



**Corporate University Xchange**

BUILDING A BRIDGE BETWEEN BUSINESS AND LEARNING

## **NEWS RELEASE**

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### **CUX President Presents on Corporate/College Partnerships**

#### **Sue Todd delivers keynote address at meeting of the Association for Continuing Higher Education**

(Mechanicsburg, PA) – Sue Todd, president of Corporate University Xchange (CUX), the leading provider of corporate education research, benchmarking and advisory services for the enterprise-learning marketplace, was the keynote speaker on Friday, April 21, at a day-long program, *New Challenges – New Models: Corporate Partnerships*. The program took place at the University of Pennsylvania and was sponsored by Region 4 of the Association for Continuing Higher Education (ACHE). In her talk, *Corporate Universities: The State of the Industry*, Todd discussed how higher education institutions can create learning that companies could use to further their strategic goals.

Todd believes that business and academia should be able to find value in each other through stronger partnerships. Her talk began with a definition of a corporate university as an organization created to manage learning and development as a *strategic investment* focused on driving measurable performance improvement in key *business* areas. She then described CUX research into corporate attitudes toward partnering with higher education.

“On the positive side, corporations felt that partnering added credibility and expertise they didn’t have, and enabled them to offer added services and even college credits to employees,” says Todd. “But the negatives – courses that are too academic and too costly – outweigh the positives for many companies.”

When partnering works well, it is of great benefit. Todd described partnerships that have created business value for Textron and Wharton, Qualcomm and UC San Diego, Jet Blue and NYU and others. She then predicted that the nature of the relationship between corporations and higher education will change. Some of her predictions:

- Fewer companies will send executives and high potential managers to off-site training at business schools for weeks at a time for leadership development.
- Organizations will leverage higher ed to reach specific subject experts.

- Organizations will seek credential programs from higher ed to replace traditional off-the-shelf training from non-accredited providers.
- Tuition Reimbursement Programs will become an extension of corporate learning and development.

“Business is waiting! And colleges and universities have to be ready,” Todd told the audience of higher education professionals. “They need to develop programs that map to the fact-moving business world, in both content and delivery.”

About Corporate University Xchange, Inc.

Corporate University Xchange (CUX) is the leading provider of corporate university research, benchmarking, and advisory services for helping organizations transform corporate learning. Founded in 1997, the aim of CUX research and services is to maximize corporate investments in training and development to deliver improved business results. The company’s benchmarking studies and annual awards programs set the standards for the learning industry. For more information, please visit CUX on the web at [www.corpu.com](http://www.corpu.com).