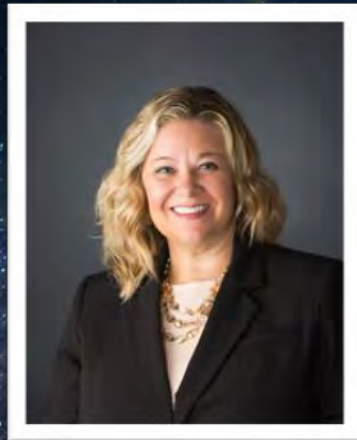


Building Pathways from College to Career



**Beth Davisson,
KY Chamber of
Commerce**



**Bridget Strickler,
The Graduate!
Network**



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Center on Education & the
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Slides prepared by the presenter for the 2017 Governor's Conference on Postsecondary Education Trusteeship

CAREER PATHWAYS:
FIVE WAYS TO CONNECT
COLLEGE AND CAREERS



Building Pathways from College to Career: Alignment is Not Negotiable!

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Center
on Education
and the Workforce

McCourt School of Public Policy

#CEW5Ways

Context

- College is a big investment with lifelong economic consequences
- The lack of transparency around college and careers leads to costly uninformed decisions
- The old rules of thumb about just getting good grades and a college degree to get access to successful career are no longer enough
- States should help students, their families, and employers to unpack the meaning of postsecondary credentials and assess their value in the job market
- A Learning and Earning Exchange is necessary to connect postsecondary education and training to learning and earning on the job

THE GROWING COMPLEXITY OF TODAY'S ECONOMY

Getting a college education is one of the biggest investments people will make in their lives, but the growing complexity of today's economy makes it difficult for higher education to deliver efficiency and consistent quality. Today's economy is more intricate than those of decades past:



**NOW
HIRING**

Occupations grew from **270 in 1950** to **840 in 2010**;



Postsecondary programs of study more than quintupled between 1985 and 2010 – from **410 to 2,260**;



The **number of colleges and universities** more than doubled from **1,850 to 4,720** between 1950 and 2014; and



The **number of college students** swelled almost tenfold in the period between 1949 and 2014 – from **2.4 million to 20.2 million**.

New Economy with New Rules



Lifetime earnings

| | |
|--------------|--------|
| High school | \$1.4m |
| Associate's | \$1.8m |
| Bachelor's | \$2.5m |
| Master's | \$2.9m |
| Doctorate | \$3.5m |
| Professional | \$4.0m |

New Economy with New Rules



A major in early childhood education pays \$3.4 m less than a major in petroleum engineering

New Economy with New Rules

IT certificate holders
working in field earn \$72K
compared with \$61K of
average BA holder



Rule 3. Sometimes
less education is
worth more.



New Economy with New Rules

Value of programs and college majors varies according to alignment b/w particular curricula and regional labor market demand



Rule 4. Programs are often the same in name only.

New Economy with New Rules



Rule 1. On average, more education yields more pay.



Rule 2. What a person makes depends on what that person takes.



Rule 3. Sometimes less education is worth more.



Rule 4. Programs are often the same in name only.



Alignment

as a prerequisite

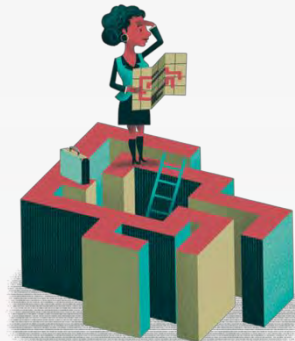
Access

to information and guidance

as a moral imperative

Five Ways to leverage integrated education and workforce data

- Education projections, business expansion, and workforce quality
- Program alignment with labor market demand
- Curriculum alignment with workforce requirements
- Counseling and career pathways
- Job placement and skills gap analysis



Education projections, business expansion, and workforce quality

To help state economic and workforce leaders attract new employers and retain existing ones



Audience

Economic development agencies
Workforce boards
Employers

State example

Indiana Chamber *IndianaSkills.com*

Program alignment with labor market demand



To make program-related decisions that address labor market needs and demonstrate ROI to state leaders

Audience

College & system administrators
Deans
Faculty

State examples

California Community Colleges
Launchboard
Connecticut *Training & Education
Planning System*

Curriculum alignment with workforce requirements



To help faculty members create curricula aligned with the applied skills and abilities that learners will need to succeed in their careers

