

LET'S CRUNCH SOME NUMBERS

Education costs are soaring, but there are affordable options, making this an ideal time to identify an education partner who understands your pain points.

243 PERCENT *The amount college tuition and fees rose at in-state public institutions nationwide over the past 20 years.*
U.S. News and World Report, "See 20 Years of Tuition Growth at National Universities," September 2018

\$1.5 TRILLION *In student loans.*
Forbes Magazine, June 2018

Your Challenge:

Crushing education costs, prospective employees looking for recruitment incentives, employees who seek growth.

HOW ARE YOU OPTIMIZING YOUR TUITION ASSISTANCE INVESTMENT TO ATTRACT TOP TALENT AND DELIVER MEANINGFUL ROI?

Your Solution:

We're American Public University System (APUS), and we help organizations offer their employees the highest quality education at the lowest possible cost.

Challenge us to
MEET YOUR NEEDS

VISIT APUS.EDU/ROI



WHEN LESS IS MORE

Value with No Compromise on Quality

APUS has raised its tuition just once since our founding in 1991. Our students are working professionals who appreciate value, demand quality, and come ready to learn.

APUS: \$8,100

UNIV. OF PHOENIX: \$9,552

PURDUE GLOBAL: \$14,383

GRAND CANYON: \$17,050

Based on full-time enrollment at 30 credit hours per year in an undergraduate program and data from the National Center for Education Statistics, March 2019.

How We Help You...

Afford – 5% tuition grant allowance for enrolled employees plus attractive tuition: \$270/credit hour undergraduate rate and \$350/credit hour master's/graduate certificate rate

Train – Exclusive access to our proprietary solution, The Learning Platform, which can host training, coursework, and certification programs

Retrain – Choose from nearly 2,000 courses to develop course bundles and close skills gaps.

\$0

Textbooks & ebooks for undergraduates

\$0

Application fee

\$0

Transfer credit evaluation

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DISCOVER HIDDEN TALENT

With the unemployment rate in 2018 falling to a 49-year low*, it has never been more important to select a partner uniquely positioned to help with recruitment.

21% *of employees cite a lack of career advancement opportunities as a reason to leave an organization.*

48% *of HR professionals indicate that training existing employees is the most effective recruiting strategy for hard-to-fill positions at their organization.*

Society of Human Resource Management 2017 Employee Benefits

Your Challenge:

Fewer qualified candidates, more specialized skills needs, creating succession pipelines.

DOES YOUR EDUCATION PARTNER PROVIDE CUSTOMIZED SOLUTIONS TO HELP YOU ADDRESS THESE FORMIDABLE OBSTACLES?

Your Solution:

We're American Public University System (APUS), and we help organizations recruit quality candidates, enhance employee retention, address skills gaps, and boost competitiveness.

Challenge us to
MEET YOUR NEEDS

VISIT APUS.EDU/TALENT

* Bureau of Labor Statistics Monthly Labor Review, May 2019

WHY PARTNERS CHOOSE APUS

Built for the digital age, we provide a nimble and scalable solution as an education provider. APUS – through American Military University and American Public University – educates mission-driven professionals representing military, intelligence, public service, and human service sectors. They are today's doers, difference makers, disruptors, and innovators.

160K Ambitious student & alumni professionals

72K Active-duty military students & veteran students/alumni

2K Incoming students monthly

How We Help You...

Retrain – Customized learning options and relevant coursework to fill employee skills gaps

Recruit – Career services team access, with a personalized business analysis to inform hiring options

Retain – Career services support to help current employees strengthen skillsets

Afford – 5% tuition grant on already affordable tuition rates for employees enrolled in APUS classes

Challenge us to
MEET YOUR NEEDS

VISIT [APUS.EDU/TALENT](https://apus.edu/talent)

Statistics reflect data as of March 2019

TALENT FOR A NEW ERA



EXPECT A CLASS ACT

Only 11% of business leaders think grads are prepared for the workforce.* The need to align with an education partner to change this perception has never been more profound.



of adult prospective college students say gaining skills and knowledge that are directly relevant to the workplace is essential.



of prospective adult college students say finding high-quality teachers is absolutely essential when choosing a school.

Public Agenda, A Major Step: What Adults Without Degrees Say About Going Back to College, May 2018

Your Challenge:

Employees who want meaningful educational opportunities, instructional excellence, and balance in their learning pursuits.

DOES YOUR EDUCATION PARTNER PROVIDE A HIGH-QUALITY ACADEMIC EXPERIENCE FOCUSED ON ADULT LEARNERS' NEEDS?

Your Solution:

We're American Public University System (APUS), and we've always made students—and our partner organizations—our #1 priority.

Challenge us to
MEET YOUR NEEDS
VISIT APUS.EDU/QUALITY

*2013 Gallup-Lumina Foundation study

ENRICHED LEARNING

How We Help You and Your Employees...

Excel – Relevant, quality curriculum taught by expert faculty with professional experience from places like the Department of Defense, Booz Allen Hamilton, Delta Airlines, Facebook, Ford, and General Dynamics

Access – Online coursework with monthly starts and no set login times, for anytime, anywhere learning

Afford – Value-conscious tuition, plus no-cost textbooks and ebooks for undergrads

92% **91%** **95%**

Seniors had a positive experience*

Seniors would choose us again*

Recent grads would recommend us**

At APUS, Discover a Collaborative Environment

With faculty and students alike exchanging professional insights—from business, nonprofits, government, human services, public service, and the military—to deepen the learning experience.

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* National Survey of Student Engagement, 2016

** 2018 1-Year Alumni Survey. All responses included.

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