Inspiring people, businesses and organizations through innovative learning experiences.
Through our Corporate Learning and Leadership programs, we partner to help your company develop talent and empower emerging leaders. Our highly customized and interactive professional learning experiences include rigorous and adaptable curricula that are inspirational, practical and hands on.

Our Community Engagement program is core to Bay Path’s commitment to leading by example. We open a range of learning and enrichment opportunities to community members, alumni, and business professionals—because we believe that every opportunity to learn is an opportunity to grow.

Strategic Alliances at Bay Path University brings learning, leadership and community together to motivate individuals and inspire growth.

Success is people-driven.
High-impact companies invest in creating environments that actively value and develop their employees. They know that when people feel valued, they are more engaged, effective and loyal. In other words, they know that investing in people is good business.

Generate mutual benefit.
Strategic Alliances at Bay Path University can help your employees learn and immediately apply practical skills and meet rising industry standards. Your company will see measurable results as you motivate and retain talented employees, empower and promote leaders from within, enhance productivity, and improve your bottom line.
Move from training to talent development.

An innovative leader in corporate learning, Strategic Alliances (SA) at Bay Path University will help your company attract, identify, develop and retain top talent.

Our customized learning experiences include:

- Face-to-face interactive programs, hosted onsite or at our state-of-the-art facilities, that deliver proven and immediately applicable techniques.
- Virtual follow-ups that help participants practice new skills and receive feedback on their progress.
- A culminating client webinar to assess participants’ experiences and learning outcomes, and catalyze next steps.

Our state-of-the-art facilities have a number of types of spaces to meet the needs of the adult learners including class, seminar, and small conference rooms – all equipped with the latest technology, including teleconferencing.

Our topics focus on issues that emerging leaders or managers need to know as they reach higher levels of success in their careers. The goal is for all participants to walk away with new ideas, techniques and approaches they can implement immediately. Attendees come from a cross section of areas: healthcare, corporate, government, education, and nonprofit, allowing for ideation and discussions from multiple perspectives. After each webinar, the SA team sends participants information on the most valuable take aways and a link to the video.

"It was a meaningful discussion. I attend online seminars often, and this was one of the best.”
— Rieah M., KPMG, LLC

"I learned some new personal communication strategies in order to diffuse difficult situations.”
— Karen R., MARC Community Resources, LTD

"In educating and training producers and wholesalers around the country, having tips to reset their approach is game changing for them.”
— Stacy M., Guardian Life Insurance Co.

We partner with companies of various sizes and sectors, including:

- Healthcare
- Retail
- Manufacturing
- Hospitality
- Nonprofits
- Trade associations

Throughout the year, we also offer themed open-enrollment programs for small groups. These programs provide valuable networking opportunities across industries, and a space to generate and explore new ideas.

Leading experts have presented on a wide range of customized program themes, including:

- Negotiation
- Cultivating Emotional Intelligence
- Diversity and Inclusion
- Tools for Managers
- Growth and Leadership Mindsets
- Storytelling for Success
- Communication and Connection
- Customer Engagement
- And others

Corporate Learning
Bay Path University celebrates and convenes women leaders throughout the year, honoring their experiences and celebrating their aspirations.

The Women’s Leadership Conference is the region’s premier women’s leadership event for professional and personal networking and enrichment. From this one-day event, attendees learn skills that can be put into action to help our region grow and prosper.

Some of our past Women’s Leadership Conference keynote speakers include:

- Madeleine Albright, Former U.S. Secretary of State
- Maya Angelou, Poet and Author
- Gloria Estefan, Cuban-American singer, songwriter, actress, and businesswoman
- Jane Fonda, Actor, Activist and Author

Women have the power to transform industry and society.

Because she means business.

While women comprise half our population and have consistently proven to impact and contribute to organizational strategies and outcomes, they are still severely underrepresented in leadership positions. Simply put, this underrepresentation of women in leadership positions undermines the potential of individuals, businesses and communities—but we can do something about it.

We can help emerging women leaders identify their strengths, apply proven techniques, hone their style, encourage and mentor one another, and confidently pursue their full potential.

A leader in adult women’s education, Bay Path University is exceptionally qualified to develop customized and meaningful women’s leadership programming for your company. As with our Corporate Learning opportunities, the Women’s Leadership program delivers practical, inspirational, and effective experiences.

Women Business Leaders Hall of Fame recognizes local and global business women who inspire our attendees to take the next step in building their career.

