



Since opening its doors in 1955, McDonald's has been committed to the education and training of its employees. The company's world-class crew training and unique management curriculum are recognized as being the most comprehensive in the Quick Service Restaurant (QSR) industry. More than 300,000 people worldwide have graduated from Hamburger University.

In 2015, McDonald's introduced Archways to Opportunity, a multi-faceted educational program that expands the company's efforts to assist all employees, in both company-owned and independent franchisee-owned restaurants, in reaching their educational goals.

The Archways to Opportunity program provides eligible U.S. employees a chance to access free educational advising, earn a high school diploma online, develop proficiency in English, and attend college with upfront tuition. In the first 2.5 years, more than 15,000 McDonald's employees and employees of franchise organizations have taken advantage of at least one Archways to Opportunity education benefit. As part of Archways to Opportunity, McDonald's has awarded more than \$14 million in tuition assistance.

On September 22, 2017, **Dr. Christine Hubbard, President of North Texas Community College Consortium**, and **Dr. Tracey Armstrong, Director of Innovation** at the **Texas Higher Education Coordinating Board**, invite you to join them in Dallas for a meeting at the North Lake College North Campus from 9 a.m.- 12 p.m. to learn more about the McDonald's Archways to Opportunity programs.

Diane Timms, Education & Training Programs Consultant in Education Strategies/Operations Learning Solutions of McDonald's USA, will be on hand to provide an overview of the Archways to Opportunity programs: High School Completion, College Access & Completion, Advising Services, and English Under the Arches.

While all four programs are important, Timms has been asked to highlight the College Access & Completion program. This program is relevant to the McDonald's employee management training curriculum. All current and former employee management, training curricula through June 2017 carry American Council on Education (ACE) credit recommendations, which can be transferred to many two- and four-year colleges.

Under the guidance of Dr. Hubbard, colleges attending the event will have an opportunity to map out credit recommendations into specific courses at their institution. Materials to assist in this activity will be shared prior to the event.

We are asking each institution to identify the business program leaders and transfer and articulation leaders who should attend and participate to determine where McDonald's corporate training curricula are aligned with college business program coursework. At Texas public institutions, all lower-division courses are guided by the ACGM (*Academic Course Guide Manual*) and WECM (*Workforce Education Course Manual*) and should already be aligned from institution to institution. The goal is for any crosswalk that is created between McDonald's corporate training and ACGM or WECM courses to be eligible for credit at any participating Texas public institution of higher education.

Each institution should complete one team registration form at the following link:

<https://ntccc.wufoo.com/forms/mcdonalds-corporation-archways-to-opportunity/>

Space is limited to two participants per college. Please submit your registration by Monday, September 18, 2017.

With 1,509 McDonald's restaurants and approximately 75,000 employees in the state of Texas, your institution's commitment to working with us to increase access and reduce time-to-degree for those employees who seek to advance their learning would be immeasurable.

We welcome your participation in this unique industry-college partnership.

Respectfully,

Christine Hubbard, Ph.D. & Tracey Armstrong, Ph.D.