

How Rocket Central transformed an unused tuition benefit into a world-class career growth program

Problem

Rocket Central wanted to empower more than 30,000 team members nationwide to unlock their career potential. Although the Detroit-based professional services company had a tuition reimbursement benefit, participation was extremely low. Financial barriers to education were too high, and the enrollment process was manual and tedious. Rocket Central also realized that software engineering roles were critical to the business and the need for these roles would increase.

Solution

Rocket Central partnered with Guild to co-create and launch Rock Academy. The new education benefit provides access to more than 200 educational courses ranging from certificates to master's degrees. **100% of tuition is covered by Rock Academy, with no out-of-pocket costs from workers.** To fill software engineering roles, Rocket Central designed DevBuild, a program for any team member to become a qualified software engineer in 20 weeks.

Fast facts

Industry: Financial technology

of employees: 30,000+

Core line of business: Human resources, technology, accounting, marketing, legal services, and more

Guild program launched: 2019

Benefit: Tuition-free for all employees; more than 200 educational courses ranging from certificates to master's degrees

Results

Early results show team members feeling empowered to own their careers and navigate opportunities they previously did not have the skills or ability to pursue. Since the launch of Rock Academy, the organization has seen:



500%

increase in participation within 16 months of switching from tuition reimbursement to tuition-free education



95%

placement rate for DevBuild participants across Rocket Companies



+1,000

team members accepted into different courses within the first year of Rock Academy's launch

"Equity is at the heart of everything. You have to understand where all your people are coming from—their perspectives, experiences, and aspirations. Only then you can create equitable growth for everyone, and truly maximize the potential of your company."

KimArie Yowell
Chief Learning Officer
Rocket Central

Rocket Central case study