ABA PARTNER NETWORK

ACADEMIC INSTITUTION



Academic Institution Membership

A Solution to Your Enrollment and Career-Readiness Challenges

In today's economic environment, colleges and universities face increasing pressure to demonstrate career outcomes, attract students and prepare graduates for an ever changing workforce. At the same time, institutions must do more with limited resources while keeping curricula relevant to industry needs.

The ABA Academic Institution Membership helps bridge that gap. Designed specifically for higher education institutions, the program provides industry recognized banking content, certificates and connections that help strengthen your degree-granting programs and better prepare students for in demand careers—without requiring new course development.

Through this partnership with the American Bankers Association, your institution gains access to trusted online education used by millions of bankers nationwide, helping position your academic programs as a direct pathway to banking careers.

Developed with Academic Leaders for Seamless Curriculum Integration

- **Minimum effort; maximum return**
- **Easy implementation options**
- **Access to a curated set of employer-recognized ABA certificates designed to strengthen career readiness**
- **The ability to elevate your academic programs among current and prospective students**
- **Formal affiliation with ABA that differentiates your student recruitment & workforce readiness value proposition**
- **Industry-relevant learning valued by employers – without creating new curricula**
- **The opportunity to build direct connections to the banking industry**

Market Relevance From an Industry Leader

ABA research shows that more than 90 percent of hiring managers say banking education influences hiring decisions. New hires with ABA specific certificates are also more likely to earn higher compensation. **Inquire today.**

> *"ABA Partner Network Academic Institution Membership gives us a credible, industry-recognized way to strengthen career readiness without redesigning our curriculum. The certificates and banking content translate directly into the skills banks are asking for which helps ensure our graduates are confident and more qualified for highly competitive banking roles."*



Help your students build the skills needed to embark on their careers with access to relevant ABA certificates, including:

ABA Bank Teller Certificate

Provides students with essential bank teller skills including core competencies such as cash handling, check cashing, deposit and withdrawal processing, cash payments, and daily settlements of teller cash and proof transactions.

ABA Certificate in Banking Essentials (New)

Explores the world of banking—no finance background required. Students gain foundational knowledge of the banking industry, including deposits, lending, payments, and wealth services. Opportunity for students to apply your learning through a real-world capstone project focused on banking challenges and career readiness.

ABA Foundational Certificate in Business and Commercial Lending (New)

Explores business operating cycles, financial statements, the commercial lending process and key elements on commercial loans, including credit and non-financial risk.

ABA Small Business Banker Certificate

Enables students to develop the key skills for building trusted relationships with business customers and tactics to better engage customers.

Learn more at
aba.com/Academic

American Bankers Association