



## Business Partner Program Overview

**Develop your workforce. Close the talent gap. Build a culture of growth.**

Partnering with **SOAR™ by Cornerstone University** positions your organization as a leader in workforce development and employee engagement—all at no cost to your company. As a SOAR Business Partner, you'll empower your team through education while building a strong brand as an employer of choice in West Michigan and beyond.

### Education Benefits for Employees & Families

As a SOAR Business Partner, eligible employees and their immediate family members (*i.e., brother, sister, father, legal guardian, mother, child, spouse, step-father, step-mother*) can receive:

- Up to **\$1,950 annually** in SOAR Partner scholarships
- Scholarships are awarded based on **Pell eligibility and CU grants**

### SOAR Business Partner Perks

As a Business Partner, your organization also receives:

- Free job postings on Cornerstone University's job board for current students and alumni
- Opportunities to present in SOAR or on-campus classes (live or recorded)
- Access to Cornerstone student interns from traditional programs
- Invitations to serve on select **program advisory boards**
- Up to four free **on-site workshops** each year on education and financial aid
- Use of **CU classrooms and conference rooms** for internal training or meetings (based on availability)

### What We Ask in Return

The partnership with SOAR by Cornerstone University is collaborative and mutually beneficial. We ask that you:

- Share SOAR opportunities with your employees via internal communications (e.g., email, onboarding, HR materials)
- Allow Cornerstone to recognize your organization as a Business Partner in relevant materials and digital spaces
- Permit the use of your logo in CU promotional materials and outreach
- Support engagement through occasional testimonials or participation in events
- Join us in relevant educational fairs or workforce development initiatives

### Ready to Strengthen Your Workforce?

This partnership is designed for organizations that believe in the power of education to transform teams, drive retention, and build lasting culture. Head to [Soar.Cornerstone.Edu/Partners](https://Soar.Cornerstone.Edu/Partners) to **fill out the online form** to learn more and get started.