

Strategic Enterprise  
Education with InStride<sup>▼</sup>



# We transform enterprises through education.

Case Study

## Starbucks College Achievement Plan

### Problem

Create a **compelling in-store experience** through superior customer service, while increasing barista satisfaction and retention.

### Solution

The Starbucks College Achievement plan, offering fully funded online degrees, launched in June 2014.



**13,000**

Total participants across 32 states and 3 countries.

**4,000**

Graduations on the way to 25,000 by 2025.



**20%**

Percent of new Starbucks applicants list education benefit as primary motivation.

**92%**

Participant retention (compared to 62% non-participant).



*"I'm a believer in embracing new ways of learning and creating opportunities for people, and I believe that great things happen when you do that."*

Kevin Johnson, CEO Starbucks



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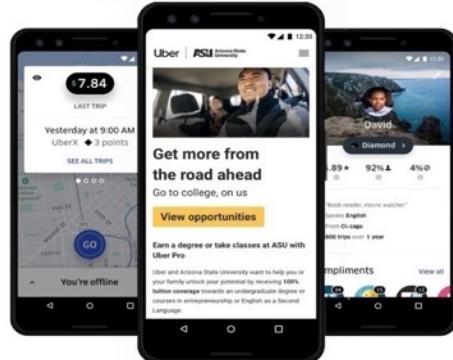
## Uber Pro & Uber Customer Support Problem

Increase customer satisfaction through increased loyalty from the most profitable and highest-rated drivers who often drive for competitors as well.

## Solution

High employee-demand program built to drive retention and mobility. Offering **100% tuition coverage** for Uber Pro drivers, also extended to a family member. Early success of Uber Pro led to Uber Call Center expansion that aligns undergraduate degrees to career opportunities within Uber.

# Uber



## 200K

Unique visits to Uber landing page during month of launch.

## 60%

Uber Driver awareness of program.



## 33%

Uber Customer Support interest in program.

## 6%

Uber Customer Support program participation.



*"Thank you so much, from the bottom of my heart, for this opportunity. I am beyond grateful for this opportunity and I hope to continue my education with Uber + ASU. With this program I hope to continue my professional career with Uber as a college graduate!"*

Karen J.  
Uber Customer Support Team Member



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## Aramark Frontline Education Program

### Challenge

- Create career paths for front-line employees.
- Improve retention.
- Address mid-level management upskilling needs.

### Solution

- Aramark Frontline Education Program announced in July 2019 offers fully-funded college degrees for eligible learners.



**40,000+**

Total eligible learners.

**9,000+**

Employees visited program page since October 2019 – engagement driven via home mailers, posters, social media.

**28%**

Of eligible employees visiting landing page requested eligibility verification since October 2019.

**144**

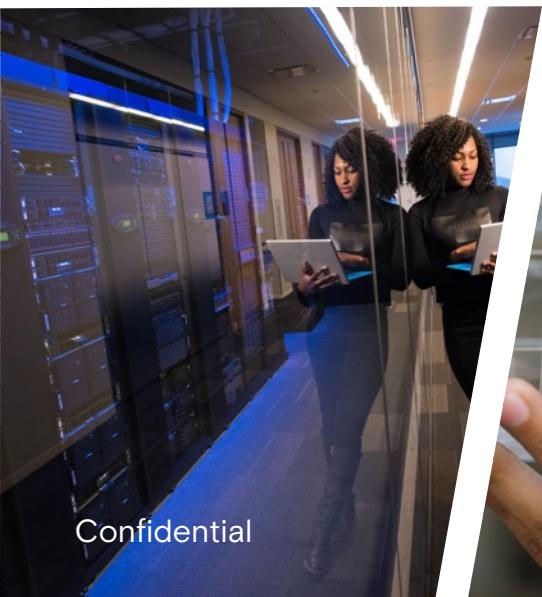
Learners in first semester of program, including earned admission & bachelors students.



*"We have a responsibility to help our employees achieve their full potential and lead fulfilling lives...education is key to making that happen"*

Erik J. Foss, Former CEO Aramark





Confidential

## We've built a high quality, highly curated, global academic network for corporations.

### Vetted programs targeting in-demand skills and careers.

- In-demand programs across all subject areas including business, technology, healthcare, liberal arts, engineering, finance, and vocational
- Coverage across high school, bachelors, masters, certificates, and skills training

### Only top-tier institutions with trusted reputations.

- Public research institutions with unassailable reputations.
- Track records of student supports and graduate success.
- Global network to serve a global workforce.

### Access to expertise and learning design.

- Access to world-renowned faculty, research and policy experts.
- Workforce insights from leading academy and industry peers.
- Opportunities to co-design custom learning programs.

