

Workforce Design & Transition

New WGU Policies and their MarCom Implementation

Foundational Philosophy

Human connection matters and promotes individual and collective well-being

Direct, in-person engagement facilitates productive reasoning, elevates creativity, increases empathy and understanding, and sparks inventiveness

Certain teams and roles benefit more from consistent in-person interaction based on the nature of their work; others require less frequent f2f contact

Co-located vs. Remote Teams

Co-located (in office):

Enabling and foundational services
 Upstream in the value chain

Remote:

Direct student-facing
 Direct external partner-facing

Attributes of co-located work:

High degree of group reasoning
 Deep inter-departmental collaboration
 Creative and innovation-focused endeavors

Team Designation

Co-Located (in office):

- *Marketing & External Comms*
- Internal Communications
- Senior Executive Team
- Office of the President
- School Leadership
- Program & Portfolio Management
- Program Development
- Mentor Strategy & Operations
- Accreditation & Compliance
- Graduate & Alumni Services
- Student Services & Support
- EdTech
- WGU Academy
- WGU Labs
- Juvo
- Finance
- People & Talent
- Legal
- Advancement

Remote (student-facing):

- Enrollment
- Financial Aid
- Program Mentors
- Course Instructors
- Evaluators

Remote (partner-facing):

- Regional Operations
- Government Relations

Co-located Teams Policy

Transition to Salt Lake City HQ over time (note: a few non-MarCom teams may be based in satellite offices)

In-office 4 days/week (all roles)

VPs and Directors required to relocate over next 1-2 years;
no other required relocations

Future promotions and new hires for all roles will be based in SLC HQ

What does this mean for Utah-based team members?

Begin working from the office 3 days/week by October 1

Begin working from the office 4 days/week by January 1

Self-determine weekly work from home day in coordination with direct leader

These expectations apply for those living in Utah, regardless of distance to office

What does this mean for individual contributors, managers, senior managers who live outside Utah?

Relocation within current role is not required

Any future promotion would require Utah relocation (in-lines* exempted)

Option for voluntary relocation during FY25 is available if interested – discuss with P&T

* In-line promotions are those that are not posted and represent progression within an individual's current role

What does this mean for Directors and VPs who live outside Utah?

Relocation to HQ will be required sometime between now and August 2026

VPs should decide by Nov 2024 and relocate by August 2025

Directors should decide by July 2025 and relocate by August 2026

Severance support will be available for VPs/Directors who opt not to relocate



Timeline for changes

- Oct 1 2024* Current Utah employees in-office 3x/week
- Nov 1 2024 Non-Utah VPs communicate decision regarding relocation
- Jan 1 2025 Current Utah employees in-office 4x/week
- Jul 1 2025 Non-Utah Directors communicate decision regarding relocation
- Aug 1 2025 Non-Utah VPs relocate to HQ
- Aug 1 2026 Non-Utah Directors relocate to HQ

* Some temporary accommodation may be possible for 10/1 date if personal circumstances require

What's not changing

Personal flexibility to work from home on an ad hoc basis (e.g., for sickness, personal appointments, weather, event, etc.)

MarCom meeting blackout windows (<10AM & >3PM MT)

Investment in building connection remotely and in-person

High proportion of meetings in hybrid format