



# SHEEO

STATE HIGHER EDUCATION EXECUTIVE OFFICERS ASSOCIATION

## Employer Engagement to Re-engage Adult Learners

Andy Carlson, Vice President of Finance Policy and Member Services,  
SHEEO

Jonathan Weinzapfel, Chancellor, Ivy Tech Community College – Evansville

Melanie D'Evelyn, Director, Detroit Drives Degrees, Detroit Regional  
Chamber

Bridgett Strickler, Vice President of Network Engagement, The Graduate!  
Network

With generous support from Lumina Foundation

## General Housekeeping

- You will be muted upon entry for today's presentation
- Use the chat box to ask questions during the presentation. Questions will be addressed at the end of the presentation
- The recording will be available on the Adult Promise website: <https://sheeo.org/project/adult-promise/>
- Thanks to Alli Bell and Three Arrows Up Consulting for organizing today's webinar

## Speakers



Jonathan Weinzapfel  
Chancellor  
Ivy Tech Community  
College - Evansville



Melanie D'Evelyn  
Director  
Detroit Drives  
Degrees, Detroit  
Regional Chamber



Bridgett Strickler,  
Vice President of  
Network Engagement  
The Graduate! Network

## Adult Promise States



- Cohort One
  - Indiana, Maine, Minnesota, Oklahoma, and Washington
- Cohort Two
  - California, Hawaii, Idaho, Kentucky, North Carolina, Ohio, Oregon
  - And now Rhode Island and Arizona



 **ACHIEVE YOUR DEGREE™**  
IVY TECH COMMUNITY COLLEGE

Our Communities. Your College.  
Pathways to Student Success and a Stronger Indiana

# Thriving Businesses and Industry Need...

...a workforce with the skills and talent necessary to grow and succeed in an ever changing, increasingly more complicated workplace.

Accordingly, employers need to either find such talent and bring those individuals into the company, or develop the talent that they already have by teaching them new skills.

It is easier and less expensive to develop the talent you already have.

Our Communities. Your College. Pathways to Student Success and a Stronger Indiana



Identify the Problem  
**Not Enough People Earning Degrees  
or Credentials Through Employer  
Tuition Reimbursement**

# Why?



## **Tuition reimbursement programs are largely ineffective for entry level employees because:**

- The up-front, out-of-pocket expenses are a significant obstacle to individuals without expendable income.
- Fear of doing something new, like going to college and filling out financial aid forms, admissions paperwork, registering for classes, etc.





# The Solution? Ivy Tech's Achieve Your Degree

# What is Achieve Your Degree?



**ACHIEVE YOUR DEGREE™**  
IVY TECH COMMUNITY COLLEGE

Achieve Your Degree is an exclusive program allowing approved employees to attend college through a combination of online and on-campus coursework. Designed with both the student and employer in mind – Achieve Your Degree allows employees to further their education without financial barriers, and gives employers a chance to strengthen their workforce and decrease employee turnover.



# How it Works

# How it Works



- **Deferred Payment**

Ivy Tech defers payment for the courses until the end of the semester, so that the employee attends college with little or no up front costs.

- **Concierge Service**

Ivy Tech provides on-site assistance for employees to help them apply and register, fill out the FAFSA, answer questions – removing any real or perceived obstacles.

# Critical Components



## Degree Program Offerings

- All degree programs and pathways are approved by the employer with the intention of supporting internal professional development and training opportunities to reduce turnover, foster loyalty and promote career advancement within the company.

These employer approved program offerings can include:

- Stackable credentials
- Cohort course offerings
- Individual academic plans aligned with employer professional development
- Dedicated IVYT courses

# Critical Components



## Student Support

- Intentional and intrusive student support and advising throughout the student's enrollment period in Achieve Your Degree.
- Tracking & advising
- Interventions at midterm if students has a C or below
- Utilization of company mentors



# Benefits

# Benefits



- Achieve Your Degree creates an internal professional development program for a company.
- It helps employers develop skilled employees
- It helps employers retain the talent they have within their organization





# How it is Marketed



# How it is Marketed

- Starts with presentations by the Chancellor and Vice Chancellor of Academic Affairs to the leadership of a company. Buy-in from CEO is essential.
- Management of the program is now the function of Ivy Tech's Career Development Office.
- Individual meetings with a company to determine its needs; and whether Achieve Your Degree might be a solution.
- Presentations to employees within the organization designed specifically around that company's needs.

