



Empowering minds, elevating lives

Education drives economic mobility.

We create innovative, career-relevant learning experiences that prepare our learners for the workforce – *today and in the future.*

Strategic Education Inc. | Proprietary and confidential.

The plan for today

Let's get started

- Introductions
- NBRPA & Your Priorities
- Capella University
- Scholarships and Tuition Savings
- Partnership Expectations
- Marketing Support
- Next steps





Partnership is a powerful thing

We partner with employers to create tailored workforce solutions to tackle evolving skill gaps and help drive employee career growth. From our **wholly owned tuition assistance platform** to **accredited degrees, non-degree skill pathways, coding schools and more.**

We help to create a dynamic learning environment where every role has the potential to evolve and every learned skill opens new doors.

“With Strategic Education, I feel like we’re truly on the same team. With so much happening in the education space, it’s good to have a partner looking out for us. Together, we’re increasing access to education and that’s a good thing.”

Patti Wilson, MS
Senior Consultant for Academic Partnerships
Ohio Health

Advanced online degrees for the modern world

Empower your team with **bachelor's, master's and doctoral programs** that prioritize their time via two online learning formats - GuidedPath and FlexPath - allowing learners to choose the pace and schedule that works best for them.

40+ degrees, including:



Nursing



Education



Business



Counseling &
Therapy



Health Sciences



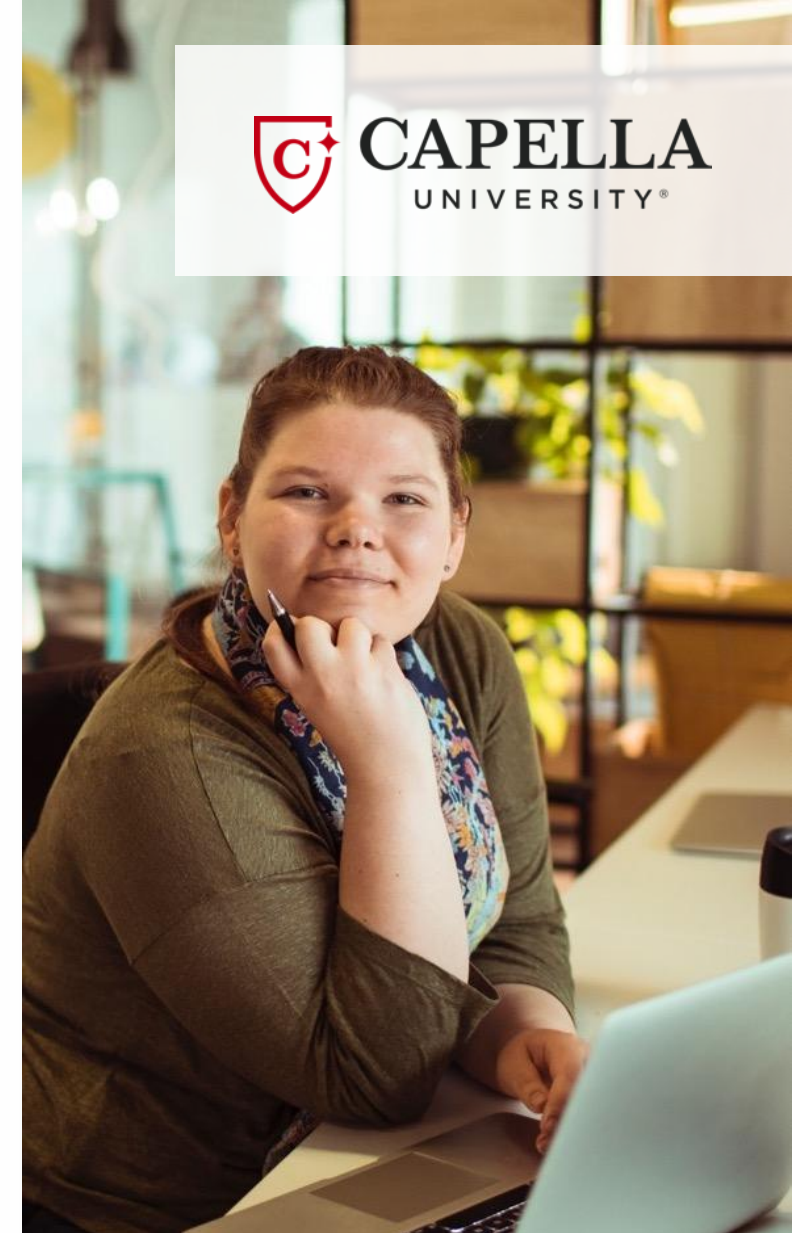
Information
Technology



Psychology



Social Work &
Human Services



Capella Degree Programs

Bachelor's

- BS in Business
- BS in Computer Science
- BS in Health Care Administration
- BS in Information Technology
- BS in Nursing (RN-to-BSN)
- BS in Psychology
- BS in Psychology, Pre-Counseling & Therapy
- BS in Public Health
- Bachelor of Social Work (BSW)

Master's

- MS in Applied Behavior Analysis (ABA)
- MS in Analytics
- Master of Business Administration (MBA)
- Master of Health Administration
- MS in Human Resource Management
- MS in Information Assurance & Cybersecurity
- MS in Information Technology
- MS in Nursing (MSN)
- MS in Psychology
- Master of Public Health
- MS in Marriage & Family Therapy
- MS in Clinical Mental Health Counseling
- MS in School Counseling
- MS in Education
