

ASU Scholarship Program

HR Toolkit

Through the ASU Scholarship Program, we are supporting employees and their dependents to earn a degree by lowering the cost of tuition.

This program is offered through The Arizona Technology Council to their member company employees and their dependents.

By encouraging participation in the ASU Scholarship Program, you can help drive higher employee retention, increased satisfaction, and ongoing development within your teams.



The ASU Scholarship Program features:



100% online coursework, accessible from anywhere



300+ undergraduate and graduate degrees in high-demand fields like business, engineering, and AI



15% scholarship on base tuition to Arizona State University

Share this valuable growth opportunity with your team!

In order to familiarize yourself with the program and be prepared to best support your teams, we recommend taking the following actions:

Review the FAQs to gain an understanding of this program, associated requirements and who it benefits.

Review the 8 Common Employee Objections and Responses document so you're prepared to discuss any barriers that employees might bring up.

ASU Scholarship Program FAQs

What you need to know

What should employees do if they want to learn more about the program?

Employees should first **verify their eligibility**, then create an account at **AZTechCouncil.InStride.com**. They can explore programs and start the enrollment process there. They **should not** start through Arizona State University.

Who is eligible to participate in the ASU Scholarship Program?

Employees and dependents of Arizona Technology Council member companies are eligible to participate in the ASU Scholarship Program – except for member companies that already have a direct education partnership with InStride.

AZTC must verify individuals' eligibility, including verifying their employer's membership in AZTC, in order for them to participate.

What does the ASU Scholarship Program include and how much will The Arizona Technology Council cover?

The ASU Scholarship Program provides a 15% scholarship on base tuition toward an undergraduate or graduate degree program offered online from Arizona State University. Remaining tuition, application fees, books, and other costs are the responsibility of eligible participants.

Participants are required to complete the Free Application for Federal Student Aid (FAFSA®). Federal grant money is automatically applied to the cost of tuition before scholarship funds.

What will employees have to pay out of pocket through this program?

Once AZTC member company employees or their dependents have enrolled in courses, they'll receive a 15% scholarship on base tuition for eligible ASU Online degree programs. The scholarship will be applied directly to their student bill, which they can verify in the "Finances" section of My ASU.

Participants are responsible for the remaining tuition balance and all other expenses, e.g., the one-time degree application fee, and the cost of books and course materials for each session.

What programs and schools are available through the ASU Scholarship Program?

Employees and dependents of Arizona Technology Council member companies can choose from more than 600 online degree and certificate programs through Arizona State University in areas such as business, engineering, and technology.

What happens if an employee leaves their company while participating in the program?

If a participant is enrolled in courses at the time they leave their company, they can finish the current session but will not be eligible for the ASU Scholarship Program in future terms. They may continue studying with ASU, but they will be responsible for all tuition costs once they are no longer employed by an AZTC member company.

What if an employee or dependent is already enrolled at ASU? Can they participate in the ASU Scholarship Program?

If you are enrolled in an in-network online program, [complete this form](#) to opt in and accept the ASU Scholarship Program terms and conditions.

If you are taking an in-person program, you will need to transfer to an in-network online program to use your tuition scholarship. Your ASU advisor can help you with this process.

How can dependents use the ASU Scholarship Program?

Eligible dependents of Arizona Technology Council member company employees can also receive the 15% tuition scholarship for online programs through Arizona State University.

To get started,

1. The eligible **employee** should complete the [Eligibility Check Form](#), then create their account at [AZTechCouncil.InStride.com](#) once their eligibility is verified.
2. The eligible **employee** should select “Dependent” when completing the eligibility form and follow the prompts to confirm their relationship to the eligible employee.
3. The **dependent** will receive an invitation to create their account at [AZTechCouncil.InStride.com](#). They need to do that within the timeframe specified in the email and use that site to request information for a degree program.

Read the full details in this [Resource Center article](#).

15 Minute Conversation Starters

Providing career guidance and support to your team requires more than knowing the next step in their careers; it's also about taking time to learn about what motivates them, what their dreams are and what they're passionate about. Understanding their career goals not only helps you to provide better guidance, but it also helps strengthen your connection to them.

To get started, below is a conversation starter guide that you can leverage to initiate discussions with your team members. These discussions should include generating awareness and interest in your organization's education program, engaging with those who are already participating and celebrating the accomplishments of those who have graduated from the program.

Generating Awareness

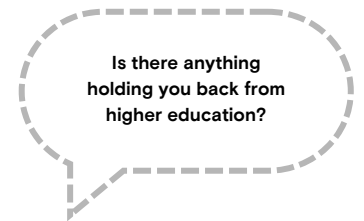
Goal: To introduce your education program and identify ways to connect interests and goals with this education offering



- Have you heard about the ASU Scholarship Program?
- What are your professional development goals?
- What goals do you have for your future and/or your career?
- What is your dream job? Have you considered how our education program could help you achieve that goal?
- You mentioned previously that you want to move into _____ role within our organization. Have you considered the skills you need for that role and the education that you might need?
- I've noticed that you seem to enjoy _____ aspect of your role. Have you ever considered studying that subject and making it a career?
- From our time working together, I've noticed you're really good at _____. Is that an area of growth you'd like to pursue?
- Would you like to hear about my education experience?