**ACHIEVE YOUR DEGREE™**  
IVY TECH COMMUNITY COLLEGE

LEARN ABOUT

**LOW COST  
OR EVEN FREE**

EDUCATION OPPORTUNITIES

**Next Information Session:**

Information sessions for employees with concierge services

[IvyTech.edu/achieveyourdegree](http://IvyTech.edu/achieveyourdegree)



**ACHIEVE YOUR DEGREE™**  
IVY TECH COMMUNITY COLLEGE

General Flyers

Achieve Your Degree is an exclusive program allowing approved employees to attend college through a combination of online and on-campus coursework. Designed with both the student and employer in mind – Achieve Your Degree allows employees to further their education without financial barriers, and gives employers a chance to strengthen their workforce and decrease employee turnover.

**WHAT ARE THE BENEFITS TO MY ORGANIZATION?**

The talent currently housed in your organization will be cultivated and developed; this talent will then become more involved in the community and will stay company-loyal due to your support.

**WHAT DOES THE PROGRAM COST TO MY EMPLOYEES AND TO ME AS AN EMPLOYER?**

Employees apply for financial aid first. After aid is applied, the employer's tuition reimbursement benefits fill in the gap -- based upon the employer's benefits policy. The tuition bill is deferred until the semester is completed, ensuring students take advantage of financial aid opportunities. In-state tuition is offered to all employees participating in the program.

**HOW DOES THE APPLICATION PROCESS WORK?**

Ivy Tech staff will come onsite to assist employees with online applications for both the College and financial aid.

**WHAT SUPPORT IS AVAILABLE TO MY EMPLOYEES?**

Ivy Tech offers individualized advising, financial aid, admissions assistance and tutoring to assist employees with their courses and help foster success.

**WHAT SUPPORT IS AVAILABLE TO ME?**

Ivy Tech will provide you with all necessary collateral needed to advertise the program, as well as a point person to help coordinate everything for your employees.

**WHAT ARE THE NEXT STEPS?**

1. Complete the Memorandum of Understanding
2. Work with Ivy Tech to determine a date for an onsite information and enrollment session
3. Determine your point person for the Achieve Your Degree program
4. Market Achieve Your Degree program to your employees



LEARN MORE AT [IVYTECH.EDU/ACHIEVEYOURDEGREE](http://IVYTECH.EDU/ACHIEVEYOURDEGREE)



# ACHIEVE YOUR DEGREE™

IVY TECH COMMUNITY COLLEGE

Specialized flyers  
And brochures



## ACHIEVE YOUR DEGREE™

IVY TECH COMMUNITY COLLEGE



Achieve Your Degree is an exclusive program allowing Deaconess employees to attend college through a combination of online and campus coursework. The partnership between Ivy Tech Community College Evansville Campus and Deaconess Hospital, coupled with tuition reimbursement benefits provides YOU the opportunity of a free community college education. Tuition billing is deferred until the end of the semester, so that there are no up-front tuition costs to the student.

Ivy Tech offers financial aid and admissions assistance, individualized advising, and tutoring to assist you with your courses and help foster success.

**What's Next?**  
See Deaconess Human Resource Director

**Questions?**  
Contact Carrie Feltis  
Director of Career Development and Employer Engagement  
Phone: 812-429-1423  
Email: cfeltis@ivytech.edu



Learn More at [IvyTech.Edu/AchieveYourDegree](http://IvyTech.Edu/AchieveYourDegree)

Press Conferences



Achieve Your Degree is an exclusive program allowing Tropicana employees to attend college through a combination of online and campus coursework. The partnership between Ivy Tech Community College Evansville Campus and Tropicana Evansville, coupled with tuition reimbursement benefits provides YOU the opportunity of a community college education at no up-front tuition costs to you (up to \$2,000 per rolling calendar year). Tuition billing is deferred until the end of the semester as long as you stay in accordance with your company's tuition assistance policy, guidelines, and limitations.

Ivy Tech offers financial aid and admissions assistance, individualized advising, and tutoring to assist you with your courses and help foster success.

