

## Case Study: EdLink

When the nation's largest provider of tuition assistance joined forces with a local non-profit best known for its college entrance exam to form EdLink, they had plenty of choices throughout the U.S. for their customer service location.

They selected Coralville, Iowa.

ICAD Group guided EdLink's location team from start to finish through site selection, establishing their local operations and talent acquisition.

We even helped organize their holiday open house.

### The Opportunity

EdLink, LLC is an independent company jointly created by two national non-profit leaders in education, the Council for Adult and Experiential Learning (CAEL) and ACT, Inc. EdLink provides complete corporate tuition assistance management services — working with employers to gain more business value from tuition programs while minimizing the costs.

ICAD Group was conducting its annual existing industry survey in 2009 when ACT revealed their plans to create EdLink with CAEL. Knowing that their initial location options for EdLink wouldn't suffice, ACT asked ICAD Group to gather information about locations and operations in the Iowa City area.

Specifically, ICAD Group was challenged to find office space providing specific organizational and technical requirements that could expand with operations. In addition, EdLink was going to need a bevy of workforce recruitment assistance including screening, hiring, and training local staff as well as relocation assistance for some of its Chicago workers.

### The Outcome

ICAD Group helped EdLink navigate the maze of available commercial property throughout our service territory and assisted with negotiations for lease and build out.

“Having an office close to ACT, one of our parent companies, was very important to us. ICAD Group helped us find the perfect location for our growing company. We really enjoyed working with all of the great people at ICAD Group and appreciate all of the hard work and services they provide for business in the Iowa City area,” said John Zappa, CEO of EdLink

Once EdLink had decided on their Coralville location, they needed temporary hiring and training facilities. ICAD Group arranged rooms in the Iowa City Commerce Center for more than two weeks of interviews and candidate screening. Additionally, we introduced EdLink to Iowa Workforce Development as well as Iowa's National Career Readiness Certificate to use as part of the hiring process.

Many of ICAD Group's workforce development partners helped EdLink with staffing and training. Kirkwood Community College provided temporary space in their Marion campus to accommodate EdLink's new employees and also facilitated the state of Iowa's Industrial New Jobs Training program.

EdLink expects to process \$200 million in education funds through the next year and serve almost 800,000 employees across the country. Currently EdLink employs 11 at their Coralville facility and are looking to add 20 more positions in the next 3 years.

