**Tuition Assistance: ROI and Benefits**

**Return on Investment**

Employers who track their data and measure outcomes of their tuition assistance programs have seen a significant return on investment.

* **Discover Financial:** From 2010 to 2013, Discover’s tuition reimbursement program produced an overall 144% return on investment as a result of avoided talent management costs due to higher rates of promotion, transfers and retention and lower rates of absenteeism.
* **Regional Bank:** From 2011 to 2015, Regional Bank's tuition reimbursement program produced an overall return on investment of 10% ($700K in net savings) as a result of avoided talent management costs.
* **Advocate Health Care:** An analysis of Advocate Health Care’s Education Assistance Program (EAP), conducted by Accenture and partner Lumina Foundation, shows a 4-percent return on every dollar invested in tuition assistance for the health system. For Advocate’s business and administrative workforce, EAP generates a 58-percent ROI.
* **Cigna:** An analysis of health insurer Cigna’s Education Reimbursement Program (ERP) shows every dollar the company puts into the program is returned and generates an additional $1.29 in savings—a 129 percent return on investment.

Read more [here](https://www.luminafoundation.org/resources/?type=1019).

**Employee Motivation and Effectiveness**

A Bright Horizons survey of more than 30,000 workers resulted in the following findings:

* 82% said their continued education, made possible by an employer’s tuition reimbursement program, made them more effective employees.
* 64% said the program made them “happier at work.”
* More than half (52%) said their employer’s tuition reimbursement program is among the best benefits offered at work.
* Three-quarters (76%) said a tuition reimbursement program would make them more likely to remain at their organization.
* 81% said it would make them more likely to recommend working there to a friend.

Read more [here](https://www.brighthorizons.com/-/media/BH-New/B2B-Assets/WLI_report.ashx?la=en).

*Do you have data on employee engagement? Drop that in here.*

**Reducing Turnover**

In 2020, employers will spend an estimated $680 billion on turnover costs. Providing tuition assistance is one key strategy for increasing employee retention.

Read more [here](https://www.shrm.org/resourcesandtools/hr-topics/talent-acquisition/pages/how-to-reduce-employee-turnover-through-robust-retention-strategies.aspx).

*Do you have data on turnover rates? Drop that in here.*