

Business Ideas

A Win-Win

(NAPSA)—Companies that offer college tuition assistance provide a valuable perk for employees—but the benefit works both ways.

Over 70 percent of workers participating in employer tuition assistance programs say there is a strong personal and professional value, and employers also win when employees go back to school. Companies can boost workers' engagement and cultivate a workforce that can survive downturns and excel when the economy picks up.

Researchers at the University of Phoenix Research Institute surveyed more than 6,700 employees



Workers who received tuition assistance said they felt more engaged and loyal to their workplace as a result.

in diverse industries about the aspects of tuition assistance they found most valuable. The results, published in “Bundled Value: Working Learners’ Perceptions of Tuition Benefit Programs,” show that participants believed tuition assistance positively influenced their education, finances, careers and lives.

Employers should not just focus on economic benefits, the study suggests, but workplace-oriented outcomes such as improved productivity, retention and promotability.

For the full report or additional information, visit the University of Phoenix Research Institute at www.phoenix.edu/institute.