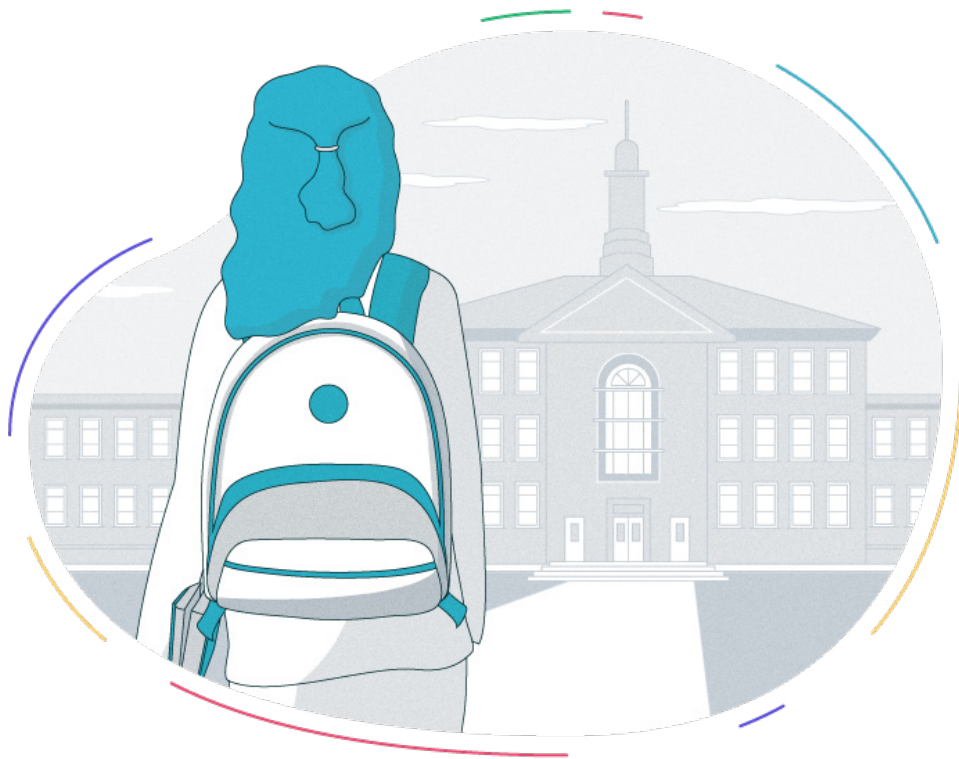


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POWERED BY THE UNIVERSITIES OF LOUISIANA

Corporate Partner Program



Compete LA is a program designed to re-engage the 653,000 Louisianians with some college credit but no degree.

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What is Compete LA?

Compete LA is a program designed to re-engage the 653,000 Louisianians with some college credit but no degree.

Recognizing both the challenges and opportunities in assisting adult learners with degree completion, Compete LA offers innovative course schedules and delivery, effective student support systems through its personal coaching model, and closer connections to community partners to provide returning adults an opportunity to earn a college degree.

What will Compete LA accomplish?

Nearly 20 percent of adults in Louisiana have college experience, but no degree. Addressing the traditionally untapped and often overlooked adult learner population will increase educational attainment statewide. While Louisiana has observed minor increases in educational attainment among its adult population, it still lags behind its Southern peers.

How do students benefit?

Adult learners balance jobs, families, and financial obligations that are distinct from their traditional college-aged peers. Universities are familiar with the challenges faced by traditional students but recognize the need to adjust and better serve a broader student market. Compete LA provides a free coach to evaluate prior learning, waives application fees, offers discounted and straightforward tuition pricing, and allows students to attend class and complete assignments outside of traditional school hours through online learning.

1 IN 5



**LOUISIANIANS
HAVE SOME
COLLEGE
CREDIT BUT NO
DEGREE**



Why is this important?

The rapid advancement of technology means the economy is demanding a more educated workforce than ever before. Without qualified employees, Louisiana businesses will face the challenge of remaining competitive in this 21st century economy.

The college degree is the ticket to social mobility and economic prosperity, which is why the Universities of Louisiana are dedicated to developing the talent necessary to elevate Louisiana to her full potential.

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Partnership Highlights:

- Custom co-branded webpage featuring your organization's unique educational benefits with flexible content opportunities such as industry-specific degree highlights or geographic-specific university highlights
- Free one-on-one coaching for employees who are ready to re-engage in a college curriculum
- Flexible offerings with more than 60 online degree programs
- Discounted tuition: \$275/credit hour
- Partnership promotion on CompeteLA.org and Compete LA social media channels

Are you offering the right employee benefits?

Many employers offer educational assistance programs because they improve recruitment and retention and help maintain an educated and skilled workforce. According to SHRM's 2019 Employee Benefits research report, 56 percent of employers offer educational assistance benefits.

Benefits may include:

- Tuition payment or reimbursement
- Educational leave
- Student Loan repayment
- Automatic salary increases with increased educational attainment

Partnership Logistics:

WEEK 1 - 2

Custom webpage build: Provide brand assets, company-specific educational benefits and HR contact for employees. Identify any specific degree highlights or specific institution highlights you want featured. Approve final webpage

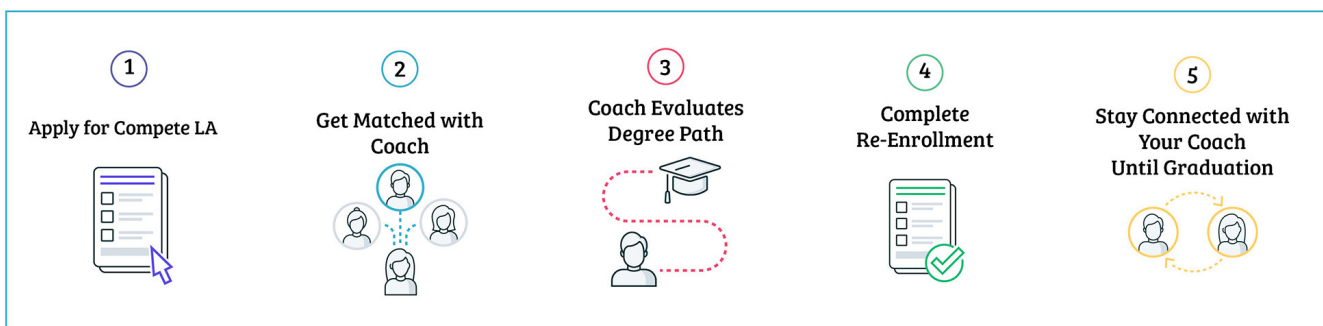
WEEK 2 - 3

Promote Compete LA: Use various internal communication channels to introduce Compete LA and remind or introduce employees to education-related benefits. Be creative in spreading the word. Compete LA will provide design services to add graphics to your website, company display boards or assist with printed materials.

WEEK 4+

Monthly check-ins and reports on employee applicants and progress

How it works



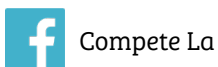
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Corporate Partner Perks



- ✓ Strengthens company
- ✓ Improves employee recruitment and retention
- ✓ Co-branded webpage
- ✓ Free one-on-one coaching for employees
- ✓ More than 60 online degree offerings
- ✓ Discounted tuition
- ✓ Partnership promotion on CompeteLa.org and social media channels



For more information, contact Cami Geisman, VP for External Affairs, at camigeisman@ulsystem.edu or 225.219.0270.