

Proven Success: JetBlue Scholars



Challenge:

JetBlue wanted to provide an opportunity for all eligible crewmembers to earn a bachelor's degree for less than \$3,500 out of pocket.

Requirements:

- No upfront cost to the crewmember
- Flexible to fit crewmembers' busy schedules
- High quality, competency-based coursework

Solution:

An accelerated online degree path in partnership with innovative education providers, including Study.com and Thomas Edison State University.

Program Results

- 103 graduates since launch in 2016 (both associate and bachelor's)
- 3,386 Study.com courses taken by participants
- Average time to complete a course 2 months
- Over 90% course pass rate
- Call center turnover down from 50% to almost 0%
- 700+ enrolled participants and expected to scale

“ JetBlue is the first Fortune 500 company to fully embrace alternative credit as a primary source of collegiate learning. We're producing results, and these graduates earned fully-accredited degrees at a fraction of the cost of brick & mortar institutions. ”

Bonny Simi
Founder of JetBlue Scholars

jetBlue Scholars