- MS in Clinical Psychology
- MS in School Psychology
- Master of Social Work (MSW)
- Master of Social Work (Advanced Standing)



Scholarships, savings & other opportunities

- 10 Full-Tuition Scholarships for select Bachelor and Master's programs.
 - We will award the first 10 members who are admitted into a qualifying degree program

Employees + immediate family members may qualify for:

- Tuition Assistance Aligned Pricing*
 - Highest Discounted offer-Allowing members and family members to enroll in select programs with tuition set to match IRS tax free limit for education
- 10% tuition discount on all programs not included in TAAP

*Eligibility rules and exclusions apply. Connect with us for details.

Future partner page: [Capella.edu/NBRPA](https://capella.edu/NBRPA)

Partner expectations

Capella

Welcome page for employees

- Browse programs
- Learn about scholarship offerings
- Request information

Provide marketing assistance

- Examples: email messages, newsletter, intranet posting, social media, print flyers

Annual relationship review

- Share data on enrollment activity



Partner

- Communicate to members and create awareness of partnership and scholarships
- Host content on your membership website
- Event visibility
- Exclusive education partner

Communicate your way



We've done the legwork to save you time! Our marketing materials include everything you need to communicate our partnership effectively, across the channels that you already use.

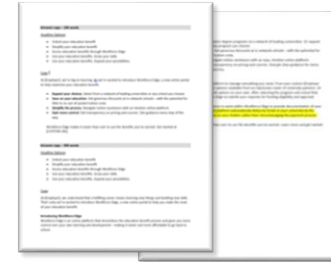
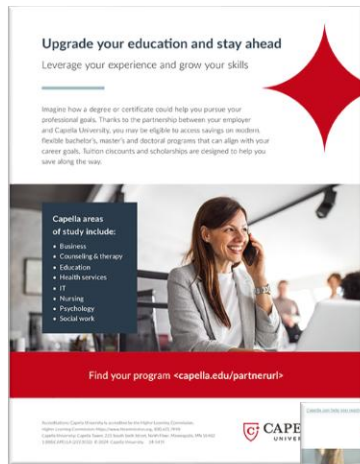
Materials include:

PDF flyer and poster

Our flyers and posters communicate everything your team needs to know to about their partnership benefits.

Introduction e-mail communication

We have plain text and HTML email ready to help you communicate with your team.



Intranet/newsletter messaging

Our pre-written messaging for your company intranet and/or newsletter makes it easy to promote across the channels your team relies on for the latest news

Partner landing page with custom URL

We build a custom landing page, tailored to your education benefit program. This is where your team will go to access Capella University.

Digital slides

Slides allow for promotion across back-of-house TV screens and computer monitors. Or share them as a visual on your intranet site.



Action plan

- Confirm the partnership fit — today
- Partnership agreement
- Partnership launch
- Ongoing communications/PR