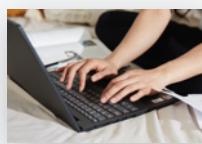




# We focus on the right education for working adults and their families.

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- **Relevant:** In-demand programs and credentials across all subject areas including business, technology, healthcare, liberal arts, engineering, finance, and vocational
- **Flexible:** Online synchronous and asynchronous options with dedicated supports.
- **Accessible:** Inclusive, pathways and programs for every employee (e.g., Earned Admissions).
- **Adult-focused:** Pedagogy designed for adult engagement and immediate applicability
- **Scalable:** Infrastructure and processes already supporting tens of thousands of learners.



## High School Diploma

Competency-based, career-focused curriculum with preparation for continued university study.

## Pathways

Earned Admission path allows less prepared students a low-risk, low-cost pathway to a degree program.

## Bachelor Degrees

Full range of degrees with a particular focus on high-demand fields

## Graduate Degrees

Masters, PhDs, and graduate certificates to build deep expertise.

## Short-form Credentials

(For-credit) Less than one-year programs with targeted content and boosts in skills, often stackable credentials.

## Skill-building and Training

(Not for-credit) Quickly refreshen up or learn a new skill or language in one hour, week, or year.



# A deeper look at our top-tier academic network:



## Arizona State University Online

- #1 University for Innovation.
- Top 5 in the U.S. for Producing the Best-qualified Graduates.
- #6 Best Online Bachelor's Program.
- #2 for Online Graduate.
- 300+ Online Bachelor's, Master's, and Continuing Education Programs.



## University of Washington Continuum College

- #22 Public University.
- #60 in the World for Graduate Employability.
- Custom Certificate Programs for Upskilling Knowledge Workers in Data Science, Analytics, IT, and Business.



## Dublin City University

- #51 World University.
- Named a Top 50 Young Academic Institution on QS World University Rankings.
- Bachelor's Degrees, Master's Degrees, and Certificates.



## City University of New York School of Professional Studies

- #12 Best Online Bachelor's Program.
- 94 / 100 Faculty Credentials and Training Score.
- Top-ranked Bachelors, Masters, Certificates in Nursing, Business, Data Science.
- Known for Affordability, Flexibility and Focused on Adult Learning Experience.



## University of Wisconsin-Madison

- #13 Top Public Schools.
- #46 Best National Universities.
- #2 Ranked Personal Finance Degree in the Top U.S. Colleges.
- Relevant Programs and Courses to Advance Your Employees' Development to Support Your Business and Your Customers' Financial Well-being.



## Universidad Tecmilenio

- #9 globally for "Spanish-Language Degree Programs."
- 5-Star Rating for Excellence in Inclusiveness, Online/Distance Learning, and Employability and Ranked #1 in Positive University in the World.
- Bachelor's, Master's, and Certificates Taught in Spanish.



## Harvard Business School Online

- #1 Business School in the World.
- 89% of Students Gained New Business Skills.
- 1 in 4 Students Earned a Promotion or Title Change.
- 12 Business and Leadership Certificates with an 85% Completion Rate.



## Smart Horizons Career Online High School

- 100% Success Rate with No-fail Policy.
- 84% of Students Gained Skills that Helped in their Current Role.
- Accredited by AdvancED/SACS/NCA/NWAC.
- Programs Designed for Adult Learners with 10 Vocational Certificates.



## Tecnológico de Monterrey

- #1 Private University in Mexico.
- #52 in the World for Graduate Employability.
- 100% Passed EGEL National Exam.
- Bachelor's, Master's, and Certificates Taught in Spanish.



## English Language Learning Powered by Voxy

- Empowered 4M Learners Worldwide.
- 90% of Learners Significantly Improve Proficiency after 3 Months.
- Validated by a Third-party Independent Research Organization, AIR, to Provide Superior Learning Outcomes.
- Task-based Language Learning in Real-world Situations to Help Learners Achieve Fluency.