Facilitating Interest

Goal: Helping and guiding team members if they have shown interest in your organization's education program



- You mentioned that you were interested in our education program. What steps have you taken to participate?
- Are there any classes, subjects or skills that most interest you?
- Is there anything that I can do to help you take the next step?
- Is there anything stopping you from enrolling?
- Would it be helpful if we set some goals for you to research the degree opportunities available?
- You mentioned that one of your goals was _____. Have you checked out how the ASU Scholarship Program may assist in you achieving that goal?



Tip: Decide together on a specific goal for team members to take before your next meeting. Goals could include actions like:

Check your eligibility to participate in the ASU Scholarship Program.

After your eligibility is verified, create your account at [AZTechCouncil.InStride.com](https://www.aztechcouncil.instride.com) to explore programs and get program updates and information.

Find three degree programs you're interested in that we can discuss next time we meet.

Engaging with Participants

Goal: Support team members throughout their education journey

What do you enjoy most about the subject you're studying so far?

- What do you enjoy most about the program/subject you're studying for so far?
- Are there any leaders I can talk to about partnering to help you apply what you are learning in school/course?
- Are there any learnings or skills that you've been able to bring back into your current role?
- Are there any experiences or insights from your work role that you've been able to leverage or share in your classes?
- How are you managing your school and work schedule? Is there anything you'd like me to be aware of or any additional way I can support you throughout your education journey?
- How is your school term going? When are your finals? How did that mid-term paper turn out?
- Would you be willing to share your experience with other employees who might be considering this education?

Celebrating Accomplishments

Goal: Showing continued interest in your team members' successes and future goals

Are there specific roles within the company that you would now like to explore as a career?

- How are you feeling nearing the end or graduating from the education program?
- What was the most impactful learning you had from your education journey?
- Now that you've completed your program, what's next for you? Where do you see yourself headed?
- Would you be willing to share your experience with other employees?
- Where do you see an opportunity within the organization to apply your new skills?
- Are there any stretch assignments or projects that can showcase your new and growing skills?

Top 8 Common Employee Objections and Responses

Goal: Showing continued interest in your employees' successes and future goals!

Potential employee concerns about the education benefit

Supportive responses to their concerns



"I am too old to return to school."



One third of working students are 30 years old or older.

Many older students feel energized learning new things and by the boost continuing their education gives their career--plus, you will be in good company. A Georgetown study found that:

For people who feel they may not be tech-savvy enough to succeed in online classes, most programs offer student support services to ensure a positive and successful experience.



"I have too many commitments already with work, family, and life."



~40% of students work at least 30 hours per week.



> 1/5 college students are parents.

Flexibility is one of the key benefits of online education. You can take classes from anywhere and design your schedule to fit your needs. The key to balancing work and school lies in managing your time well and making use of tools to help you do so.



"I am worried about the cost, even with the financial assistance from my organization."

Your benefit program provides a 15% scholarship on the base tuition. You may also qualify for need-based grants or scholarships you can use alongside your tuition coverage.



Complete the Free Application for **Federal Student Aid (FAFSA®)** online to understand what tuition benefits, grants, and loans would be available to help you pursue your higher education goals.



"I am overwhelmed by the options available to me."

Yes, there are hundreds of learning options out there but they won't all be the right choice for everyone.

Think about what brings you joy on a day-to-day basis to begin aligning your interests with your career and education goals. Determine your goal and reach out to your academic institution for extra support evaluating learning options.

Potential employee concerns about the education benefit

Supportive responses to their concerns



“I am intimidated by the process of applying and/or going to school.”

Making the decision to go back to school is daunting. ASU has Enrollment Coaches who help you every step of the way, from choosing a program, to applying, and enrolling for classes.

Take the process one step at a time. Start by contacting your university to connect with an enrollment coach.



“I don’t need a degree.”

While it’s true that not every job requires a degree, going to school often pays off! On average, people with more education have higher income potential. Here are some average lifetime earnings based on level of education.



“I want to grow personally and professionally, but I don’t have specific goals yet.”



of online college students are unsure of what they want to study.

A good place to start is by reflecting on your interests and aligning them with your career goals. Remember to take advantage of the resources offered by the university you’re interested in—two-thirds of online students work with a career advisor at their school to help them identify the right path.



“I think online learning options are less prestigious than on-campus learning options.”

Times have changed—for the better! Enrollment in online courses has quadrupled in the last 15 years. In terms of prestige



of online students think the quality of online education is better than or equal to on-campus options.

Often, the faculty that create and teach the on-campus learning options are also teaching the same curriculum in online courses. What matters most when evaluating any learning option—on-campus or online—is quality. Look at accreditations, accolades, and rankings as you evaluate your options.

Sources:

1. “Learning while earning: The new normal”
2. “Learning while earning: The new normal”
3. “Parents in college by the numbers”
4. “Online college students 2018: Comprehensive data on demands and preferences”
5. “Online college students 2019: Comprehensive data on demands and preferences”
6. “Top 6 trends in higher education”
7. “2019 Online education trends report”