

# Partnerships for Progress: Workforce and Higher Education Institutions

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## Linking Higher Education and the Workforce Investment System

- Funded by the Lumina foundation for education
- Local workforce areas had an influx of people into the workforce investment system post 2008 *“Great Recession”*
- New national emphasis on degree completion
- Adult clients need resources and assistance from both systems
- New realities of job placement



## Rutgers/NAWB Adult College Completion Project

Our Goal: To better link higher education and workforce investment system towards the goal of college completion

State Partners:

- PA
- MS
- OK
- IN



## State Approaches

- Indiana and Mississippi - Top down implementation states
  - In state policy
  - State support – financial and other
- Oklahoma and Pennsylvania – Bottom up implementation states
  - Local policy changes
  - Local system changes



# College Completion and the Workforce System

- Whether a client gets directed to college varies OneStop to OneStop
- Many workforce centers think they do this. On further inspection they might not!
- State and local policy matters
  - High Priority Occupation Lists
  - Eligible Training Provider List
- Data collection plays an important role
- Identification, assessment, and case management key



# The Workforce System and Higher Education

- How the workforce system and higher education are connected varies?
  - Co-located
  - Representatives in the other location
  - Know a contact – likely on non-credit side
  - Don't work together
- Training front-line staff is essential
- Building a strong relationship between post secondary and the workforce system is key to success in meeting college completion goals



## Lessons Learned

- Defining a college completion goal
- Understanding how college fits into existing policy i.e. “High Priority Occupations”
- Does college completion really matter in the labor market?
- Cultures in both systems are strong
- Data systems can be a barrier
- Policy/practice changes official and unofficial can be essential to success



## Project Accomplishments to Date

- Policy briefs
- Pre-assessment flow
- Data system changes
- Recruitment information and findings
- Training for frontline staff

**Webpage launched in March 2014 –  
<http://smlr.rutgers.edu/eerc/adultlearner>**





## Next Steps

- Identify sustainability goals
- Continue to work with existing state partners
- Create other tools/policies such as Prior Learning Assessment
- Information dissemination
- Wage data analysis
- National roll-out late summer 2014





# Helping America Work

**John P. Metcalf**

National Association of Workforce Boards

## NAWB – Representing Workforce Boards

- Representing more than 600 workforce boards and their 12,000 business leaders with one common goal: to ensure that state and local workforce development and job training programs meet the need of employers.
  - Workforce boards coordinate and leverage strategies with education and economic development stakeholders within their local communities.

<http://www.nawb.org>



## NAWB – Representing Workforce Boards

- NAWB provides services to its members to keep them informed and to prepare them for their large community role – convene responsible parties to understand workforce challenges and develop plans to resolve and overcome those challenges
  - Washington updates
  - Advocacy and outreach
  - Special workforce projects
  - Grant opportunities
  - Technical assistance



## Project Goals - On the Ground

- Identify those who are 0-30 units/credits away from receiving Associate/Bachelor degree
  - Overall: Increase the number of people with Associate and Bachelor degrees to improve talent pipeline and better meet employer demand (new hiring practices in place)
- Establish Adult College Completion as a staple offering in OneStop Career Centers



## In Support of the Adult College Initiative

- Establish a steering committee at state level
- Identify specific goals and outcomes
- Analyze state policy of adult college completion
- Analyze local policy of adult college completion
- Analyze learning methodology readiness



## In Support of the Adult College Initiative

- Integrate higher education/public workforce system language
- Develop marketing and recruitment plan of adult college completers
- Create funding alternatives to effect resource utilization and management of alternatives
- Define employer roles in adult college completion



## Inside the OneStop Career Center

- Adult College Completion process and flow was designed to be non-disruptive to the existing state and local policy for client flows
- From the front end to the back end, clients would receive services as their needs were assessed, but with a twist
  - The initiative was designed to as much pick up on their education status as they were to pick up on their job status





## The Flow: Key Steps

- Find Likely Completers
  - Intake
- Do a Targeted Assessment of Likely Completers
  - Assess, dig deeper
- Make a Good Educational Match
  - Probe most likely demand generators
- Use Creative Financing Strategies
  - Many available other than WIA funds



## The Flow: Key Steps

- Track Enrollees
  - Stay engaged
- Help Clients Finish
  - Step one to success; encouragement
- Help Degree Holders Find Jobs
  - This is success



## Let's Hear from Our Practitioners..

- **Robyn Minton**

*Vice President, Workforce Initiatives Center of Workforce Innovations, Inc.*

- **Eddie Foreman**

*First Chief Executive Officer of the Central Oklahoma Workforce Investment Board, Inc.*



## Implementation in Indiana

- State Policy
- Statewide MIS System for Tracking
- Local Strategy (*connect employers to skilled workers*)
  - **Internal**
    - Local Policy
    - Local Staff Training
  - **External**
    - Relationship Management
    - Weather the Changes



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