



4

Reasons Why Education Planning Benefits are a Must-Have for Employers

Working parents **and** employees are sounding the alarm. Today, **parents with teens preparing for college** face a confusing and competitive admissions landscape and lack of support from under-resourced public schools. **Employees interested in returning to school** struggle to connect the dots between available resources and opportunities for growth. For both groups, it's the lack of guidance that creates the barrier to opportunity. **Empowerly offers a solution that helps families and employees thrive.**



ATTRACT & RETAIN TOP TALENT

Imagine offering a parent targeted support for the most difficult challenges faced by their family. No wonder **74% of parents with teens** say they would be more likely to take a new position that offered college planning benefits. For workers, **94% of employees** would stay in their current role if the company invested in their professional development.



BOOST PRODUCTIVITY

College prep is more complex and time consuming than ever and under-resourced school counselors just aren't up to the task. That's why **88% of parents with teens** with teens report using time at work to help their children with college prep tasks – with 1 in 4 spending up to 15 hours a week! How many hours could your company reclaim?



INCREASE ACCESS TO OPPORTUNITY

80% of Employees expressed an interest in going to school while working yet lack of guidance results in less than 2% utilizing tuition reimbursement. Teens today face similar challenges with US public high schools offering **less than 30 minutes** of college guidance per student per year.



PROACTIVELY ADDRESS BURNOUT

Today's workforce faces an epidemic of burnout – caused by a mismatch of stressors and available resources. While many organizations have stepped up to support *young* families with benefits like fertility and childcare there still exists a **major gap in support for parents with teens**. At the same time, corporations struggle to keep employees engaged with 'inability to learn and grow' ranking as the #1 reason people quit.



This year, education benefits like Empowerly are the next big thing for employers

– Alyssa Price Editor-in-chief of *Employee Benefits News*, Feb 2024