Audience

Faculty
Curriculum developers
Administrators

State example

Texas State Technical College *Skills Outcome Analysis*

Counseling and career pathways

To support students in their educational and career decisions as well as identify and reach out to the learners who need additional support



Audience

Middle & high school counselors
College advisors

State examples

Virginia Education Wizard

CUNY Career Maps

LaunchMyCareer Colorado

Job placement and skills gap analysis



To help workers determine if and how the knowledge, skills, abilities, interests, & work values they possess are transferable to new jobs

Audience

Job seekers

Training providers

Employment agencies

State example

Minnesota Job Skills Transfer Assessment Tool



Getting a college credential is increasingly the only path to enter the middle class.

For more information:

See the full report at cew.georgetown.edu/CareerPathways



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Bridging The Talent Gap: The Kentucky Talent Alignment Survey

www.BridgingTheTalentGap.org

Beth Davisson, Executive Director, The Workforce Center, Kentucky Chamber of Commerce
Bridgett Strickler, Director of Network Engagement, The Graduate! Network

THE GRADUATE!
NETWORK.

KENTUCKY
SHRM
Engaging People • Leading Organizations • Advancing Kentucky

Bridging the Talent Gap > Kentucky

To view the statewide Kentucky dashboard, click here

To view a regional dashboard, click the region below

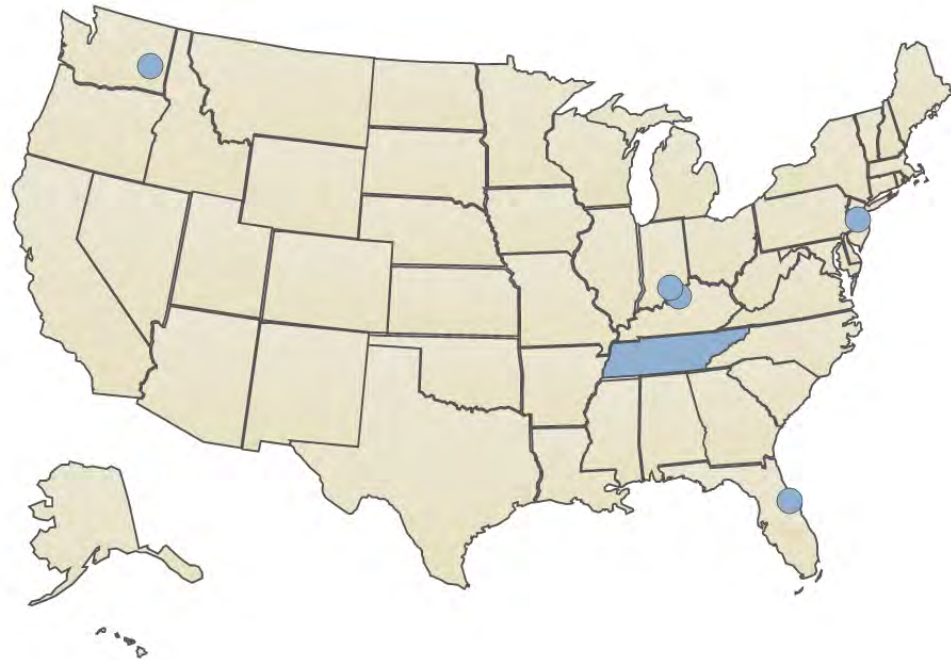


CONTACTS

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2016 Cohort Summary

| Locations | |
|--------------------|-----|
| Jacksonville, FL | |
| Louisville, KY | |
| Trenton, NJ | |
| Southern Indiana | |
| Spokane, WA | |
| Tennessee | |
| TOTAL Participants | 609 |

