Welcome!

LEARN 2018

THE GRADUATE NETWORK!
MARC
KC SCHOLARS
KC Degrees
1. Write 5 words - one per index card - that describe your work.

2. Share your words with your tablemates and select the top 3 shared words – use these to introduce your table:

We represent [States] and our 3 words are:
Welcome!

LEARN
2018

THE GRADUATE NETWORK
MARC
MID-AMERICA REGIONAL COUNCIL
KC SCHOLARS
Your Future. Our Future.
KC Degrees
Reconnecting Adults to College
Welcome!

David Warm, Executive Director, Mid-America Regional Council
Challenge Accepted | KC Rising

THE GRADUATE NETWORK
“A Moment in Time”: Alignment of interests in KC and a shared vision for postsecondary adult attainment

Moderator: David Warm
Executive Director, Mid-America Regional Council Kansas City, MO

Andy Anderson
(Ret.) Vice President for Academic Affairs/CAO Johnson County CC

Sheri Gonzales Warren
Mid-America Regional Council Kansas City, MO and KC Degrees

Beth Tankersley-Bankhead
KC Scholars and The Kauffman Foundation

Melissa Ver Meer
Principal, Enterprise Partnerships in the Strategy and Transformation Honeywell

#LearnX18 @TheGradNetwork
@TheGradNetwork
#LearnX2018
The Graduate! Network Mission

To increase the number of adults completing college

- Messaging
- Partnerships
- Services
- Sustainability
1. Write 5 words - one per index card - that describe your work.

2. Share your words with your tablemates and select the top 3 shared words – use these to introduce your table:

   We represent [States] and our 3 words are:
Key Forces, Trends and Changes Affecting Adult Completers

John Colborn  Chief Operating Officer, JEVS Human Services and Board Chair, The Graduate! Network, Inc.

Debra Humphreys  Vice President of Strategic Engagement, Lumina Foundation

David Scobey  Director, Bringing Theories to Practice, Association of American Colleges and Universities

Yvonne Simon  Chief Learning Architect, College for America and Workforce Partnerships

Louis Soares  Chief Learning and Innovation Officer, American Council on Education

#LearnX18  @TheGradNetwork
Shake Break!
Dr. Dan Ash  
Bridgett Strickler  
Janet Cunningham  
Julie Szeltner  
Kayla Wingbermuehle

Research Director, Bridging the Talent Gap,  
Director, Network Engagement & Lead, Bridging the Talent Gap  
Executive Director, Citizens for Educational Excellence, Corpus Christi  
Senior Director of Adult Programs, College Now Greater Cleveland  
Program Manager, Gateway to Degrees, St. Louis Regional Chamber
What’s Happening With Bridging The Talent Gap?

• Set the context
• Provide quick refresher
• Provide new insights
• Hear from the field
Set the context: 4 Headlines

- Walmart Foundation
- Trellis Foundation
- New EmployEE Survey
- ICYMI, Federal Reserve Publication
Quick Refresher:

**BTTG Key Takeaways To Date**

**College Supporting Organizations**

• Hiring is significantly easier

• Their labor pool is significantly more skilled

**Other Key Findings**

• Despite popular myth, employers say that employees with college degrees have more of the applied skills they need

• Many are not currently partnering with local colleges to address skills gaps, but most (93%) are ready and willing to partner
Provide New Insights:

Retail Sector
New Insight: Higher proportion of comebackers in Retail compared to overall occupations

Adapted from Bureau of Labor Statistics, Table 1.11 Educational attainment for workers 25 years and older by detailed occupation, 2014-15
New Insight: Retail employers are more likely than non-retail employers to offer flexible work schedules

Figure 7. Education-friendly workplace benefits offered by the employer, Retail versus non-retail

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Retail</th>
<th>Non-retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allow flexible work schedules to accommodate employees’ classes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advise employees on which degrees will benefit their career</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make workplace computers/technology available for studying and learning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publicly recognize employees who have graduated or achieved significant educational milestones</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invite higher education/other learning providers to the workplace to talk about educational opportunities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allow employees to have study breaks while at work</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
New Insight: 89% of retail employers are interested in education partnerships

Willingness to partner with local colleges/learning providers, Retail employers

- Yes definitely
- Not at this time and do not anticipate any partnering in the foreseeable future
- Not at this time, but I might in the future
- Possibly, but I need to learn more about partnering to make a decision
Hear From The Field

