

The E.W. Scripps Company uses Google Career Certificates to help enhance professional development and accelerate internal mobility

The opportunity:

The E.W. Scripps Company (Scripps) is a diversified media company focused on creating a better-informed world. As one of the nation's largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates more than 60 local news stations in 40+ markets. Additionally, it offers a growing portfolio of over-the-air broadcast networks and sports content. Committed to providing its employees with opportunities to enhance their careers, Scripps was looking for a flexible training program to provide its workforce with career enhancement and new skilling opportunities.

The E.W. Scripps Company approach:

To meet its business and talent needs, Scripps integrated the Google Career Certificates program into existing learning and development offerings, helping make training in fields like data analytics and project management easily accessible to its employees.

The results:

More than 600 Scripps employees, including dozens of frontline journalists, have enrolled in the Google Career Certificates program. Employees who participated in the program reported higher rates of job satisfaction, increased likelihood of staying with the company, and some even directly earned promotions as a result of the new skills they gained and their commitment to learning.¹

*We want to develop our leaders of tomorrow by providing resources and opportunities for them to pursue advancements and contribute to the company in ways in which they had not imagined. **Our employees have overwhelmingly told us how beneficial these courses are. They say they are learning new skills that allow them to make decisions more confidently and that they feel empowered just knowing they have access to these resources.***

- Candace Anderson, SVP, Chief Human Resources Officer at The E.W. Scripps Company

Learner Spotlight: Warren Glover

Warren Glover was working as a program manager but wanted to transition into a more data analytics-focused role. Upon discovering the Google Data Analytics Certificate through Scripps, he seized the opportunity to enroll. After completing the certificate, Warren successfully landed a new position as a Senior Research Analyst.

Warren explains, "After completing the Google Data Analytics Certificate, I leveraged my new skills and network to secure a role at Scripps that aligned with my interest in data analytics. I am happy to say that I've now been in my new position for a year and have enjoyed the new opportunity."

Interested in learning more about using Google Career Certificates to upskill at your organization? [Click here](#) to connect with our team.