



LAUREATE
INTERNATIONAL
UNIVERSITIES*

The Client

Laureate's network of more than 80 campus-based and online universities in 28 countries offers undergraduate and graduate degree programs to over one million students worldwide. Ours is the largest global network of degree-granting higher education institutions, and our students are part of a diverse, international community that spans the Americas, Europe, Africa, Asia and the Middle East. Our institutions offer undergraduate, master's and doctoral degree programs fields such as business and management, medical and health sciences, engineering, information technology, architecture, education, law, communications and hospitality management.

Every institution in our network operates as its own unique brand, guided by local leadership, and is actively engaged in its community. Relationships among the institutions in our network are enriched by shared curricula, faculty, degree programs and student exchange opportunities.

Laureate's network institutions deliver professional-oriented programs in a wide range of disciplines that generate strong interest from students and provide attractive employment outcomes. Our network includes all of the faculty, staff, alumni, families and employers who help our students achieve an excellent return on their educational investment.

We believe in the power of education to transform lives and remain committed to making a positive, enduring impact in the communities we serve. This commitment is best expressed by our commitment to be Here for Good in both permanence and purpose. When our students succeed, countries prosper and societies benefit.

The Case

On Oct. 1, 2015, Laureate converted to a Public Benefit Corporation, a relatively new class of corporations that are required by law to create a general public benefit through a material, positive impact on society. As a PBC, Laureate is required to publicly disclose a report that assesses our public benefit performance.

In 2015, Laureate passed a rigorous assessment by B Lab®, an independent non-profit organization that serves as a global movement of people using business as a force for good, and became a Certified B Corporation® – the largest corporation ever to become a B Corp™.

Historically, Laureate Education has marketed individual schools/entities within the network with little focus on the corporate employment brand. Now that Laureate Education has become a certified B-Corporation, how can Laureate Education leverage this new status to enhance the corporate brand?

Project Deliverable

Develop at least 3 strategies to incorporate the B-Corporation status into the current talent acquisition process to include (but not limited to): interview process, candidate sourcing, job advertising, website postings, etc.