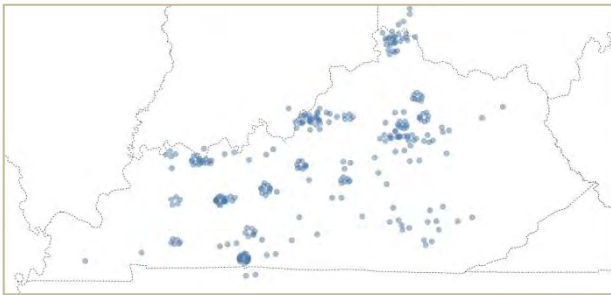


Kentucky Talent Alignment Survey Summary

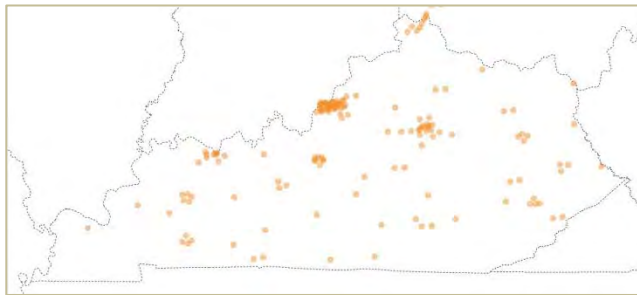
| 2017 Kentucky | | | | |
|-------------------|-----------|---------|---------|----------------------|
| WIA | Completed | Partial | Nominal | Total Usable (C + P) |
| BLUEGRASS | 156 | 62 | 8 | 218 |
| CUMBERLANDS | 51 | 13 | 4 | 64 |
| EKCEP | 42 | 14 | 2 | 56 |
| GREEN RIVER | 63 | 29 | 4 | 92 |
| KENTUCKIANA WORKS | 161 | 76 | 14 | 237 |
| LINCOLN TRAIL | 91 | 30 | 8 | 121 |
| NORTHERN KENTUCKY | 103 | 30 | 2 | 133 |
| SOUTH CENTRAL | 60 | 17 | 1 | 77 |
| TENCO | 14 | 4 | 1 | 18 |
| WEST KENTUCKY | 44 | 18 | 5 | 62 |
| UNIDENTIFIED | | 6 | 350 | 6 |
| TOTALS | 785 | 299 | 399 | 1084 |

Industry Distribution

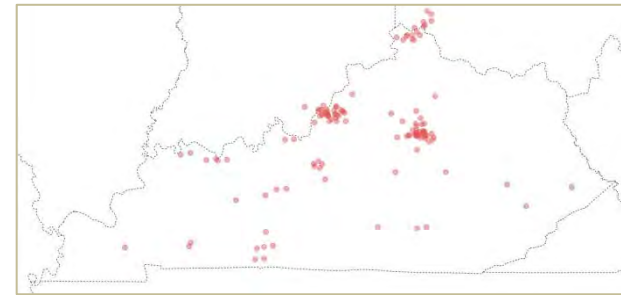
Manufacturing (287)



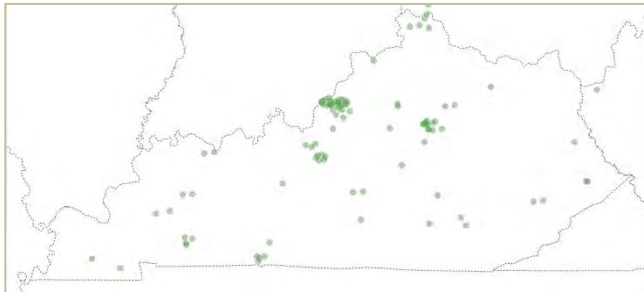
Health Care & Social Assistance (157)



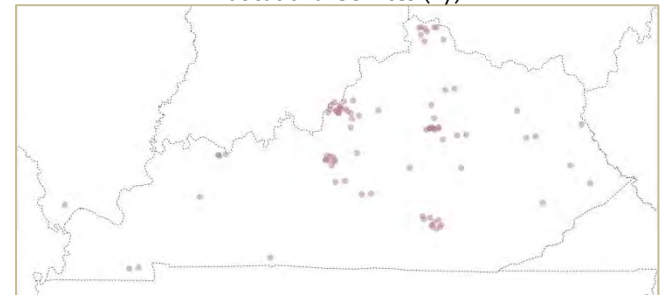
Professional, Scientific & Technical Services (126)



Finance & Insurance (98)

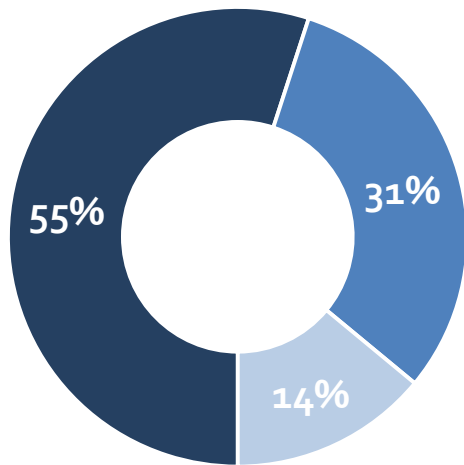


Educational Services (87)



