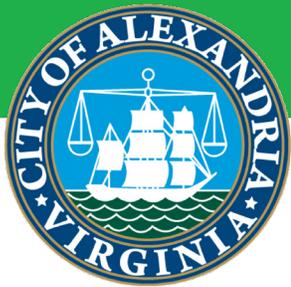




FRED PRYOR SEMINARS CAREERTRACK



## CASE STUDY City of Alexandria

### SITUATION

The city of Alexandria, Virginia is just seven miles south of Washington, D.C. and employs approximately 3,000 full- and part-time public employees. The organization has 28 departments providing services to more than 155,000 citizens. As a public entity, the City is accountable for the transparent and responsible use of taxpayer's money. Like any organization, it understands that ongoing education for employees can make them better at their jobs and help with retention.

### SOLUTIONS

In researching options, Pryor Learning provided the most value in terms of relevant and current content, responsive customer service and

administration/reporting. It's a turnkey—yet customizable solution—that is all-inclusive in its services and offerings so organizations can rest assured they won't have surprise additional costs.

The Pryor+ platform has more than 4,500 training courses on a variety of topics such as Microsoft® Office Suite programs, business acumen, communication, supervisory training and leadership development.

The online eLearning platform complements the City's internal on-site classroom training and workshops, giving employees multiple formats, days and times to choose from in expanding their knowledge and skills.



## RESULT

Initially, the Pryor+ platform was set up for 1,000 users. Due to the popularity and high usage in its first year, Alexandria will be adding 2,000 more user spots to serve additional employees.

“Pryor+ has significantly helped us with recruiting and retention. Prospective and current employees know they can access training to use in their current position, as well as help their career grow with the City of Alexandria.”

- **Harry J. Kantrovich, Ed.D.**  
**Chief Learning Officer**

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## ABOUT ALEXANDRIA, VIRGINIA

Located along the western bank of the Potomac River, the city of Alexandria is approximately seven miles from Washington, D.C. The majority of its 155,000 residents work in federal civil service, the U.S. military or for one of the many private companies which contract to provide services to the federal government.

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## ABOUT PRYOR LEARNING

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 across the U.S. and Canada continues with Pryor Learning’s true blended learning approach that includes more than 7,000 live seminars and more than 4,500 online courses.