**What's Next?**  
See Tropicana Human Resource Director

**Questions?**  
Contact Carrie Feltis  
Director of Career Development and Employer Engagement  
Phone: 812-429-1423  
Email: cfeltis@ivytech.edu



Learn More at [IvyTech.Edu/AchieveYourDegree](http://IvyTech.Edu/AchieveYourDegree)

Employer social media



Want to learn more about YOUR opportunity to earn a college degree or certification with no up-front costs? Thanks to your employer and Ivy Tech Community College, this is a reality. Attend an Information Session planned just for you! See your team leader today to learn more!



# Achieve Your Degree's Success



# Current Partners in Indiana

- A Kid's Place
- Academy of Learning
- AmeriQual
- Banterra Bank
- CarDon & Associates
- Central Child Care
- Circle K
- Clouds of Joy Preschool and Learning Center
- Community Action Program of Evansville (CAPE)
- Deaconess
- Evansville Teachers Federal Credit Union
- Evansville Vanderburgh School Corporation
- German American Bank
- High Point Child Care Learning Center
- Hummingbird Daycare Ministry
- Joshua Academy Preschool
- Kids City USA
- Marine Credit Union
- Milestones Child Development Center
- Miller's Health Systems
- Old National Bank
- Terrell, Baugh, Salmon, and Born
- Trilogy Health Services
- Tropicana
- United Parcel Service - UPS



# By the Numbers



- Spring 2019 Enrollment: 175
- Summer 2019 Enrollment: 107
- Total Unduplicated Headcount: 583



## ACHIEVE YOUR DEGREE DESIGN:

### EMPLOYER TUITION REIMBURSEMENT BENEFITS COMBINE WITH FEDERAL FINANCIAL AID

Employees apply for financial aid first and the employer's tuition reimbursement benefits fill the gap.

### TUITION DEFERRED BILLING

The tuition bill is deferred until the semester is completed.

### IN-STATE TUITION

In-state tuition is offered to all employees participating in the program.

### ON-SITE APPLICATION ASSISTANCE AND ACADEMIC ADVISING

Ivy Tech faculty and staff provide on-site assistance with applications to the college and for FAFSA as well as for academic advising and course selection.

[IvyTech.edu/achieveyourdegree](https://IvyTech.edu/achieveyourdegree)





