimal policy requirements to be written into your company's HR policies	Will require in-depth policy requirements to be written into your company's HR policies	Will require in-depth policy requirements to be written into your company's HR policies

Return on investment (ROI) can be a key factor for determining when and how to implement a TAP. An ROI example can be found on [Cigna's Education Reimbursement Program](#). The Lumina Foundation did an [analysis](#) of Cigna's program and found the following:

- 10% of employees were more likely to be promoted
- 8% of employees were more likely to stay at Cigna
- 7.5% of employees were more likely to transfer within Cigna
- 43% incremental employee wage gains
- 129% total ROI



How can a Tuition Assistance Program align to your company goals?

Aligning tuition assistance investments with high-priority talent needs will help fill gaps in your workforce and create strategic talent pipelines within your company. This can be done by providing information about which degrees and credentials are in high-demand within the organization, so employees can pursue valued credentials. Once the end goals of your company's education assistance program have been determined, it's time to align the goals of your employees within that framework. Bring in HR early in the process.

Keep in mind that some of the causes of non-use of employer TAP benefits include confusion or limitations of time-related requirements (full-time vs. part-time employment status) and requirements for employees to pay up-front costs, even if there is reimbursement at a later date. Being aware of potential obstacles for participation upfront can help you develop a program in collaboration with an education institution that is accessible, flexible, and efficient, can improve participation rates and ROI. A clear communication path between employees, human resources, and management will help your organization discover possible barriers as the program progresses and increase the enrollment of your TAP within your workforce.

How to create a strategic plan to maximize the benefits of a Tuition Assistance Program

Measure the ROI of your employee tuition assistance program to understand what benefits the company receives from its investment. Identify benefit factors important to your business's performance and start tracking supporting information at the beginning of the program's launch.

What outcomes are you looking for? Are they measurable? As a first step, consider systematically tracking the percentage of employees using the TAP, degree levels, fields of study pursued by employees and their degree attainment results.



Other information to consider

For information about other companies that offer an education assistance program, [click here](#). For more information on how to structure a TAP, visit our [How to Structure a TAP Guide](#).

Next Steps to creating a Tuition Assistance Education Partnership with CGI

If your organization is interested in moving forward with a tuition assistance education partnership with CGI or has additional questions please contact:

Alicia Iniguez Ed.D.
Director of Continuing Education and Partnerships
480-285-1761 ext. 7
ainiguez@cgi.edu

We will guide you through next steps towards solidifying a partnership in alignment with the current academic calendar year and your organization's goals.



This guide is provided by Cummings Graduate Institute for Behavioral Health Studies, a nonprofit online university offering the distinguished Doctor of Behavioral Health degree exclusively focused on the growing field of integrated care.

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