Employer Size

Organization Size



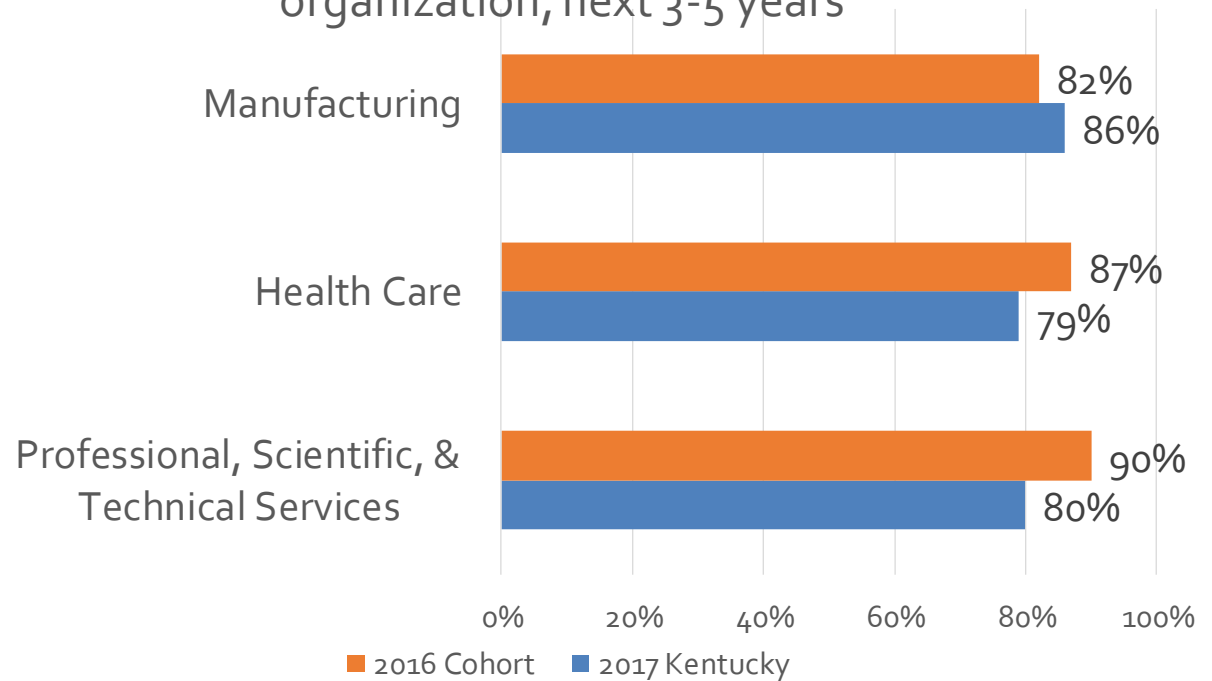
■ Small ■ Medium-sized ■ Large

55% Small Employers < 200 employees
31% Medium Employers 201-500 employees
14% Large Employers >500 employees