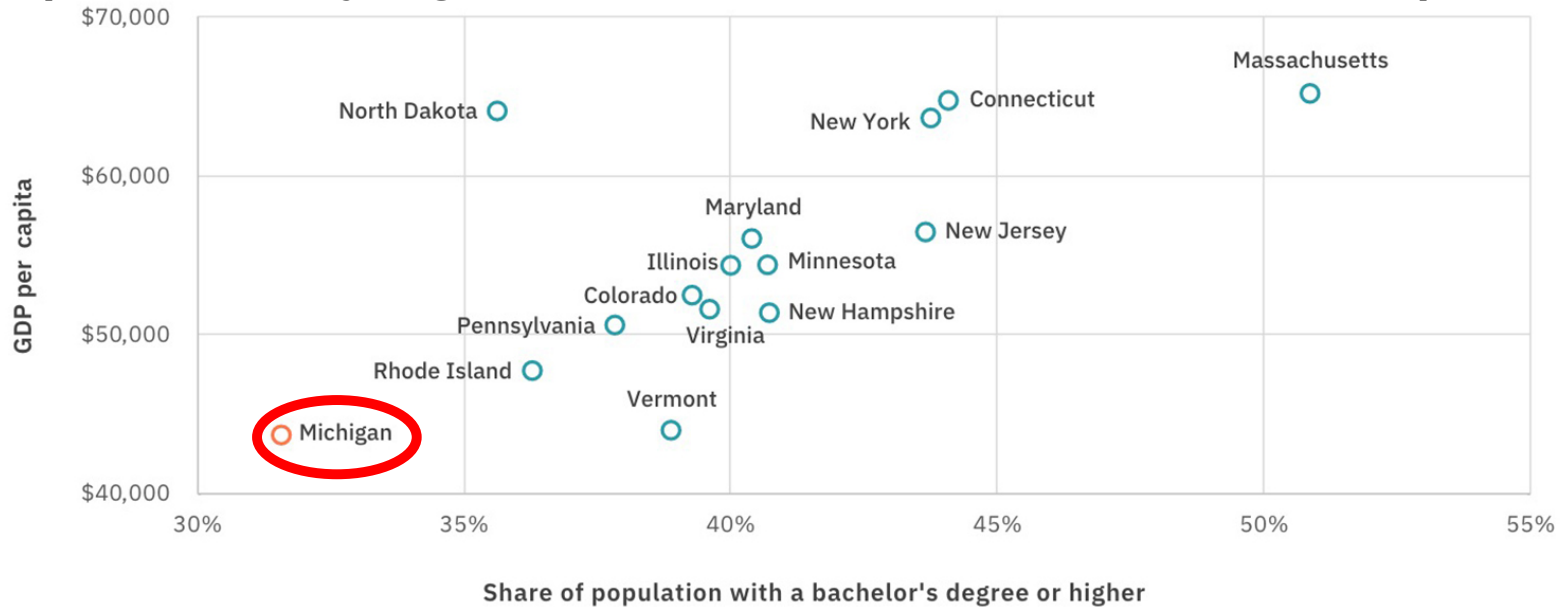


# **Engaging Employers to Better Serve Adult Students: Lessons Learned from Detroit**

Melanie D'Evelyn, Director, Detroit Drives Degrees  
June 19, 2019

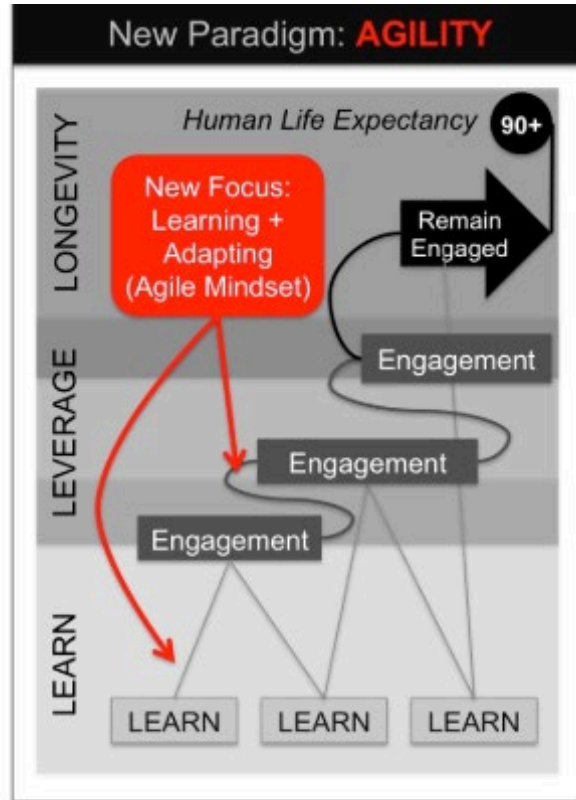
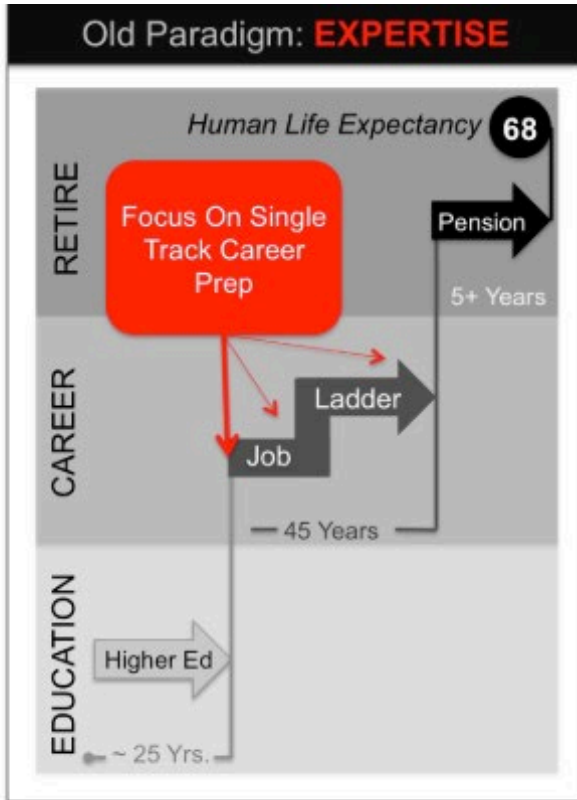
# Framing the Issue: Upskilling Adults Drives Economic Prosperity

## Top 15 States by Higher Education Attainment and GDP Per Capita



Source: American Community Survey, Bureau of Economic Analysis

# Old Economy vs. New Reality



“Education used to be a one and done single dose. Careers used to be predictable escalators. Now, the future of work is learning.”