Janet Cunningham  Executive Director, Citizens for Educational Excellence, Corpus Christi
Julie Szeltner  Senior Director of Adult Programs, College Now Greater Cleveland
Kayla Wingbermuehle  Program Manager, Gateway to Degrees, St. Louis Regional Chamber
Scalable Partnerships for Comebacker Success and Community Financial Sustainability

Josh Bob  Head of Product, Noodle.com
Yvonne Simon  Chief Learning Architect, Southern New Hampshire University: College for America

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Making EDU search better - much better
Education search is hard for everyone.
Transparency is democracy of information
Presenting: Noodle
Build an ecosystem

- Hotels
- Airlines
- Restaurants
- Schools
- Experts
- Students
- Community
- Content
- Q&A

THE GRADUATE NETWORK
Engaging content

---

The Power List of Must-Reads for an MSW Search

I've been a counselor for twelve years; I've done a deep dive through the data and talked to a lot of students.

Some Schools

Here are two on-campus programs you might want to take a look at. Both schools have accelerated programs which means you can earn this degree in about 16 months.

Penn State University

Master of Social Work
Camden, NJ
Cost  Acpt. Rate  US News
Intelligent recommendations

<table>
<thead>
<tr>
<th>MY SCHOOLS</th>
<th>RECOMMENDED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New York University</strong></td>
<td></td>
</tr>
<tr>
<td>Cost: $$$$$</td>
<td>Acceptance Rate: 89%</td>
</tr>
<tr>
<td><strong>Temple University</strong></td>
<td></td>
</tr>
<tr>
<td>Cost: $$$$$</td>
<td>Acceptance Rate: 89%</td>
</tr>
<tr>
<td><strong>Fordham University</strong></td>
<td></td>
</tr>
<tr>
<td>Cost: $$$$$</td>
<td>Acceptance Rate: 89%</td>
</tr>
<tr>
<td><strong>Penn State University</strong></td>
<td></td>
</tr>
<tr>
<td>Cost: $$$$$</td>
<td>Acceptance Rate: 89%</td>
</tr>
</tbody>
</table>
Expert connections

Messages 1-4 of 16

Joshua Orbach, High School Counselor
Also, one thing I just thought of you might enjoy. ... May 17

Tracey Stein, Admissions Expert
Hi Jennifer. Thanks for reaching out. I’m happy to ... May 01

Natasha Franklin, GMAT Expert
Hi Jennifer. Thanks for reaching out. I’m happy to ... Apr 28

Maria Vanderbilt, Noodle Pro
Hi Jennifer. Thanks for reaching out. I’m happy to ... Apr 27

RECOMMENDED

YOU ASKED - 4MO AGO
What’s the best website for reading reviews on schools?
1 new - Last requested Jun 14
34 Answers 832 found this helpful

YOU ASKED - 3D AGO
How many schools should I be applying to for my MSW?
Last requested Jun 14
4 Answers 56 found this helpful

THE GRADUATE NETWORK
Enhanced Options

NYU

Tulane University

Wake Forest University

Independence University

Boston College

Virginia Commonwealth University

Claremont Graduate University

Boston University

American University

Mills College

Northeastern University

Saint Leo University

THE GRADUATE NETWORK!
Social Responsibility

For every time you engage

Every post you make

Every comment you leave

Every piece of advice you offer

Noodle contributes to educational causes around the world.
Community Partners: Impact and Financial Sustainability
“As an institution of higher education, we are in the business of hope. We have hundreds of thousands of young people who have known no country but the US, but that are denied the financial support that gives them access to higher education. As a society, we can't afford to squander their talent and drive. Among them might be the next brilliant scientist, general, community leader, inventor, or entrepreneur. We must give them the tools to realize their potential.”

Paul LeBlanc
SNHU President
Tackling workforce and community challenges
Programs built for those challenged with busy lives

Radically affordable
Federal student aid and financing available. Many of our students expect to graduate with zero debt.

AA, BA college degrees
Broadly applicable degrees in management, communications, healthcare, and general studies.

Flexible, 24/7 access
Convenient 24/7 access allows you to advance quickly through subjects you already know.

Accredited university
Fully accredited degrees from nonprofit Southern New Hampshire University.