Some of our inductees in the Women Business Leaders Hall of Fame include:

- Nely Galán, First Latina president of the U.S. Television network, Telemundo
- Maura McCaffrey, President and Chief Executive Officer at Health New England
- Majora Carter, Eco-entrepreneur, founder of Sustainable South Bronx, and Peabody Award-winning broadcaster

Organizations that are led by inclusive leadership teams make better decisions that deliver better results.

— Janet Riccio, Exec. Vice President, Omnicom Group
Connection makes us stronger.

Our Community Engagement program invites community members, alumni, and business professionals to connect, experience, learn, and grow—together.

Kaleidoscope is a semester-long series of events that fosters openness, curiosity, and dialogue concerning issues and topics in our local and global communities. Programming includes authors, theater, music and dance, film, and other special events.

The Innovative Thinking and Entrepreneurship Lecture Series addresses the concepts of innovation and creativity, with specific emphasis on leadership, results, and the process of innovation. The event provides a platform for discussion and dialogue with business leaders who embrace risk taking, creativity, innovation, and new ways of doing business.

Past speakers have included:
- Delcie Bean, Founder and CEO of Paragus Strategic IT
- Susan Marvin, President of Marvin Windows and Doors
- William Green, Chairman and CEO of Accenture
- Tom Stemberg, Founder of Staples, Inc.
- William Burke, III, President of LENOX American Saw and Group President for Newell Rubermaid
- Robert Kraft, Owner of the New England Patriots

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Customized Webinars That Fit Your Goals

Whether it’s a company looking to find new ways of providing learning experiences for employees, locally or globally, SA customized webinars provide an affordable and feasible solution. These live sessions require only an internet-connected device—SA does all the rest. Strategic Alliances works with you to develop the content to fit your needs, and our faculty and panelists are leaders in their respective fields. As a follow up, the SA team develops chat rooms and ongoing virtual discussions to help learners interpret what they are taught, and how to implement their new knowledge in the workplace. Assessments and micro-credentialing are also available on request.

Micro-Credentials: Learning For Credit

Strategic Alliances works with companies, organizations, and industry groups to develop micro-credentials—modules that are skill-based learning delivered in small segments. Upon completion of the micro-credential participants receive a badge, certificate, mini-certificate or other format that is determined in collaboration with employers. Micro-credentials are delivered in a variety of ways: webinars, expert-curated or employee-shared media and articles, small online classes, customer service workshops, project-based explorations, or any number of learning formats specifically designed for adult learners. From Baby Boomers to Millennials to Gen Z’s, we will develop a format that enhances your learning experience while achieving your business and corporate objectives.
About Bay Path University

When Bay Path opened its doors to students in downtown Springfield, MA, in 1897, it had a very clear goal: to provide a practical, affordable, and career-oriented education to meet the needs of companies, organizations, and communities. From the beginning, Bay Path prided itself on being entrepreneurial, constantly pushing the boundaries of the academic experience to fit the student.

Today, that spirit and philosophy is more important than ever, and our nearly 17,000 current alumni are a testament to that mission which we still embrace.

An independent and not-for-profit institution, Bay Path University was named “Among Fastest Growing Baccalaureate Colleges” by the Chronicle of Higher Education Almanac, and is a member of the Women’s College Coalition. With a main campus in Longmeadow, MA; three satellite locations, and The American Women’s College headquartered in Springfield, MA, Bay Path offers undergraduate, graduate (for women and men) degrees, and professional certificates.

At Strategic Alliances, we are building upon Bay Path’s long history. We’re committed to helping our clients navigate a constantly changing world. Whether it is through our webinars, one-on-one sessions, highly interactive and customized learning, or one or two-day programs, we will help our clients and partners to adapt to new ways of doing business, enhance the human capital so crucial to success, and provide training so both customers and employees have positive experiences that reflect the best of your business or organization.

Visit www.baypath.edu to learn more about Bay Path University.

Bay Path University Sullivan Career & Life Planning Center

The Sullivan Career & Life Planning Center connects students and alumni with community partners with the goal to provide employers with highly qualified candidates to meet an organization’s needs while engaging students with valuable work experience in their fields of study and the chance to start a rewarding career. Join the Carpe Diem Career Network—open to all employers and organizations—and post job openings, internships, or mentorship opportunities.

Visit www.baypath.edu and click on “Student Life” to learn more.
Strategic Alliances at Bay Path University

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