

# Talent Acquisition Best Practices for the ASU Scholarship Program

The ASU Scholarship Program is an innovative workforce education program that provides a 15% scholarship on base tuition for eligible employees and their dependents to pursue their choice of more than 300 learning options. These options include bachelor's, master's, and doctorate degrees and graduate certificates.

Visit the website to learn more  
[AZTechCouncil.InStride.com](https://AZTechCouncil.InStride.com)



## Example bachelor's degrees offered:

- Artificial Intelligence in Business (BS)
  - Business – Information Security (BA)
  - Computer Science (BS)
  - Information Technology – Cybersecurity (BS)
  - Marketing (BS)
  - Technological Leadership (BS)
- ...and many more!*

## Now offering graduate degrees:

- Artificial Intelligence in Business (MS)
  - Computer Science – Big Data Systems (MCS)
  - Master of Business Administration (MBA)
  - Organizational Leadership (MS)
- ...and many more!*

### Academic partner:



For potential employees, the ASU Scholarship Program represents a world of possibilities for educational and career advancement. By supporting employees in their aspirations, the ASU Scholarship Program becomes a powerful tool for HR to recruit and retain talent, increase diversity and bring positive change to communities, while increasing brand awareness in the process.

# Tools and Tips for Maximizing the ASU Scholarship Program for Talent Acquisition

According to LinkedIn’s 2019 [Workforce Learning Report](#), 94% of employees say that they would stay at a company longer if it invested in their learning. Yet only 40% of employees know that their company’s education programs exists. The ASU Scholarship Program can make a difference in your talent acquisition efforts — if people know it exists. Here are tools and tips for making the ASU Scholarship Program work for you:

## Quick Wins

- **Update job descriptions and benefits page** to highlight educational opportunities available for employees.
- **Include a link to the ASU Scholarship Program on your careers page, along with tracking** provided by InStride. This allows us to provide you with data on how many candidates are visiting the program website through your website. We’re seeing as much as 50% of all traffic coming directly from partner career sites, which suggests that potential employees are actively considering educational opportunities when looking for jobs and researching employers.
- **Update “Life” section on LinkedIn and employer profiles at external job sites like Indeed and Glassdoor** to reflect your commitment to employees and your innovative approach to talent.



## Recruitment Marketing

**Incorporate the ASU Scholarship Program into social recruiting ads**, from a simple “learn more about free tuition” ad to a full campaign around participants in the program, areas of study or successful outcomes.

**Distribute flyers** to appropriate departments with contact details and a clear call to action to learn more about the program. Email your InStride Success Manager for a flyer template.

**Promote** at hiring fairs by preparing recruiters with talking points listed in the program **HR Toolkit with FAQs and flyers**.

## Employer Branding

**Post organically on social sites** to promote opportunities and results attainable with the ASU Scholarship Program.

**Apply for awards for best businesses and education programs.** A program like yours makes you a strong contender for many of these awards, and a win provides a valuable PR opportunity for recruiting top talent and building positive brand image.

### Employer of Choice Awards:

- Business Journal's Best Places to Work (various cities)
- Forbes America's Best Midsize Employer (startup, small and large workplace categories)
- Great Places to Work — People's Companies that Care
- Inc. Best Workplaces
- Inc. Best in Business
- Stevie Great Employers Award
- Technology in Motion Timmy Awards

### Education Program Awards:

- ATD Excellence in Practice
- ATD BEST Award
- Brandon Hall Excellence Awards
- CLO Learning in Practice Awards
- CLO LearningElite Awards
- Constellation Research SuperNova Award
- EdTech Breakthrough Awards
- Training Industry Top 20



## Incorporate into onboarding & measure impact

**Integrate the ASU Scholarship Program into your new hire onboarding experience.** Add the ASU Scholarship Program details to any employee onboarding programming. Some examples:

- Add 2-3 slides covering the program in your new hire presentation
- Add a program flyer to any new hire welcome documents that get distributed
- Invite new hires to join any relevant employee communities (Slack channels, etc.) related to the program

**Establish criteria for measurable success and capture baseline metrics** of KPIs related to such issues as recruitment, retention, DEI and engagement.

**Survey applicants or new hires** to measure candidate awareness or excitement about access to educational opportunities and to understand what factors motivated them to apply to the company.

**Track relevant statistics throughout the program, including:**

- New hire attrition rates (pre- / post-program launching)
- Turnover of participants vs. non-participants
- Turnover costs
- Cost per hire

### Don't forget about dependents!

When hiring new employees, they may not be interested in going back to school. However, they may have dependents who are nearing college-age! Be sure to emphasize that the ASU scholarship is available for their dependents to use, as well.

