

Video transcript

Randy Dye testimonial

My name is Randy Dye, I've been the dealer in Daytona Beach since 1997. If you're going to be successful in a community, you have actually got to participate within that community. We understand how much of a privilege it is to be part of Daytona Beach.

When we first found out about the Degrees@Work program, I have to tell you, I didn't believe it. I was an absolute 100% skeptic, cynic. I kept looking for the catch. The proof has been the employees who have signed up and taken the classes to tell somebody, a prospective new employee or a current employee, "You've got an opportunity to get a college education at no charge to you because of who you're employed by."

That's a game-changer. It's like the guy who can throw a hundred-and-five-mile-an-hour fastball; you're going to win.

Carl Austin, parts advisor

When I first learned of Strayer, we received a letter in our paystub. I went home and talked to my wife about it. When they said it was going to be an expense-paid venture for us as students, it became a no-brainer. It made no sense not to do it.

Kristina Chalk, director of marketing

When I found out about Degrees@Work through Daytona Dodge, I thought, this is it. I can actually go back to school. [Strayer] understands your schedule, your needs.

Dawn Wiebe, office manager

I decided I was going to take part in it because my oldest daughter, Kelsey, was struggling in school. I felt there was no better way to show her that I could work a full-time job and still go to school. So any time she gets distracted at school, I tell her that anything is possible.

Kristina Chalk

Dawn, a single mom, and her helping me with shortcuts on the keyboard. Carl as well, "Hey, I heard you had a test last night. How'd you do?" So it's kind of like [having] your own cheer squad.

Randy Dye

Many of the employees bring their grades to me and tell me how they're doing. That employee feels much more valued.

Kristina Chalk

"[Randy] felt like he was getting better employees. What I learned the night before in my homework and writing my papers, I was able to use the very next day."

Carl Austin

"Through the FCA program, two of the classes we had to take were marketing 101 and business 101. That's helped me a lot at work with the marketing aspect of things."

Randy Dye about Carl

The opportunity to continue this education was a big deal to him, it's probably the thing that got him here. He would never have seen himself in the car business. Ever.

Carl Austin Chalk

"It makes me want to stay here. It makes my wife want me to stay here. It builds my value here at the dealership."

Kristina

It not only helps the morale of your staff and employees, but you're empowering them with education. That is something that in the long run you cannot put a value or a dollar-figure on.

Randy

This is a relatively small investment in what really is your business. It's going to impact your employees' lifestyle. It's going to impact your customers' experience with your dealership because of the employee you're going to be able to attract, the employee you're going to be able to keep, and the employee that's going to be able to grow through the process.

Kristina

I'm just a bit baffled why more people wouldn't sign up for this.

Carl

I'll be the first person in my family to receive a degree. I'm pretty thankful for that.

Randy

The Degrees@Work program is an absolute win-win-win.