Workforce education has withstood the shocks of 2020
Despite the negative economic, social, and pandemic impact of 2020, a new InStride study proves that business leaders across industries continue to value and invest in workforce education to support one of their top priorities — talent development.

88% of the survey participants offered some type of college degree program prior to COVID-19, and 80% will still continue the investment for the 2020–2021 academic year.

It’s clear that workforce education represents an essential investment for leaders.

Here’s why:

- **Diversity, Equity & Inclusion**: 92%
- **Competitive Advantage**: 96%
- **Growth**: 96%

Agree: A strategic workforce education program should help an organization meaningfully achieve its diversity and inclusion goals.

Agree: Companies can gain a competitive advantage by investing in the ongoing education of their employees.

Agree: Decision-makers agree that workforce education programs that are designed to align with their organizations’ strategic goals can help drive business growth.

The skills gap widens with COVID-19
Despite high expectations for workforce education, a majority of decision-makers reported that skills gaps have widened in their organizations since the COVID-19 pandemic began, and it’s costing them.

68% believe there is a skills gap in their current workforce that is hindering their growth.

The traditional education programs are not reaching enough people to close the skills gap.

Now is the time to customize and diversify the offering
Business leaders agree they need a different approach to truly impact their talent and business.

- Of all business decision-makers agree that providing employees an college degree opportunities is critical to their organizations' business strategy.
- Believe curated degree and certificate learning programs specific to their organization’s strategic goals will drive business growth.
- Say their organization would be interested in a combination of baseline credentials and degrees and skills training program.

82% of all business decision-makers agree that providing employees an college degree opportunities is critical to their organizations' business strategy.

72% believe curated degree and certificate learning programs specific to their organization’s strategic goals will drive business growth.

65% say their organization would be interested in a combination of baseline credentials and degrees and skills training program.

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*There’s never a wrong time for people to invest in themselves and their careers, but we’re definitely seeing stronger interest from forward-thinking employers who understand the long-term strategic value in developing their workforces.*

— Vivek Sharma, InStride CEO

When you’re ready to move your business forward and strategize how to close the skills gap, we’d love to talk.

Learn more at InStride.com