



EDUCATION PARTNER

Manpower and the University of Phoenix's No-Cost Education Programs Help Maximize Career Prospects and Earning Potential for Manpower Employees

Manpower North America teamed up with the University of Phoenix to provide short, skill-focused classes that prepare Manpower associates for career enhancement. Manpower also pays tuition for eligible associates seeking a four-year degree through the University.

The need

Employers often have trouble finding people with the necessary skills for high-demand jobs. In 2023, global talent shortages reached a 15-year high with 75% of U.S. employers reporting difficulty finding skilled talent. See details in the latest [ManpowerGroup Talent Shortage Survey](#).

Manpower saw this among its own associates, who too often lacked the skills for jobs in call centers or leading a warehouse team.

The COVID-19 pandemic also underscored the importance of adaptability and transferable skills, as some industries fell in demand (hospitality, entertainment, travel) while others experienced an urgent need for talent (logistics, IT, health care).

To help close the skills gap, companies need to nurture their employees' learnability with options for jobs and education. Manpower recognized that providing their associates with access to in-demand skills helped them provide the best talent to employers while enabling associates to meet their career goals.

“They're wanting you to succeed. They don't want you to sit still; they want you to learn more. They give you more opportunities to where you don't have to stay in this job, you can move over here and be this.”

LaDonna | Manpower

Case study overview



Problem

Over 1/3 of employers reported difficulty filling open positions.



Solution

Manpower teamed up with University of Phoenix to upskill employees and create a winning solution: Employers got access to better talent, and employees gained in-demand skills.



Outcome

Nearly 2,000 Manpower associates completed University of Phoenix courses. The result? Associates reported they felt confident stepping into a new role. Manpower is now scaling the program to thousands more employees.

The solution

Manpower North America and the University of Phoenix collaborated on two programs to help Manpower associates develop the skills they need for in-demand jobs and nurture their learnability.

- The Manpower Acceleration Program offers certificate programs that provide workers with new skills to qualify for a next-level job.
- The Full College Tuition Coverage Program pays tuition for a bachelor's degree.

Manpower Acceleration Programs (MAPs) are six-week, online courses led by an instructor who monitors the students' work.

Upon completion, students receive a certificate, one college credit and advance their skills and better align with employers' job needs today and into the future.

Over 2,500 Manpower associates have completed courses in accounts receivable/payable, contact center/customer service contact center team leadership, help desk, human resources, project management and warehouse/production leadership.

Participants can pursue a degree in business, health care, technology, criminal justice, human services, communications or sciences.

This program gives people working the opportunity to earn a bachelor's degree and employment in a fulfilling career.

Why the University of Phoenix

"[The University] is a really well-known name in the industry. That's exactly what we need."

Dan Bialzik | Manpower

University leaders didn't settle for providing cookie-cutter courses and taking the tuition money. Instead, they worked with Manpower to craft an integrated solution with customized courses to meet Manpower associates' needs.

The outcome

As transferable skills became more important, University of Phoenix and Manpower were able to put people ahead, for some leading to increases in pay or upskilling into new career roles.

When students are surveyed at the end of a course, the majority say they are confident in their ability to step into a new role. They report that what they learned is of value.

Workers understand they have many options when it comes to work and education. Manpower leaders see higher retention of people who complete and participate in these programs.

Manpower recognizes that it can provide the best career enhancement option to associates by bridging skills gaps with educational institutions that open the door to a wider array of career prospects and higher paying jobs. The Manpower Acceleration Programs and Full College Tuition Coverage Programs do this at scale, giving thousands of associates the opportunity to gain in-demand skills, become more resilient and adaptable to changing job markets, and embark upon meaningful, fulfilling careers.

Learn more at:
phoenix.edu/workforcesolutions

