



## **JetBlue and Sophia: a partnership that removes financial barriers to education**

Through the JetBlue Scholars program, employees access cost-saving pathways to degree programs

JetBlue has collaborated with Sophia to provide general education courses at no cost to their employees (also known as crewmembers) since 2015. Administered by the JetBlue Scholars program, there have been over 5,000 course registrations since the JetBlue Scholars launch. This includes Sophia courses and leveraging them to minimize education costs while pursuing a college degree program.

### **JetBlue's mission is to “inspire humanity”**

JetBlue leadership recognized the impact that additional education can have on both individual careers and their organization, as a whole. They also understood that thousands of their crewmembers were potentially interested in earning a college degree. With this in mind, JetBlue explored solutions that could make education more affordable and accessible. This effort is aligned with JetBlue's mission to inspire humanity and create new opportunities for their team to succeed.

#### **5K+ course registrations since the JetBlue Scholars launch**

In talking to their crewmembers, JetBlue learned that many of them experienced some common barriers to education. Among the challenges were:

- Overall cost
- Scheduling issues
- Work-life balance
- Access to learning resources
- Administrative clutter and noise

### **Sophia's solution**

With the goal of making education possible for more of their crewmembers, JetBlue partnered with Sophia.

As an affiliate of Strategic Education, Sophia offers ACE-accredited general education courses that can augment traditional degree programs. When companies such as JetBlue partner with Sophia, they can offer Sophia subscriptions at no cost to their employees – helping them save money and time as they complete their programs. Sophia content is also designed to help students feel more comfortable learning – particularly those who are relatively new to online education. For companies who offer access to Sophia, this can assist with their efforts to attract, engage and upskill a motivated workforce.

Together, through the JetBlue Scholars program, they created a way for crewmembers to save when pursuing a college degree. Crewmembers can access Sophia courses at no cost and use those courses to jumpstart their degree program.



**“Because of our partnership with Sophia, we are able to offer flexible, engaging and relevant courses to over 700 crewmembers who are seeking their undergraduate degrees.”**

## Sophia's impact to date:

**\$820M+** tuition dollars saved\*

**850K+** courses completed

**99%** of active Sophia subscribers surveyed would recommend Sophia

\*Savings based on average annual tuition at in-state, 4-year institutions. Source: College Board Trends in College Pricing Report (2022)

Sophia, an affiliate of Strategic Education, works collaboratively with your team and aligns to your learning goals. From course bundles to annual subscriptions, we'll partner with you to create a tailored plan to supercharge learning at your organization.

### Key highlights of the program, to date:

- 5K+ course registrations since the JetBlue Scholars launch
- 82.8% course completion rate for JetBlue Scholars
- 3 – average number of courses completed per learner

Collectively, Sophia has created a win-win scenario for crewmembers and JetBlue. Crewmembers benefit from the ability to jumpstart their degree programs and the organization benefits from the ability to better attract, engage and upskill their collective workforce. By investing in educational benefits such as Sophia, JetBlue and their crewmembers can be ready for the future of work.

## Shape your workforce and set the stage for lifelong learning



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