© 2017 Southern New Hampshire University. All rights reserved.
“Writing, communication skills are scarce everywhere....
Lower-skill jobs seem to face the widest gaps in baseline skills.”

-Burning Glass research
<table>
<thead>
<tr>
<th>SNHU</th>
<th>Community Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Regionally accredited academic programs; assessment of student work</td>
<td>• Personalized coaching (1:50)</td>
</tr>
<tr>
<td>• Access to Federal Financial Aid</td>
<td>• Student recruitment and onboarding</td>
</tr>
<tr>
<td>• Consulting to support program design and development</td>
<td>• Enrollment support</td>
</tr>
<tr>
<td>• Onboarding training for new partners</td>
<td>• Financial Aid support</td>
</tr>
<tr>
<td>• Ongoing professional development and training for program staff</td>
<td>• Access to safe working spaces</td>
</tr>
<tr>
<td>• Community of practice with peer organizations</td>
<td>• Technology access</td>
</tr>
<tr>
<td>• Connections to employer partners</td>
<td>• Career coaching</td>
</tr>
<tr>
<td>• Payment for direct support to students</td>
<td>• Other logistical and social supports</td>
</tr>
<tr>
<td>• Technical and customer support</td>
<td></td>
</tr>
</tbody>
</table>
The College for America program
Our College for America programs are “stackable”

**Bachelor of Arts (BA) degrees**
- Management with Concentrations in Insurance Services, Logistics and Operations, Public Administration
- Communications with Concentrations in Business, Healthcare Management
- Healthcare Management with a Concentration in Global Perspectives, Communications

**Associate of Arts (AA) degrees**
- General Studies with Specializations in Business, Transforming the Customer Experience
- Healthcare Management

**Certificate**
- Healthcare Management Fundamentals
College for America: Comprehensive Liberal Arts Education

Competencies are divided into three key areas:

- **Foundational skills**
  - Communication Skills
  - Critical and Creative thinking
  - Quantitative skills
  - Digital fluency and information literacy

- **Personal and social skills**
  - Personal effectiveness
  - Ethics and social responsibility
  - Teamwork and collaboration

- **Content knowledge**
  - Business essentials
  - Science, society, and culture
  - Degree-specific competencies
  - Concentration competencies
Definition of a Competency

- **Claim** about what graduates can do with knowledge and skills
- Agnostic as to how student acquired them (or how long it took)
- Measureable and observable
- Expressed as “can do” statements

**Examples: AA Level**
- Can negotiate with others to resolve conflicts and settle disputes
- Can speak effectively in order to persuade or motivate
- Can convey information by creating charts and graphs

**Examples: BA Level**
- Can develop a marketing plan for a specific product or service
- Can evaluate the strengths and weaknesses of different management styles
- Can support or refute an argument using quantitative evidence
Many paths to graduation

THE PATHS TO GRADUATION FOR 20 DUET AA GRADUATES

Source: Match Beyond
Built for student success: Nefta’s Story

“Everyone's path is different. I had to realize there's no race, no timeline.”
- Nefta Ramsey

July 2014
ENROLLED
College for America at Duet (Boston, MA)

Winter 2015
PRESSING PAUSE
Nefta gives birth to her second child.

Summer 2016
GETTING BACK ON TRACK
Reevaluating motivations and setting strategic goals

2014/2015
IN THE GROOVE
Finding time for college while working a full-time job and raising a family

Winter/Spring 2017
LAST TERM
Accelerating to complete the AA in time for SNHU’s commencement ceremony.

May 2017
GRADUATED
Associate’s degree in General Studies

“Everyone's path is different. I had to realize there's no race, no timeline.”
- Nefta Ramsey
Collaboration for greater impact
What makes a good impact partner?