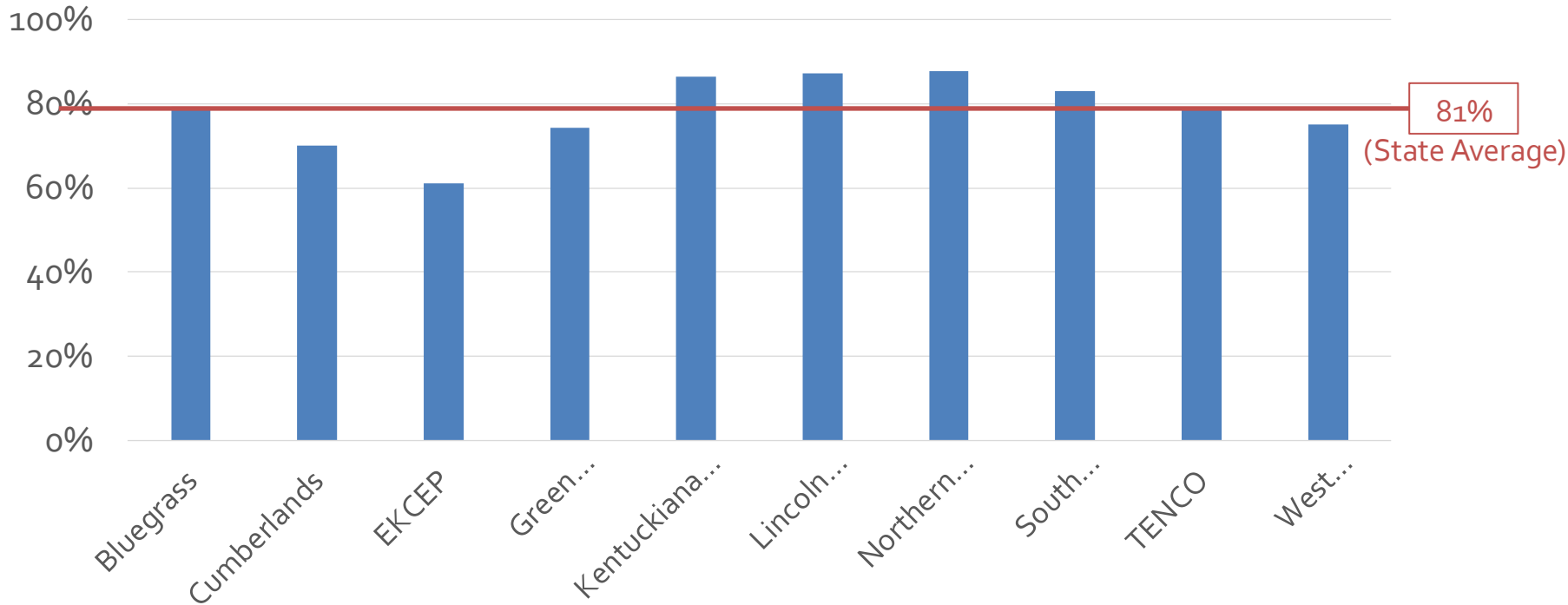
Expected Growth

Expected growth for my organization, next 3-5 years
2016 Cohort: 81%
2017 Kentucky: 81%

Percent of respondents expecting growth for their organization, next 3-5 years

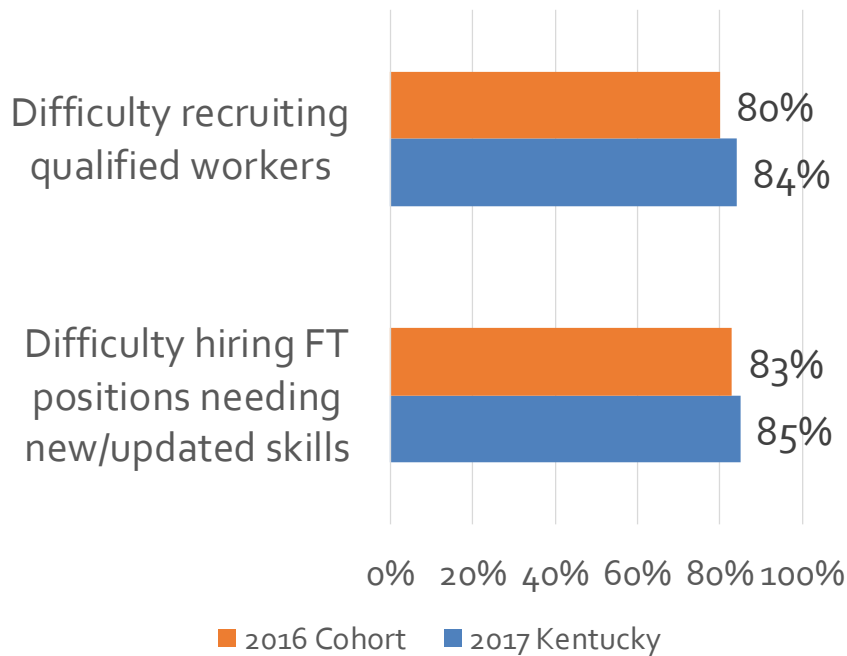


Percent anticipating growth in next 3-5 years (by Region)

