



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**
- Support extends beyond the individual employee—making this a high-impact, high-value benefit

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 to **fill out the online form** to learn more and get started.