We define impact partners who can engage and serve opportunity youth populations of 1,000+ students per year and can reach this goal within a five-year period. Criteria include:

• Mission fit and urgency around college completion
• Recruitment ability and deep regional networks
• High quality, robust programming with track record of success
• Strong, embedded coaching or mentoring model
• Ability to develop complex partnerships focused on common goals
• **Mindset and infrastructure** to support a growth plan to reach financial sustainability and scale
Anthem’s study of SNHU’s College for America program

- More than 30% of CfA students have been promoted
- Nearly 50% higher than non-graduates in similar roles
- 73% of participants reported improvements in their foundational skills
- Coursework is relevant and immediately applied on the job
  - 62% have applied new skills on the job within the first 3 months; 80% within the first year
- 71% of respondents agreed/strongly agreed that their job performance improved due to the program
- Retaining Talent: Less than 5% of those who earned a degree have moved on
  - 88% had a higher/much higher perspective about Anthem as an Employer of Choice due to participation in SNHU’s College for America programs
Questions
Matt Sigelman
Chief Executive Officer
&
Graduate! Network Board Member
Break
Innovative, Replicable Practices for Serving Comebackers

Moderator: Hadass Sheffer  President, The Graduate! Network
Kevin Aiken  Community Outreach Coordinator, Graduate! Philadelphia
Joshua Frazier-Sparks  Senior Manager, Corporate Social Responsibility, Walmart Foundation
Mary Laphen  Tennessee Reconnect Community Network Director, Tennessee Higher Education Commission
Jodi Strote  Education Attainment Navigator, Greater Spokane Incorporated - Greater Minds

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Innovative, Replicable Practices for Serving Comebackers

Dr. Kevin Aiken, Faith-Based Communities in Philadelphia:

“Spiritual restoration meets educational restoration”
Innovative, Replicable Practices for Serving Comebackers

Joshua Frazier-Sparks:

115th California Community College – the online community college.

Designed solely for low-skilled working adults

Career pathways driven
  (currently three under development:
   IT, Medical Coding, Supervisor Management)

Stackable, credential based

Employer engaged/informed

https://doingwhatmatters.cccco.edu/FullyOnlineCommunityCollege/MediaCoverage.aspx#media
Mary Laphen: **TN Reconnect Ambassadors**

A Tennessee Reconnect Ambassador is an individual with ties to their neighbors, coworkers, and community members and who provides encouragement and support to adults they know who are interested in completing a college credential.

Three Tasks of a TN Reconnect Ambassador

1. Identify potential Reconnectors;
2. Talk to and encourage potential Reconnectors about completing college;
3. Refer potential Reconnectors to Reconnect Community Navigators, institutional representatives, and resources.

TN Reconnect Ambassadors include employers, faith-based groups, nonprofits and State agencies.
Innovative, Replicable Practices for Serving Comebackers

Jodi Strote: **Pathway Work in Spokane, WA**

Fueling the Nursing Talent Pipeline – Nursing Credentials

15 Medical Assistants and Nursing Assistant Certified (NAC) Employees provided financial and support services to complete 12 prerequisite courses for entry into Associates in Nursing degree at local community college.

Growing Your Own Teachers – Teaching Credentials

Para-educators provided access to tailored, flexible academic curriculum that offers individual program pathways based on the para-educators background, education and training through 2 local 4-year institutions.
Block Talk
now until 3:45
Evaluation of Network Data

LearnX 2018 | October 18, 2018

DTMU PROJECT TEAM

ANNETTE B. MATTEI | DTMU Project Manager
ALEXANDRA YANOFSKI | DTMU Methodologist
DAN BRADLEY | DTMU Analyst
Key questions answered by analysis:

- Who are Comebackers? ➔ PROGRAM STATS
- How are we doing? ➔ BENCHMARKING
- What leads to success? ➔ PREDICTIVE MODEL
DTMU Analysis for LearnX 2018

- Complete set of records from **GRADUATE! PHILADELPHIA** program:
  - 7,520 CBs (43% of records from 11 communities that participated in April/May 2018 NSC verification)
  - Time period: 20 years prior to program start date up to May 1, 2018

- Data sources:
  - **COMEBACK TRACKER** (intake data + ongoing tracking)
  - **NSC DATA** on matched records

- 35 variables in analysis, 5 general categories:
  - Demographics
  - Education history prior to TGN program engagement (NEW VARIABLES)
  - Interests & motivations (psychographics)
  - Lifecycle pathway
  - Program “contacts” (total and high-touch)
Q1: Who are Comebackers? (PROGRAM STATS)

DEMOGRAPHICS

GENDER
- Male: 29
- Female: 71

AGE AT INTAKE
- 17-24: 7
- 25-30: 27
- 31-40: 24
- 41-50: 2
- 51 and older: 0

FAMILY ANNUAL INCOME
- Up to $24,000: 18
- $24,001 - $42,000: 1
- $42,001 - $56,000: 5
- $56,000+: 8

RACE/ETHNICITY (CATEGORIES)
- Black: 4
- White: 12
- All other: 1

LearnX 2018
Q1: Who are Comebackers? (PROGRAM STATS)

