

Employer-Based Advisor Site Selection Scorecard

Purpose of the Tool

Select colleges have placed on-site advisors with key employer partners to help their workers enroll in college. The advisor hosts regular office hours at an employer's site, where she can assist workers with online applications, financial aid, course registration, and other steps in the admissions process. Not only does this facilitate enrollment for workers, but it helps the employer and the college increase utilization of tuition reimbursement.

Not all employers are equally attractive candidates to host on-site advisors. The following scorecard allows community colleges to compare the revenue potential and feasibility of placing an advisor with various potential employers. The last column indicates the qualities of an ideal employer partner.

	Business 1	Business 2	Ideal Employer
Revenue Potential: Will the employer provide a large and sustainable enrollment pipeline?			
Number of Employees Does the employer hire enough potential students?			1,000+
Average Employee Retention Does the employer have high staff turnover that an advisor could mitigate?			<2 years for entry-level positions
Alignment with College Programs Do we offer multiple courses relevant to career advancement at the employer?			Existing degrees or certificates relevant to employer needs
Potential for Career Advancement Are promotion opportunities available to workers who earn college credentials?			Associate degree recommended to advance within firm
Willingness to Advertise Internally Will the employer help us promote our programs throughout the company?			Promotes programs via newsletters, education fairs, etc.
Feasibility: Is the employer willing and able to support an on-site advisor?			
Distance from College Is the employer close to campus?			Within driving distance
Availability of Office Space Can the employer provide space for the advisor to meet with workers?			Office space available in prominent location
Percentage of Advisor Salary Paid Is the employer willing to cover part of the advisor's salary?			50%+
Years of Prior College Partnership Do we have past experience working with the employer?			1+ years

Note: In the absence of employers ideally suited to host on-site advisors, colleges may direct any representative who conducts informational employer visits to help workers start the enrollment process. For example, a college representative who attends education fairs may set up one-on-one appointments after the fair to help workers complete online applications.

Source: EAB interviews and analysis.