



Business Guide to Tuition Assistance Education Partnerships

Benefits of a Tuition Assistance Education Partnership



Considering Offering a Tuition Assistance Program (TAP)?

[Recent survey data](#) validated the impact of employee tuition assistance, finding that 84% of employees cited tuition assistance as an important factor in their decision to join their companies.

93% of respondents said that using their employer's tuition assistance program helped them develop the skills they needed to grow within their company, and 85% say the program made them a more effective employee.

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 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 fills workforce knowledge and training gaps and infuses knowledge of best practices into your organization.
- 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.
- 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% return on investment.



Considerations for your Company

Your company will first need to decide what type of Tuition Assistance Program is right for you. The internal requirements should be carefully considered to ensure success of the program.

Type of TAP

Consider these three types of Tuition Assistance Programs:

1. **Group Tuition Discount:** In this type of TAP, your company can partner with CGI to ensure a tuition discount for 2 or more of your employees, but you would not be committing any financial resources towards the tuition, and you would need minimal HR policy requirements.
2. **Employee Tuition Reimbursement:** In this type of TAP, your company provides financial resources to supplement partial or full employee tuition costs after employees pay initial costs upfront. We recommend more extensive HR policy requirements to be written in this type of TAP.
3. **Employee Tuition Scholarship:** In this type of TAP, your company provides financial resources to pay the upfront employee tuition costs. Your company determines whether you'll cover partial or full tuition costs. We recommend in-depth HR policy requirements to be written in this type of TAP.

Return on Investment

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 that employees participating in the program were more likely to be promoted and more likely to remain employed at Cigna. Cigna reported a 43% incremental employee wage gain and a 129% total ROI for their program, indicating a clear incentive for companies considering how to make their benefit dollars go further.

Alignment with your Mission, Goals, & Strategic Plan

How does your organizational mission support professional development for your workforce? Do you have structured conversations with your employees about career development?

A clear communication path between employees, human resources, and management will help your organization identify and overcome barriers as the program progresses.

Funding a Tuition Assistance Program

First, identify the factors important to your business's performance. What outcomes are you looking for? Are they measurable?

Many companies begin this process with a SWOT analysis, then use a TAP as a strategy to overcome weaknesses related to workforce skills or knowledge deficits.

Without a specific strategy to train up the workforce, connected to the operational budget for professional development, your organization may not be able to shore up against threats.



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

If your organization is interested in moving forward with a tuition assistance education partnership with CGI or has additional questions please email Amanda Harrison aharrison@cgi.edu to discuss next steps. We will guide you through next steps towards solidifying a partnership in alignment with the current academic calendar year and your organization's goals.



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