EDUCATION HISTORY PRIOR TO PROGRAM ENGAGEMENT

<table>
<thead>
<tr>
<th>Prior Engagement Status</th>
<th>GIP</th>
<th>NSC*</th>
</tr>
</thead>
<tbody>
<tr>
<td>No prior enrollment or attempted enrollment</td>
<td>44%</td>
<td>41%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>56%</td>
<td>56%</td>
</tr>
<tr>
<td>Already enrolled</td>
<td>14%</td>
<td>32%</td>
</tr>
<tr>
<td>Already earned degree</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

*NSC Signature Report 7 July 2014

DATA THAT MOVE US
LearnX 2018
10.18.2018
Q1: Who are Comebackers? *(PROGRAM STATS)*

INTERESTS & MOTIVATIONS

<table>
<thead>
<tr>
<th>Current Employment Status</th>
<th>Top Reason for Returning</th>
<th>Keeping You from Returning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not employed, not looking</td>
<td>Personal goal or satisfaction</td>
<td>Academics</td>
</tr>
<tr>
<td>Employed, 0-20 hours</td>
<td>Career Advancement: better job, career change, increased earning potential</td>
<td>Life challenges: fear of failure, disability</td>
</tr>
<tr>
<td>Employed, 20-40 hours</td>
<td></td>
<td>Needed guidance: lack of support system, unsure of career goals</td>
</tr>
<tr>
<td>Employed, 40+ hours</td>
<td></td>
<td>Logistical: work schedule, child care, transportation</td>
</tr>
<tr>
<td>Not employed, looking</td>
<td></td>
<td>Finances</td>
</tr>
</tbody>
</table>
Q2: How are we doing? (BENCHMARKING)

Degree completion rate of non-first time students* = 33.7%

* NSC InsideTrack Report October 2014
Q3: What leads to success? *(PREDICTIVE MODEL)*

### VARIABLES THAT ARE PREDICTIVE OF...

<table>
<thead>
<tr>
<th>ENROLLMENT</th>
<th>GRADUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>**2017 model</td>
<td>14 communities**</td>
</tr>
<tr>
<td><strong>1. HIGH TOUCH CONTACTS</strong>&lt;br&gt;Positive correlation (more HTCs, greater likelihood)</td>
<td><strong>1. AGE AT INTAKE</strong>&lt;br&gt;Most predictive: cluster between 18 and 50</td>
</tr>
<tr>
<td><strong>2. AGE AT INTAKE</strong>&lt;br&gt;Enrollment rates increase to and peaks at age 36, then declines</td>
<td><strong>2. FAMILY ANNUAL INCOME</strong>&lt;br&gt;Under $24K or greater than $75K least likely</td>
</tr>
<tr>
<td><strong>3. WHEN DO YOU WANT TO START?</strong>&lt;br&gt;“Today” or “Within 3-6 months”</td>
<td><strong>3. EDUCATION LEVEL AT INTAKE</strong>&lt;br&gt;Have degree 2x more likely than some college/no degree</td>
</tr>
<tr>
<td><strong>4. EDUCATION LEVEL AT INTAKE</strong>&lt;br&gt;Some college/no degree, AA completed, post-sec credential</td>
<td><strong>4. CURRENTLY DEFAULTED STUDENT LOANS?</strong>&lt;br&gt;“No” 2x more predictive than “Yes”</td>
</tr>
<tr>
<td><strong>5. HOW DID YOU HEAR ABOUT US?</strong>&lt;br&gt;Flyer, college advisor, poster, referral from another service</td>
<td><strong>5. HOW DID YOU HEAR ABOUT US?</strong>&lt;br&gt;College advisor, internet, friend/family, newspaper</td>
</tr>
<tr>
<td><strong>6. FAMILY ANNUAL INCOME</strong>&lt;br&gt;Cluster comprised of &lt;$24,000 up to $75,000</td>
<td><strong>6. WHEN DO YOU WANT TO START?</strong>&lt;br&gt;Significant when examined in relation to other factors</td>
</tr>
<tr>
<td><strong>7. CURRENT DEFAULTED STUDENT LOANS?</strong>&lt;br&gt;Question was answered (proxy: forthrightness)</td>
<td><strong>7. TOP REASON FOR RETURNING</strong>&lt;br&gt;Required by employer, personal satisfaction, promotion, career change</td>
</tr>
<tr>
<td><strong>8. EMPLOYMENT STATUS AT INTAKE</strong>&lt;br&gt;Part-time (0 - 20 hours or 20 - 40 hours per week)</td>
<td><strong>8. EMPLOYER TUITION BENEFITS?</strong>&lt;br&gt;Question was “Yes” or “No” (proxy: certainty of situation)</td>
</tr>
</tbody>
</table>
Q3: What leads to success? (PREDICTIVE MODEL)

