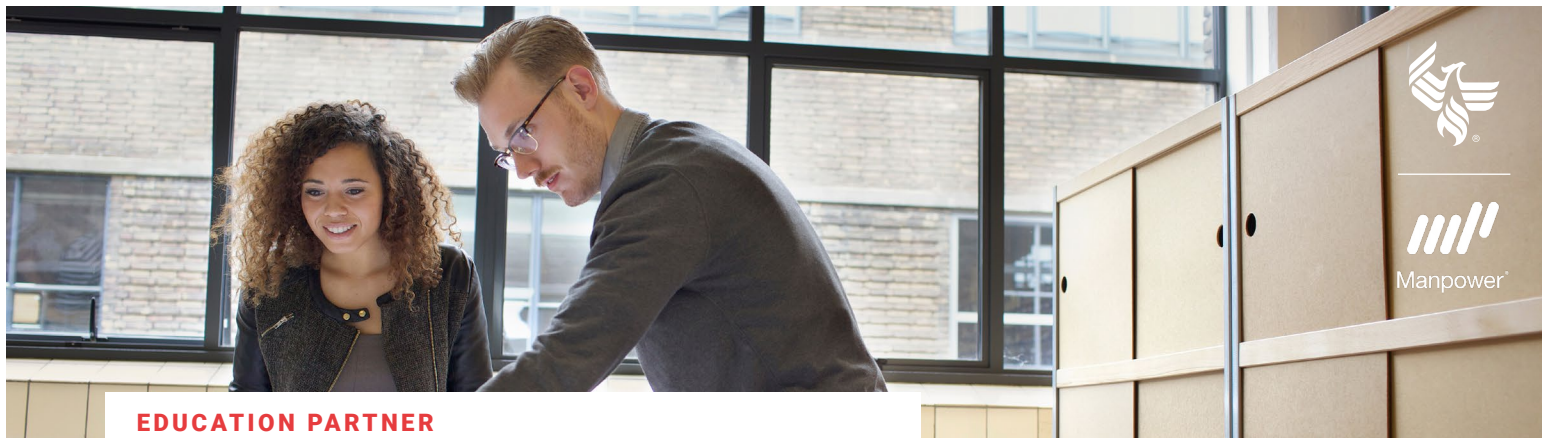




EDUCATION PARTNER

University of Phoenix helps Manpower develop more skilled employees to meet employer demand

ManpowerGroup North America teamed up with the University of Phoenix to provide short, skill-focused courses that prepare Manpower associates to pursue career opportunities. Manpower also paid tuition for 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 2021, global talent shortages reached a 15-year high and more than 1 in 3 U.S. employers reported difficulty filling jobs 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, healthcare).

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

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

Dan Bialzik | 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.

The Manpower Acceleration Program consists of six-week online courses led by an instructor who monitors the students' work. Upon completion, students receive a certificate and one college credit and advance their skills to better align with employers' job needs today and into the future.

Nearly 2,000 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.

In the tuition coverage program, participants can pursue degrees in business, healthcare, technology, criminal justice, human services, communication and sciences. This program gives working people the opportunity to earn a bachelor's degree and employment in a fulfilling career.

Why the University of Phoenix

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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, with the potential to increase their pay or upskill into new career roles.

When students are surveyed at the end of a course, many 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 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

