55M New Jobs by 2020

65% of all jobs in 2020 will require some form of postsecondary education

10K Boomers retiring each day

Source: Georgetown Center on Education and the Workforce
Employer Investment in Talent

- 59% of employers offer a formal tuition assistance program
- $4,308 expenditure per employee, on average
- Currently nearly 1M students enrolled in college are supported by employers (~20% of those 40 and older)

**BUT**

- Only 8% of employers measure their return
- 43% of working adults do not know if their employer offers a credential program
- Tuition assistance programs utilized, on average, by between 2-5% of eligible staff

Source: Georgetown University Center on Education and the Workforce, *College is Just the Beginning*, 2015
Percentage Enrolled With Employer Support by Age

Investing in the Higher Education Attainment of Incumbent Employees

Alisha Benson
COO/VP Education, Workforce & STEM
Greater Spokane Incorporated

ACCE Convention
Wednesday, August 10, 2016
Savannah, GA
Geographically Unique

232 miles

18 miles
Education Attainment Vision

Increase the number of adults in Spokane County who have high quality certificates or post-secondary degrees from 40.4% to 60% by 2025

ADOPTED by GSI Board of Trustees on September 23, 2013
ACCE/Lumina Award

Association of Chamber of Commerce Executives/Lumina Award

One of five communities chosen for award funding nationally.
Graduate! Network
Two Pronged Approach

Post-secondary Attainment target: **86,000**
working adults with some college, no degree

**Two pronged approach:**

1. **Employer driven pilot**
   - Community Colleges of Spokane
   - STCU
   - Spokane County
   - PAML
   - Pearson Packaging
   - Numerica Credit Union
   - Umpqua Bank
   - Spokane Public Schools
   - US Bank

2. **Partnership with Higher Education Leadership Group**
   - Community Colleges of Spokane
   - Eastern Washington University
   - Gonzaga University
   - University of Washington
   - WSU Health Sciences Spokane
   - Whitworth University
Employer Pilot Survey

- 9 Pilot Companies (7 took the survey)
- 5,919 Employees
- 2,122 Responses
Survey Results

• 125 no college experience
• Approximately 370 with some college and no degree or high level certificate
• Sizable number (of 322) with 2 year degree with an interest to complete additional education
• Survey identified a low number of loan default
What employees told us

• Financial assistance
  • Financial aid and prior learning credit
  • Tuition reimbursement from employer

• Flexibility in time and schedule
  • Work schedule
  • Class times

• Individualized planning
  • Help in identifying a college program
  • Customized plan for completion
  • Work/life balance
What’s Next?
Education Attainment Program Development

• Neutral navigation or advisement
• Concierge set of services
  • Business support
  • Higher-Ed support
  • Adult student support to and through
• Brand and message development
• Program soft launch
• Pilot phase of 11 months
• 2\textsuperscript{ND} cohort recruitment in May 2017
• Use GSI to leverage additional business participation
Thank you!

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CAREERS IN HEALTH

Investing in Higher Education Attainment of Incumbent Employees

ACCE CONVENTION
Savannah, 2016
CAREERS IN HEALTH

A program targeting entry and advanced level healthcare employees who seek career advancement but require higher education, certification or licensure.
ABOUT OUR CHAMBER

• 103 years old
• Based in Brockton, MA; Represents 18 towns
• Staff of 6
• Long history of engaging in education & workforce development issues
• Recognized leader, convener and visionary
METRO SOUTH, MA

• Centrally located - Boston, Providence & Cape Cod
• 18 towns
• Population of 372,000
• 197,000 workers
• Over 11,000 businesses

BROCKTON

• Population: 94,094
• Gateway City
• Median household income: $45,728
• Median per capita income: $21,629
• 24.28% of residents foreign born
• Unemployment rate: 7.9%
• 82% High School diploma
• 17.5% Bachelor’s or higher
METRO SOUTH, MA

LARGEST INDUSTRY:

