

Building Employee Growth Through Higher Education

The Tampa Bay Higher Education Alliance provides higher education opportunities to businesses and organizations within the Greater Tampa Bay area.

Due to economic challenges facing our nation, we realize companies are seeking ways to support and enhance the professional and personal growth of employees. Many companies are focusing on ways to drive business outcomes and measure the value of tuition reimbursement dollars. While the need for employee success through retention, upward mobility and motivation is supported, many companies do not have the tools or budgets to assist employees with their professional development. This is where the Tampa Bay Higher Education Alliance (TBHEA) can help.

The TBHEA is a not-for-profit organization that forms alliances with corporations, organizations and government agencies to help employers assist with higher education options for employees. The TBHEA is comprised of private and public regionally accredited colleges and universities working

in partnership with one another. Currently, we have 33 member schools. Our membership is restricted to higher education institutions that have achieved and maintained a regional accreditation.

Our primary focus is increasing the awareness of higher educational resources and opportunities for employees. We build relationships with directors and professionals within companies and organizations who are responsible for employee growth and development. The departments we work with include Human Resources, Training & Development, Talent Management and Career Development.

How can you benefit from the TBHEA? One of the ways we help employees gain access to higher education options is through the development of Education Fairs. An Education Fair is a one-stop-shop for employees to obtain information on college degree programs, certification/training opportunities, financial aid, admission requirements and class schedules. Good news we make your job easy! You host the Education Fair and one of our TBHEA representatives will coordinate the rest. We provide posters, flyers and emails you can use to promote the event throughout



your facility and to your employees.

Even better news the service we provide is free of charge and is an excellent way to positively impact employee morale by promoting higher education. By inviting a variety of member schools through TBHEA, your employees have the opportunity to find a program that best fits their professional and personal development goals.

Since TBHEA's inception in 2001, our members have coordinated and participated in more than 300 Ed Fairs throughout the Greater Tampa Bay area.

In addition to Education Fairs, we build brand awareness through onsite TBHEA marketing brochures/displays, links on company websites, community involvement and networking events.



"Many employers today are looking for additional benefits and ways to help recruit, train, and educate their staff. We take pride in the ability of working with our alliances to bring our wealth of higher education knowledge, information and resources to the workforce. Our school representatives are able to guide and inform adult professionals on various education options that help with decisions on professional and personal growth. There's nothing more gratifying than watching a student we helped walk across the stage at graduation. That's job satisfaction at its best." — **Justin R. Giacomino**, *President-TBHEA*

"We appreciate your partnership and support in providing educational opportunities for WellCare's associates. More than 20% of our associates in Tampa attended the Ed Fair, and the feedback was very positive. We will certainly want to do this again later in the year, in time for registration for January semester." — **Susanne J. Perla**, *Director, Training & Organizational Development, WellCare Health Plans, Inc.*



For more information on forming an alliance with TBHEA, please visit us at www.TBHEA.org or contact us at info@tbhea.org