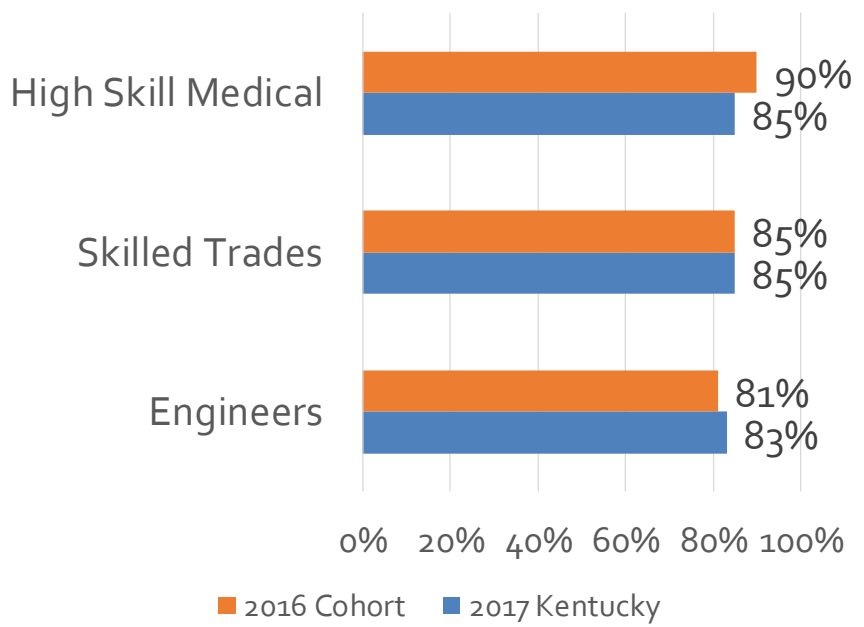


Recruiting and Hiring Are Difficult Everywhere

Recruitment & Hiring For New Skills
(percent of respondents saying somewhat/very difficult)