Healthcare: 277 establishments in Brockton alone

5 year job vacancy rates in Southeastern, MA to increase:
• 42.9% for home health
• 31.8% for residential care
• 9.4% for nursing care
• 14.2% for hospitals
PROGRAM OVERVIEW

Region’s healthcare partners identified needs:

1) Mechanism for current Entry-level employees to progress though a career ladder & training to achieve certification for career advancement
2) Creation of a pathway for qualified candidates to matriculate in higher levels of Nursing and Allied Health fields needed by employer

Program Goals:

• Train healthcare workers to meet workforce needs
• Expose more than 250 incumbent healthcare workers to the career ladder
• Increase retention rates while lowering turnover rates
• Provide and Encourage certificate program completion
PROGRAM OVERVIEW

Achieved Through:

- Metro South Higher Education Collaborative
- Health Care Industry Chamber Members
- $250,000 WTF Grant Awarded FY 2012/ FY 2013
- Sustained/furthered through Lumina Award

Activities:

- Students attended intro session
- One-on-one counseling to plan studies
- Evaluated in reading, math and writing at Massasoit Community College/ Accuplacer Test
- Students enrolled at college or university based on assessment
- One-on-one midterm checkup
- Tuition reimbursement, matching contribution from employers in covering salaries during training
- Marketing Successes (employee recognition)
PROGRAM OVERVIEW

Structure:
The Chamber
• Staff coordinates entire program
• Contracts with area colleges to develop curriculum & training
• Reaches out to healthcare employers
• Grant pays cost of employees’ tuition

Independent Consultant
• Provides one-on-one counseling
• Point of Contact
• Represents the students’ best interest

Employer
• Matching contribution (pays salaries during training)
STUDENTS

Student Background:

• 70% single mothers
• 60% minority & ESL students
• Most CNAs, some dietary and cafeteria workers
• REAL people with real lives
PROGRAM SUCCESS

- More than 140 students enrolled with tuition reimbursement
- 90% of students enrolled completed the program
- 10% of students received CNA certificates
- 5 students received title changes (to date) and increased wages
- Improved retention rate of employees
- Surveys conducted with positive feedback and student interest in more classes
- Massasoit offered industry based computer class
- Downtown Higher Education Center will now offer Careers in Health Programs at school
- HR reps learning how to talk to employees to encourage career ladder advancement based on Chamber model and success stories
- Inspiring a new round of students
PROGRAM SUCCESS

“[The Careers in Health Program] has been so helpful as I start on my path to advancing my education. I couldn’t have done it (and wouldn’t have done it) without you!”

-Lindsey, Good Samaritan Medical Center

“I would never have been able to obtain my goal of getting my BSN without the support and the grant funds. I feel so fortunate to have been able to pursue my education.”

-Pauline, Good Samaritan Medical Center

“The Careers in Health Program was a game changer. Careers in Health was able to facilitate getting me into the right program and classes. I’m so thankful.”

- Denise, Heights Crossing
WIN/WIN/WIN/WIN!!

The Chamber wins from a goal/mission-achievement standpoint. Workforce development, increasing educational levels, and serving the local healthcare industry aid in economic development strategy to foster job creation and retention.

The Colleges increase enrollment and receive funds from tuition fees.

The Employers benefit from more proficient employees and lower turnover rates (2020 report: $25,000-30,000 average cost for employee turnover rate for professional jobs)

The Healthcare employees receive training and degrees/credentials such as a Bachelors in Science Nursing or a Nursing Assistant Certification (CNA), helping them move up the career ladder and earn higher wages.
LESSONS/TIPS

• Important role of Chamber as convener, facilitator and visionary
• Valuable to bring entities together to help employees move up career ladder
• Develop a plan for sustainability
• Develop a strategy and test it with educational and employer partners
• Refine the strategy
• Develop a plan of action
• Access Workforce Training Funds and Lumina Foundation
• Use ACCE network and embrace best practices!
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To improve the capacity of chambers to engage their business communities to have a measurable and sustainable impact on cradle-to-career education and workforce development outcomes

www.acce.org/ead
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