– [Heather McGowan](#),  
Author of *Disrupt Together*



# Detroit Talent Compact: Strategy for Improving the Region's Talent Pipeline

Adult Learners



Postsecondary Foundational Skills



High School Students

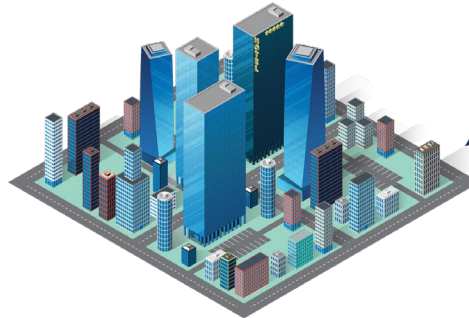


Access  
Advancing access to postsecondary opportunities

Success  
Boosting student success



Talent Placement  
Retaining local talent and attracting new talent

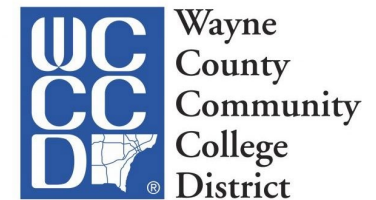


## 2030 GOALS

- 60% postsecondary education attainment
- Reduce the racial equity gap by half

# First-in-the-Nation Debt-forgiveness Compact among Regional Higher Education Institutions

- ◆ Opportunity for stopped out students to “learn” their way out of past debt
- ◆ Developed key tenets to which each participating institution subscribes
- ◆ Outsized impact on low-income and minority students



# Corporate Contributions to Improving Education Attainment



## Business Action Plan for Detroit Talent Compact

*A data-based, community-driven strategy to achieve 60% postsecondary attainment by 2030 by improving outcomes at each stage of talent pipeline.*

	Component of Talent Pipeline	Commitments Published with Compact	Metrics to Track Progress	2019-'20 Target	2024-'25 Target	2029-'30 Target
	<b>Upskilling Adults</b> <i>Every adult has the opportunity to pursue and complete a postsecondary degree or credential.</i>	<i>[Identify a commitment or commitments your business will make to support upskilling adults.]</i>	<i>[Identify a specific metric for tracking each commitment.]</i>			

# Adapt Employer Engagement Strategy Based on State's Business Landscape

- ◆ What are the greatest talent gaps in the state?
- ◆ Which employers are providing tuition assistance and what is the ROI?
- ◆ How can employers without tuition assistance programs— particularly those with low-income and minority workers— be incentivized to participate?



*Employer-based training constitutes **63%** of postsecondary spending*



***59%** of employers offer a formal tuition assistance program but only **8%** measure their return*

# What is The Graduate! Network's Bridging The Talent Gap initiative?

[www.BridgingTheTalentGap.org](http://www.BridgingTheTalentGap.org)

