

CASE STUDY:

Desert Financial Credit Union invests in employee growth

Partnership with InStride and Arizona State University deepens a commitment to lifelong learning

The opportunity

As one of the largest credit unions in the United States, Desert Financial Credit Union goes beyond banking. Founded by local teachers in 1939, the organization cares deeply about sharing success with their members, their team and the broader community. With the CEO being a vocal and committed lifelong learner, the organization consistently invests in employees' growth and development.

Desert Financial established a tuition reimbursement program several years ago to support a culture of lifelong learning. However, the program suffered from low participation due to employees' concerns about taking out a loan as well as limited program awareness.

To deepen their lifelong learning culture and support their employees, Desert Financial needed **a new approach to support workforce education.**



The solution: Making lifelong learning accessible

Arizona State University had a strong relationship with Desert Financial Credit Union, rooted in their decades-long commitment to the development of educators. After introducing DFCU to InStride, the two found alignment in their mission. InStride led the way in designing and delivering the InvestED program, a program which has allowed for DFCU to demonstrate their commitment to investing in their dedicated, loyal employees.

Specifically, InStride strategically designed the InvestED Program to fit Desert Financial's vision of providing 100% tuition coverage for undergraduate degrees and certificates and a generous \$10,500 contribution each year for graduate programs at ASU, utilizing a direct-bill model that meant limited out-of-pocket costs for enrollees.

To support the launch of the InvestED Program, InStride delivered a comprehensive marketing strategy complete with program branding, employee communications and a virtual event attended by almost one-third of the company. With InStride's support, Desert Financial leveraged a multi-channel approach to promote the InvestED Program among employees. Marketing channels included their internal newsletters, automated email nurture series, social media, print materials, manager training, video promotion and internal employee app.

The program design and marketing support, combined with InStride's turnkey solution, provided a seamless experience for employees and a vastly improved, more strategically aligned education program for Desert Financial leadership.



“Our employees invest their time and talent into Desert Financial, and we’re returning the favor by investing in their growth and development. As a lifelong learner myself, I want to encourage our employees to pursue career advancement, hone their skills or even change direction. We’re thrilled to partner with Arizona State University and InStride to help us navigate this incredible benefit for our employees.”

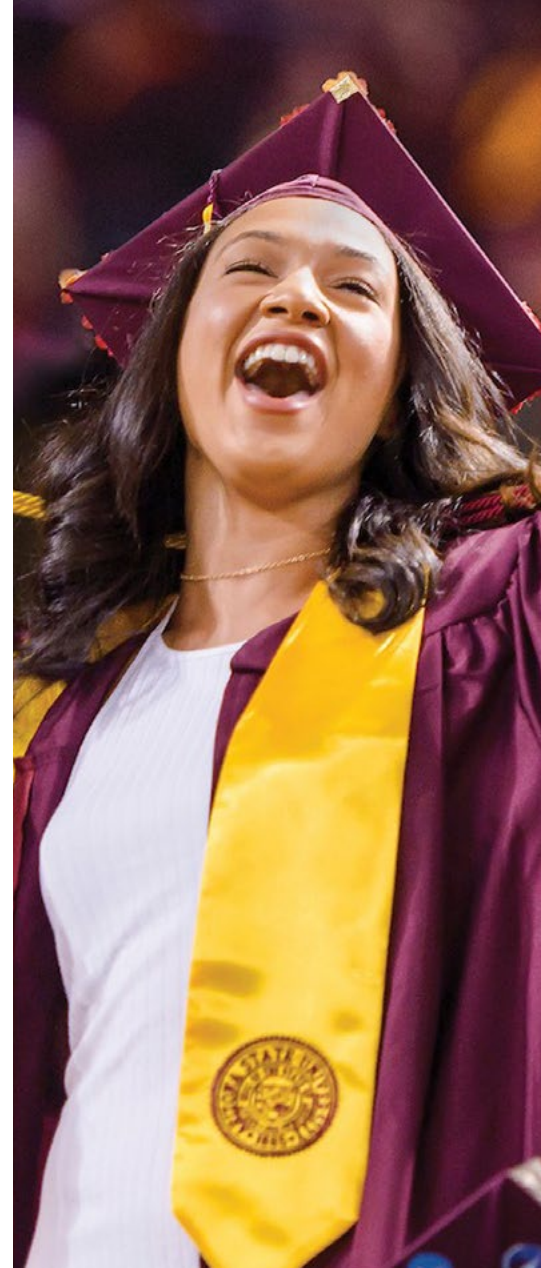
— Jeff Meshey, President and CEO of Desert Financial Credit Union

The InStride impact

Within 90 days of launch, there was 100% awareness of the program across the organization, almost one-third of eligible employees submitted interest and nearly 10% enrolled, beating their own ambitious goals for the program

After a successful launch, Desert Financial is expanding the InvestED program in two ways: adding more than 100 new skill-building courses, and offering employees the ability to share InvestED with their dependents. Today, Desert Financial's lifelong learning culture opens up career pathways and growth opportunities for employees and their families.

InStride has a track record of proven success implementing turnkey workforce education programs with companies just like Desert Financial Credit Union that meet your specific goals and business objectives.



“This is an amazing opportunity and shows us how much Desert Financial values employees. It’s a blessing!”

— Tea Myers, Social Media Specialist, Desert Financial Credit Union

Start with people to transform lives and move your business forward.

InStride has a track record of successfully working with leading companies to implement unique education programs that deliver meaningful business and social impact.

Want to learn more? **Talk to our experts!**