




Greater Minds
fueled by **GSI**

Welcome to Greater Minds,

an initiative of Greater Spokane Inc. (GSI), providing working adults support in returning to school to finish their degree or certificate. Investing in educational opportunities for your employees has the benefit of increasing productivity and innovation within your workplace while helping to expand, retain and recruit top talent for our region.

60%
by 2025

40%

**Education Attainment
Goal For Spokane County**

The Goal of Greater Minds

Greater Minds is a regional collaboration of the higher education and business communities. Our goal is to increase the proportion of residents in Spokane County with a high-quality certificate, 2- or 4-year degree from 40 percent to 60 percent by 2025.

How the Initiative Works

Working with your business, we assist your employees to evaluate options and identify opportunities, match their goals with the programs of local higher education institutions and help them find the support they need to return to school.

Investing in Your Employees Through Greater Minds

Prioritizing your employees' continued education opens doors for our entire region. Adults who complete their degree or certificate can earn more money, advance their careers and improve job security. Higher education institutions recruit new students and diversify their student base. Businesses improve company culture and gain a competitive edge. In short, an educated workforce is the foundation for a healthy economy and thriving community.

Why Should Your Business Participate in Greater Minds?

Build a talent base for your company that fuels long term sustainability. Establish your organization as one that values individual growth. Offering your employees this benefit yields an increase in job satisfaction, productivity and enhanced skill sets. Supporting employees in pursuing their educational goals is one of the leading ways to guarantee your business thrives in an increasingly demanding and dynamic market.

How to Support Your Employees' Education Goals

Encourage

- Emphasize the importance of college completion in the workplace.
- Create a career development path for employees that allows supervisors to address gaps in education.
- Incorporate a philosophy of education attainment by emphasizing learning goals in individual career development plans.
- Influence an employee's current position, promotions and transfers to new positions.

Educate & Engage

- Empower employees to be smart consumers and to navigate the systems of education attainment.
- Help drive down recruitment costs and provide internal education supports for your employees.
- Establish a College Tuition Reimbursement Program and other support programs.
- Offer a flexible work environment.
- Create a mentorship program for attainment in your company.
- Recognize and celebrate the education attainment of your employees.

Advocate

- Become an advocate for your employees in their education attainment efforts.
- Provide access to the Greater Minds Initiative. Our neutral Navigator works with your business to provide you and your employees with information and services related to postsecondary education opportunities and affordability.



Our Navigator Can Provide

All Greater Minds services are available in person or virtually.

- Short "lunch-and-learn" style workshops for employees with information on how to get started, persist and finish their education.
- Assist in identifying certificate or degree programs to meet the educational goals of your employees and organization.
- Connect your employees to information on financial aid including FASFA, grants, scholarships and how to access student loans.
- Help with the pathway to credits and transfer credit alignment.
- Additional support throughout your employee's degree program.

Visit **GreaterMindsSpokane.org** for additional information and resources.



**Education & Talent
Champions**



**TOGETHER
WE'RE GREATER**

Want to learn more?

**Visit GreaterSpokane.org or contact
us at (509) 321-3623.**