

# INCREASING EMPLOYABILITY OF ALUMNI WITH ASYNCHRONOUS CAREER READINESS COURSES

## CHALLENGE

A Mid-Atlantic community college wanted to provide an opportunity for their alumni to increase their employability and work-readiness to achieve higher success in the marketplace. As a participant in the US Department of State-Sponsored Community College Initiative (CCI), the institution needed continuing education that could be accessed in multiple time zones across the globe, and would fulfill their mission: to improve the leadership capabilities and professional skills of their graduates. The college sought a non-profit partner who could deliver proven curriculum on a wide spectrum of interpersonal and workplace skills—globally.

## AMA'S SOLUTION

American Management Association (AMA) offers industry-recognized, global training courses in 25 workplace competencies, including certificates in management and leadership development, communication skills, finance, and project management (see sidebar).

AMA's comprehensive, asynchronous eLearning content enables alumni to develop professional competencies where and when they want—offering convenience and flexibility. Alumni can access any of the On Demand Training Library's 80+ lessons ranging from 15 to 90 minutes. Users must complete a post-lesson quiz, and achieve a score of 80% or higher to advance. In addition to demonstrating proficiency, these assessments help to reinforce the learning and target weak areas that still need to be mastered.

## RESULTS

Within the first 3 years, more than 1,900 alumni representing 21 countries participated in the program. To date, 580 AMA Certificates of Achievement have been issued to participants for completion, with the most sought-after curriculum tracks being in leadership, management and project management. The initiative has been so successful, the college has decided to renew for another 3-year term.

"More than 80% of students expect their college education will help them get a job," says Kelly Lampe, Director of Higher Education at AMA. "And it can be tough for colleges to keep up with the skills currently trending in the workplace. The college's decision to complement their academic program with AMA's accredited business curriculum was a savvy way to offer rigorously vetted materials quickly to students around the world. Students like being able to show their AMA certificates to potential employers—it shows they are career-minded and focused on success."

**Offer your students more.  
Integrate AMA learning solutions into  
your curriculum for a unique distinction.**

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## WORKPLACE READINESS E-LEARNING CURRICULUM TRACKS

### MANAGEMENT and LEADERSHIP

- Crisis Leadership
- Diversity and Inclusion
- Innovation and Strategic Thinking for Managers
- Leadership
- Management
- Management: Analytical and Relationships

### COMMUNICATION SKILLS

- Business Writing
- Interpersonal Skills
- Training and Presentation Skills

### BUSINESS ENHANCEMENT

- Achieving Success as a Business Professional
- Building the Skills to Be an Essential Team Player
- How to Build a Professional Brand and Image
- Managing Priorities for Max Productivity

### BUSINESS ACCUMEN

- Finance
- Human Resources and Change Management
- Project Management

### CUSTOMER SERVICE

- Customer Service Training: Frontline Representative and Manager

### ANALYTICAL SKILLS

- Data Analysis and Business Analytics for Beginners
- Excel® Skills
- Workplace Development: Problem Solving and Business Fundamentals