

## MEMORANDUM

DATE: February 14, 2019

TO: Ms. Lisa Ramirez, Lecturer

FROM: Shanique Saldano, SCS

SUBJECT: Continuing Education Research and Recommendations

This memo is to provide insight and recommendation on continuing education.

### **Why businesses encourage continuing education**

Technologies and the software that accompany them are constantly changing and require updates. Specifically, Business Management Software has regular minor updates. While the minor updates of these software note small changes, the major updates may include upgrade and new features that can enhance performance if used effectively. Just as the software need updating employees, require new training to better utilize them. Many businesses understand the need for continuing education and the positive impact it can have on work performance. Bank of America, Jet Blue Airline, UPS, and Proctor and Gamble are a few of these businesses invest in their employees training with tuition reimbursements. (Burrow, 2018, para.6)

### **How businesses handle continuing education**

According to the Edward Lowe Foundation (2019), businesses can utilize continuing education in either of 3 categories:

- On site program: trainings can be conducted as on site program where consultants would be brought into the business to conduct workshops, peer to peer training and company training.
- Offsite program: employees engage in training off the business grounds such as courses at local college, employee exchange, seminars and conferences.
- Hybrid program: Businesses can work with the education facility or external consultants to offer a combination of in class theory and applying it at the workplace

Businesses can utilize universities, which offer courses online and in class designed for continuing education as well as Training companies as they offer specialized workshops, seminars and courses. According to the United States Training Industry Report (2017), 42% of training hours were delivered by an instructor in a class room setting and 28.6% was delivered online with more technologies being used than the previous year (para. 9). The report also showed training expenditures for businesses rose with a 32.5% increase showing more funds being allocated to training budget. (para.3)

## **Recommendation**

Listed below are my recommendations based on my research.

- Evaluate the current skills and qualifications of employees and compare it to the skills needed for the firm to be at maximum production level. If these skills are lacking, either an on-site, offsite, or a hybrid program should be employed.
- The firm should provide continuing education for all support staff to ensure all organization goals are being met with efficiency. These goals must be undertaken by competent individuals, who can devise strategies based on new techniques and adjust to constant change.
- The company should sponsor any continuing education program they wish for their employees to undertake. However, some employees may seek continuing education for their personal growth and as a firm we should embrace these employees by trying our best to accommodate them.
- Consider allotting funds toward continuing education programs for employees to keep their skills current.
- Employees in return are expected to attend all programs and trainings and perform at a satisfactory level.

I will be pleased to provide further assistance or clarification and I look forward to your response.

## **References**

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