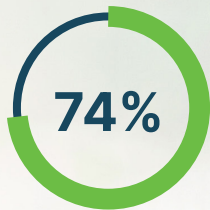


# Key insights into the **changing priorities of today's workforce.**

Data from the new 2024 EdAssist by Bright Horizons<sup>®</sup> Education Index tells a story: How student loan debt and rapidly advancing technology are putting workers' career goals out of reach.

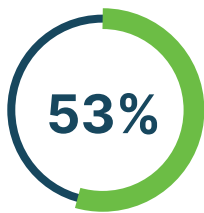
**Reskilling and upskilling** are critical to employees' **career growth and satisfaction.**

**They overwhelmingly want it...**



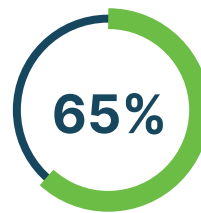
of workers, and 99% of GenZ employees, are **interested in developing new skills or pursuing additional education**

**But there are barriers that keep them from reaching their full potential.**



#### STUDENT LOAN DEBT

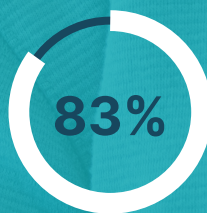
of employees say knowing they would incur student loan debt has prevented them from additional education.



#### RAPIDLY ADVANCING TECHNOLOGY

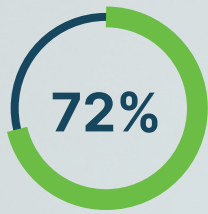
say their employer has not given them any training on how to use AI in their day-to-day work, despite 42% wishing for such training.

**The good news is...**



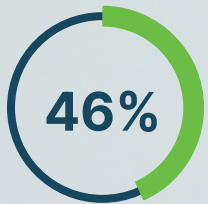
of employees would be **motivated to pursue education if provided with financial assistance, time and access to information and opportunity.**

# Employees look to employers to support their learning and career goals.



## SKILL-BASED LEARNING

would prefer a **short-term approach to learning/skills**



## FINANCIAL RELIEF

report **financial support** in pursuing additional education would encourage them to do so

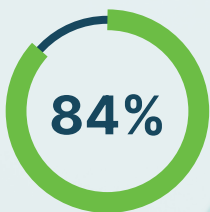


## MANAGER GUIDANCE

want to learn **new skills relevant to their career**, but struggle to figure out where to start — with 52% believing it's their employer's responsibility to guide them



**Employers who empower employees to gain new skills and grow in their roles can build a more loyal workforce, decrease their recruiting costs, and positively affect their bottom line.**



of employees said they would be **loyal to a company that invested in their education**



would choose one employer over another if they offered **education benefits**



**Download our fourth annual Education Index report to learn more** about the education needs of current US workers. Or, get in touch today to explore how EdAssist can help you create a best-in-class workforce development strategy that drives employee attraction, satisfaction and retention.



617-673-8000



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### EDUCATION INDEX

### The American Dream in Crisis

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