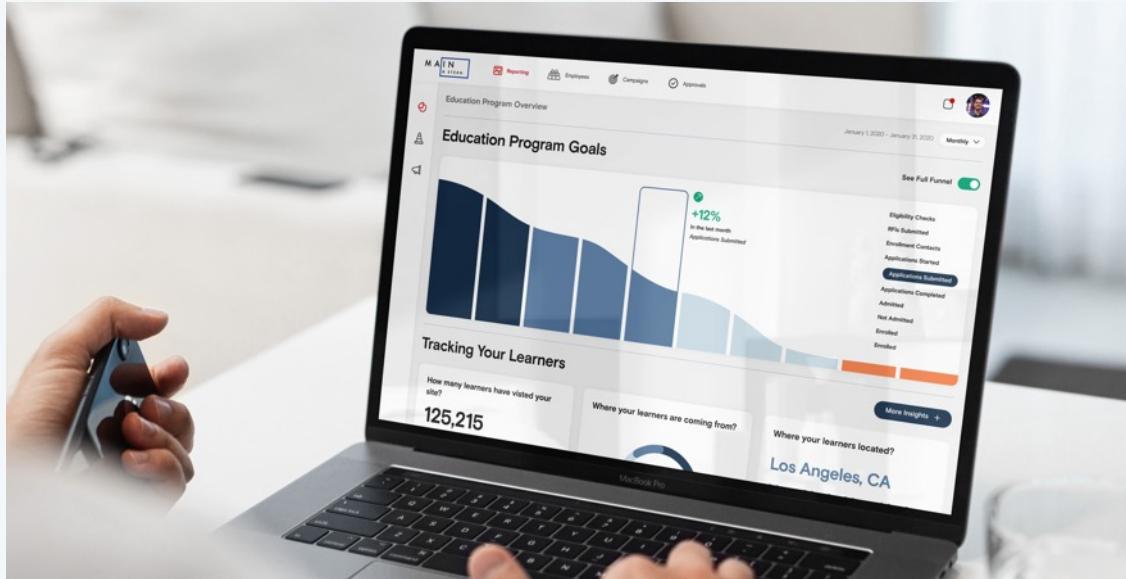


## UNSW Sydney

- #43 Best Global University, #6 University in Australia.
- 89% Student Satisfaction Rating, 95% QS Ranked Employer Reputation Score.
- Short-form Credentials for Working Adults from Renowned High-research Centers Leading Innovation.



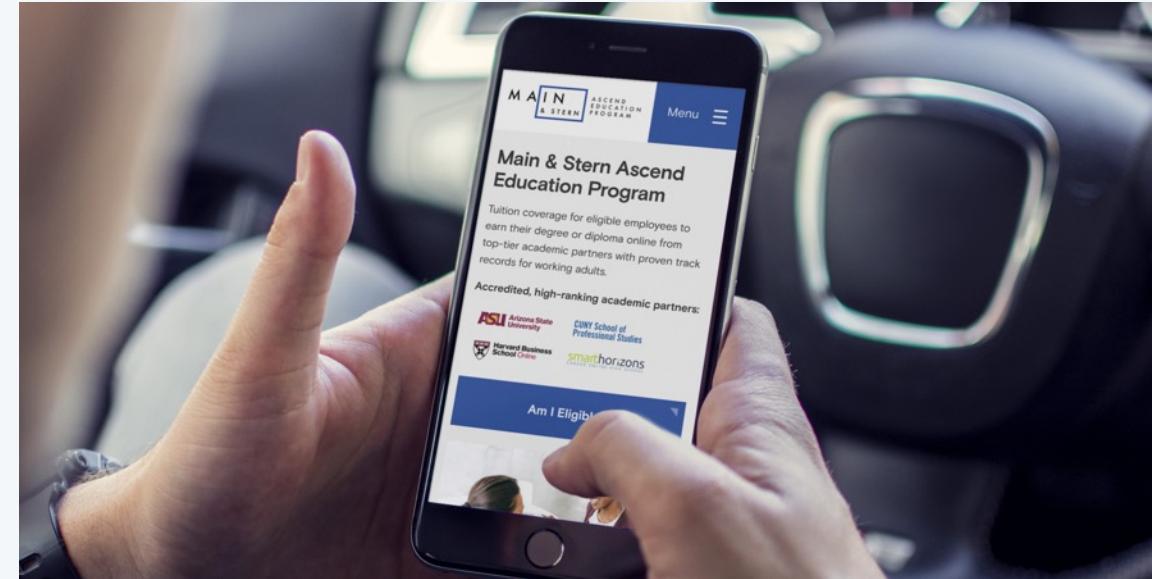
# Our platform is built from the ground up to support you and your employees.



## Corporate Partner Experience

### Streamlining Administration

- Quickly handle administrative items such as eligibility checks and where employees are in their journey.
- Insights and reporting on employee enrollment and engagement.
- Monitor your budget and usage.



## Learner Experience

### Accelerating Usage

- Understand your program, confirm eligibility, and connect to academic partners.
- Access to working adult learner resources to understand the benefit, overcome barriers, and support the learning journey.
- Personalized recommendations and detailed program information to help learners make the right educational choice.

# InStride

Start with People™ ▶