- Pathways of most predictive variables for GRADUATION

AGE AT INTAKE

- < 46 years
  - CURRENTLY DEFAULTED STUDENT LOANS?
    - No
      - HOW DID YOU HEAR ABOUT US?
        - College advisor
        - [3.0x BASE RATE]
    - Yes
      - HOW DID YOU HEAR ABOUT US?
        - College fair, community event, faith-based org
      - TOP REASON FOR RETURNING
        - Employer required, increase earning potential
        - [2.0x BASE RATE]
  - > 46 years
    - CURRENTLY DEFAULTED STUDENT LOANS?
      - No
        - HOW DID YOU HEAR ABOUT US?
        - College fair, community event, faith-based org
      - TOP REASON FOR RETURNING
        - Career change, personal satisfaction, promotion, required by employer
        - [1.7x BASE RATE]
Moving forward...

- **DTMU Project Team:**
  - Expand methodology for calculating **PERSISTENCE**: short-term and long-term (consistent and inconsistent)
  - Generate **PRIOR ENGAGEMENT** and **PERSISTENCE** variables for all TGN communities
  - Re-run model using Network-wide data for all three outcome variables: **ENROLLMENT, PERSISTENCE, GRADUATION**

- **The Graduate! Network:**
  - Oversee and ensure maximum number of TGN communities participate in next round of **NSC VERIFICATION** (November 2018)

- **Graduate! Network Communities:**
  - Work toward more **COMPLETE CB RECORDS** (“roving n”)
  - Provide feedback on **UTILITY OF DTMU EVALUATION**
Ensuring Equity In Direct Services: Lessons from the Advising Summit

Moderator: Kathy Zandona
Vice President, Network Engagement, The Graduate! Network

Cedric Deadmon
Outreach and Advising Project Manager, KC Degrees

Delma Madrigal
Adult College Completion Manager, Mission: Graduate!

Micaela Rios
Upgrade Program Director, San Antonio Education Partnership

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Welcome! LEARN 2018

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KC Degrees

Reconnecting Adults to College
An Ecosystem Approach to Postsecondary Attainment

Bill Moses
Managing Director - Education

THE KRESGE FOUNDATION

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An Ecosystem Approach to Postsecondary Attainment

Respondents:

Sarah Craft  Detroit Drives Degrees Manager, Detroit Regional Chamber
Laura Ward  Director of Adult Talent Initiatives, Nashville Area Chamber of Commerce
Mary Gwen Wheeler  Executive Director, 55,000 Degrees

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### Ecosystem Approaches

**Mary Gwen Wheeler:**

- **2008**: Greater Louisville Inc., the local Chamber of Commerce, created a group called Business Leaders for Education. Then Mayor Jerry Abramson formed the "Mayor’s Education Roundtable."

- **2010**: The work of the Business Leaders for Education and the Mayor’s Education Roundtable led to the “Greater Louisville Education Commitment,” which was signed by 23 top community leaders. **55,000 Degrees** was founded with a bold goal: 50 percent of working age adults should have at least an associate’s degree by 2020. Former Mayor’s Education Advisor Mary Gwen Wheeler takes the helm of 55K.

- **2013**: Mayor Greg Fischer, serving as the chair of 55K, initiated a discussion that broadened the focus beyond high school, to see all the points before and after when people get sidetracked on the road to higher education. Louisville selected in first cohort of Lumina Communities Partnering for Attainment.
Ecosystem Approaches

Mary Gwen Wheeler:

2014

- As a better understanding emerged of the moments when people tend to encounter obstacles on their journey toward family-sustaining wages and careers, the city launched the “Louisville Cradle to Career Framework.” This led to the creation of the Cradle to Career Cabinet in 2016.

