



FRED PRYOR SEMINARS CAREERTRACK

## CASE STUDY UNICEF USA



### SITUATION

UNICEF works in some of the world's toughest places in order to reach the world's most vulnerable children. With a presence across 190 countries and territories, approximately 12,000 employees address five key areas: Young Child Survival and Development; Basic Education and Gender Equality; HIV/AIDS and Children; Child Protection; Policy Advocacy and Partnerships for Children's Rights; and Re-focusing on Equity. In its nine U.S. offices, UNICEF USA employees focus on fundraising, advocacy and educational activities.

While undertaking organizational strategic changes and setting new aggressive goals, leaders also placed additional emphasis on employees' professional learning and development and created a new role to head these efforts.

To support a culture of learning with abundant continuing education offerings for employees,

UNICEF USA researched several national training and development education providers. The organization wanted a learning management system (LMS) partner with a national presence, trainers with diverse backgrounds and rich learning content. After reviewing online demos, attending live seminars, evaluating the quality of various trainers, delving into pricing structures and determining the level of marketing and professional support available, UNICEF USA chose Pryor Learning Solutions and its Pryor+ platform.

UNICEF USA completed exhaustive research in choosing Pryor as its LMS provider including:

- Reviewing online demos
- Attending live seminars
- Evaluating the quality of various trainers
- Delving into pricing structures
- Determining the level of marketing and professional support available





Custom email marketing pieces created by Pryor, using UNICEF USA's branding. UNICEF used these to generate LMS awareness and engagement.

## SOLUTIONS

UNICEF USA unveiled the strategic focus on professional learning and development and the availability of the LMS. The main objective was to drive engagement in five core areas: using UNICEF data and content, applying internal tools for efficiency, growing job-essential skills, enhancing interpersonal communication and developing leadership talents.

Pryor, as part of its Enterprise support, developed custom marketing pieces to create awareness of the new learning system, as well as excitement for the educational offerings. The internal communication pieces seamlessly integrated UNICEF USA's branding.

Their marketing pieces were fun, on-brand, engaging and prompted learning options in a variety of ways internally including email, social media, learning calendars and meetings.

"The custom marketing pieces developed by Pryor have helped us save time, increase engagement and be more proactive."

- **Kristi Burnham, Vice President of Professional Learning & Leadership Development, UNICEF USA**

## RESULTS

- Within six months of launch, the monetary return on investment (ROI) is 88%.
- Six months post-launch, the engagement rate is 52%, far surpassing its goal to reach 40% within the first year.
- In the first three months, more than 270 employees registered for over 2,000 courses.

## WHAT'S NEXT?

UNICEF USA employees enthusiastically embraced the new professional development and learning opportunities. In fact, nearly 50 employees have requested specific course recommendations based on their career goals. UNICEF USA is planning to fully utilize the Pryor+ capabilities to create custom learning paths for employees.

“We have meaningful discussions with our partners at Pryor on a regular basis, in which they provide us with insights and ideas to further maximize the LMS.”

- **Sheri Stauffer, Manager, Professional Learning & Leadership Development, UNICEF USA**

---

## ABOUT UNICEF USA

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to put children first. UNICEF has helped save more children's lives than any other humanitarian organization, by providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more. UNICEF USA supports UNICEF's work through fundraising, advocacy and education in the United States. Together, we are working toward the day when no children die from preventable causes and every child has a safe and healthy childhood. For more information, visit [www.unicefusa.org](http://www.unicefusa.org).

---

## ABOUT PRYOR LEARNING SOLUTIONS

Since Fred Pryor pioneered the one-day seminar in 1970, Pryor has helped more than 11 million people reach their career goals by offering comprehensive, affordable and convenient business, compliance and safety training. Staying true to Fred's mission to deliver the best and most cost-efficient continuous learning experience continues with Pryor Learning Solutions' true blended learning approach that includes more than 7,000 live seminars and more than 4,700 online courses.