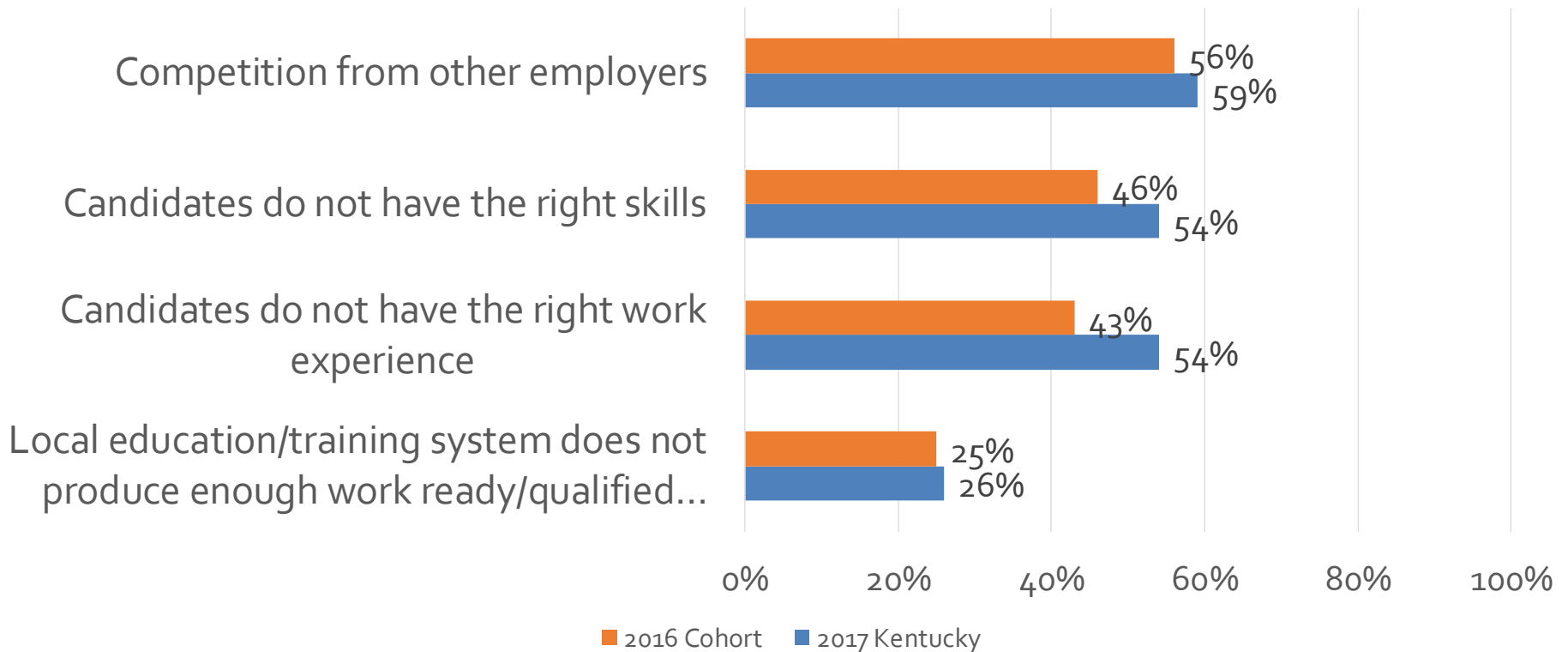


Most Difficult Jobs to Fill
(percent of respondents saying somewhat/very difficult)

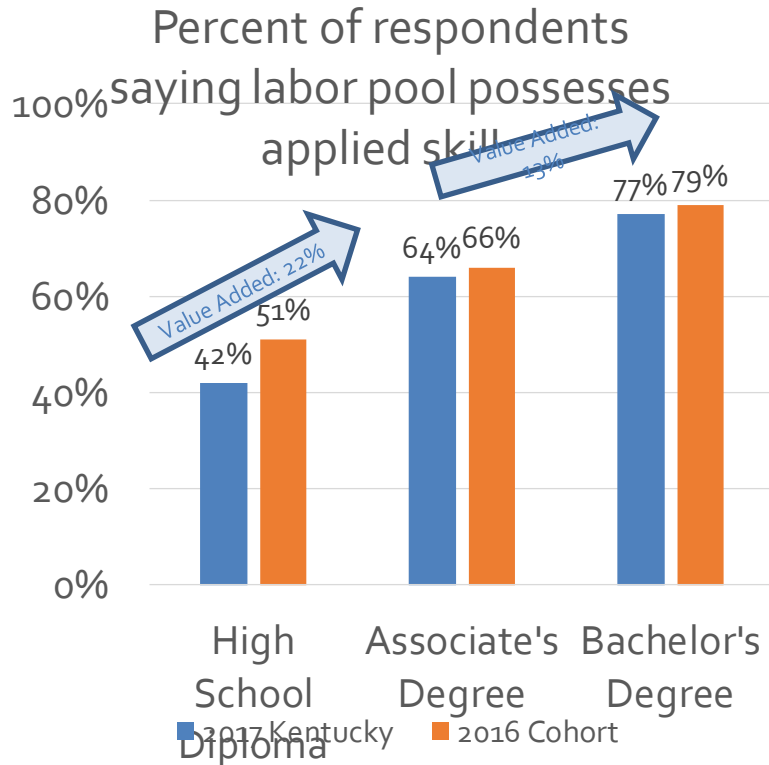


Reasons for Hiring Difficulties

Percent of respondents indicating reasons for hiring difficulties



Applied work skills are built on education attainment



Applied Skills

- Diversity
- Information Technology Application
- Leadership
- Problem Solving
- Teamwork/Collaboration



Percent anticipating an increase in hiring over next 5 years

- High School Diploma (Average 34%)
- Industry/Professional Org Certificate (Average 41%)
- Associate's Degree (Average 29%)
- Bachelor's Degree (Average 41%)

Learning Landscape

How are employers partnering with education institutions and systems?

Percent of respondents NOT partnering with local education institutions to assess skills gaps



Percent of respondents NOT currently partnering with education institutions but who definitely/possibly would consider doing so



Percent of respondents saying they would consider partnerships in the future



0% 20% 40% 60% 80% 100%

2016 Cohort 2017 Kentucky



Kentucky Chamber
WORKFORCE
CENTER

**SHIFTING INTO
HIGH GEAR**
WITH BUSINESS & INDUSTRY

Beth Davisson
Executive Director

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*This position will rotate every 2 years.



5 STRATEGIC GOALS

- 1 BUSINESS LEADERSHIP**
- 2 NETWORK DEVELOPMENT & SUPPORT**
- 3 INDUSTRY COLLABORATIVE**
- 4 MONITORING PROCESS WITH DATA**
- 5 SOFT SKILLS INITIATIVE**





For More Information, to Get Involved or Stay Connected:

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KENTUCKY CHAMBER WORKFORCE CENTER