2015

- Louisville reached a record-high level of education attainment, at 44.7 percent of working age adults holding an associate’s degree or higher. Up from 40.1 percent when 55,000 Degrees started in 2010. Nevertheless, some key indicators for college attainment were moving in the wrong direction and progress was not coming fast enough to meet 2020 goals without a game-changing strategy. Degrees Work launched to help adults return to complete degrees.

2016

- Louisville was approached by the Say Yes to Education Foundation which offered a comprehensive shared governance model. Louisville was also invited to participate in the Harvard By All Means (HBAM) Initiative that provides technical assistance on customizing education to the needs of each child, providing access to out-of-school time programs and address students’ social and emotional needs.
Ecosystem Approaches

Mary Gwen Wheeler:

- In 2017, Louisville became the first city to partner with the Weiss Institute, a partnership of Say Yes and America’s Promise Alliance, which provides communities with knowledge and tools to implement the Say Yes theory of action. This relationship was a first step in developing a “promise” scholarship program to make at least a two-year college degree or certificate affordable and achievable for everyone. In support of this effort, the Cradle to Career Cabinet adopted a new name the “Louisville Promise Cabinet” in August 2017. Lumina Foundation designates Louisville a Talent Hub.

- In 2018, Louisville Promise is incorporated, with a new board of directors chaired by Audwin Helton. In September, Marland Cole is named as the Executive Director, initial operating funds are raised, and Louisville Promise is formally launched October 1. In addition, the Louisville Promise Scholars Foundation is incorporated to support the effort by raising funds for tuition scholarships and develop a strong student success program.
Detroit Drives Degrees

Sarah Craft
Manager, Detroit Drives Degrees
Detroit Regional Chamber
Higher Education Drives Community Prosperity

Notes: Data for this chart are drawn from the American Community Survey (educational attainment) and from the Bureau of Economic Analysis (per capita income). The four-year college attainment rate is a proxy for the overall skill level of the population.


Source: American Community Survey, Bureau of Economic Analysis
Collaborators

We implement a collective impact strategy to make structural, permanent change. Collaborators include:

- K-12
- Higher education
- Businesses (particularly HR)
- Government
- Philanthropy
- Nonprofits and community organizations
Our Goals

By 2030, **60%** postsecondary education attainment

Add **570,000** postsecondary credentials

Reduce the racial equity gap by half
Strategies to Upskill Adult Workers

- Outreach to returning students
- Removing financial barriers
- Providing ongoing student support
- Strengthening academic pathways
Questions?

Sarah Craft
Manager, Detroit Drives Degrees
Detroit Regional Chamber
Ecosystem Approaches

Laura Ward: Reconnect Café
Reconnect Cafés at Nashville State Community College are located at the White Bridge Road Campus in S214, The East Davidson Campus and the Southeast Campus.

Reconnect Cafés at NSCC Services

- On-Site, neutral navigation services for students at NSCC and TCAT Nashville and prospective students
- Connections to resources both on and off campus
- Lunch-and-Learn seminars
- Direct connection to educational, employment and supportive resources in region
- Support “to-and-through” a degree program
At Your Table...

How does an ecosystem approach fit in with your community work?

What jumped out at you?
Break
Community Sustainability Worksheet: Defining Business Models

**Group 1:** Sacramento, Florida, Rhode Island, THEC, CUNY, New Orleans

**Group 2:** Philadelphia, San Antonio, Corpus Christi

**Group 3:** Spokane, St. Louis, Nashville, Detroit

**Group 4:** Smoky Mountain TRC, Kansas City, Louisville, South Central TRC

**Group 5:** Cleveland, Albuquerque, Memphis
Community Sustainability Worksheet: Defining Business Models

30 mins, Complete the worksheet with your team & discuss with your table and write key learnings on the flip chart

15 mins, Report out to room (designate a spokesperson to call out key area of interest discovered – 3 mins/group)
The Value Proposition: Capstone Workshop

Audience Segments

1. Comebackers (everyone complete)
2. Higher Eds
3. Businesses
4. Workforce Boards
5. Community Based Organizations
6. Foundations
Closing Reflections

What are you going to do as a result of attending LearnX when you return to your community?
THANK YOU!