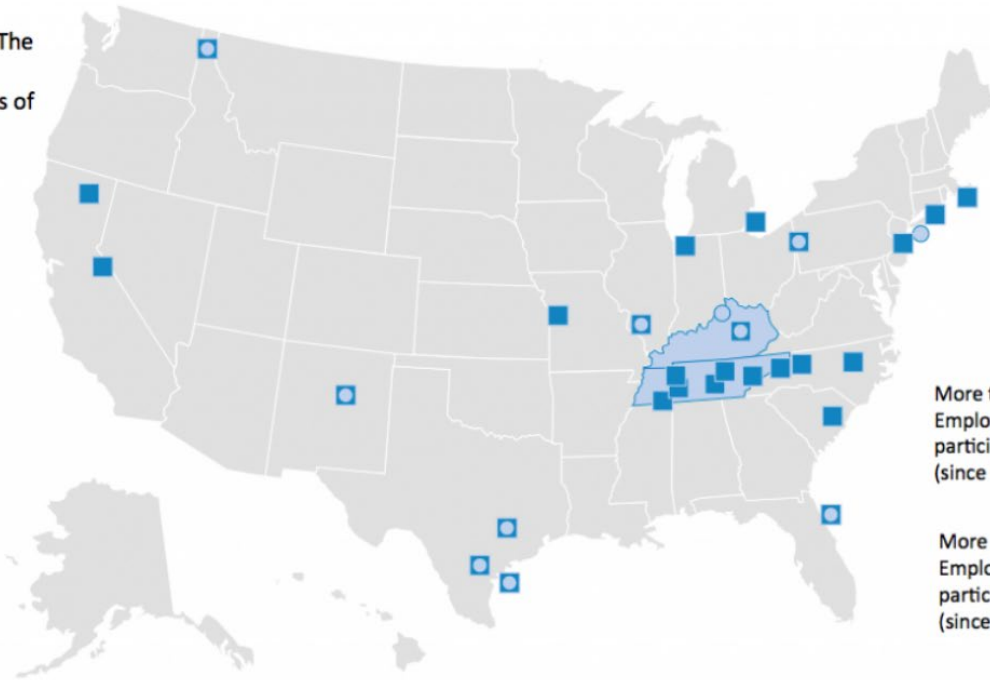


THE GRADUATE |  
NETWORK!



● Bridging The Talent Gap Locations as of April 2019

■ The Graduate! Network Sites 2019



More than 3,000 Employer Survey participants to date (since mid 2016)

More than 2,800 Employee Survey participants to date (since May 2019)

BRIDGING THE TALENT GAP

THE GRADUATE | NETWORK!

**Employer Survey analysis from 647  
employers across 4 locations 2018-2019:**

**Albuquerque, NM**

**Cleveland, OH**

**Providence, RI**

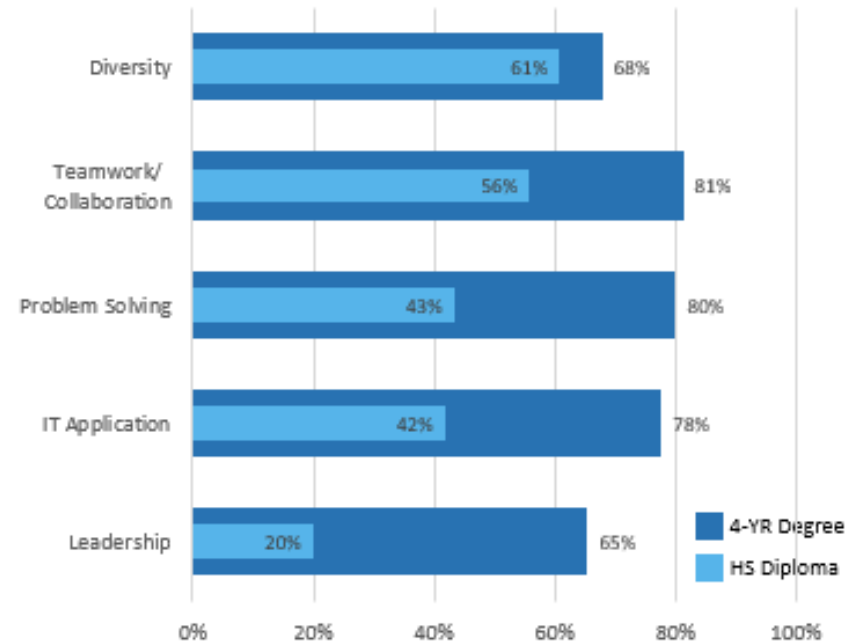
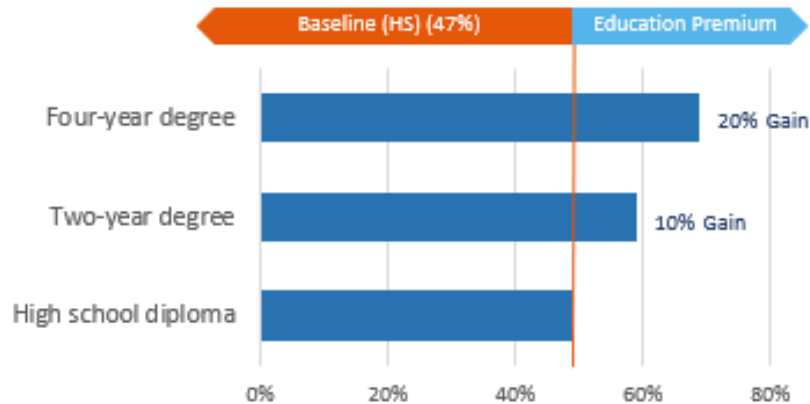
**St. Louis, MO**

## Skill Needs Landscape

Across all skill types, education attainment is a solid predictor of more skilled labor pools

Applied Skills: Percent of respondents saying labor pool possesses skill: High school diploma holders versus four-year degree holders

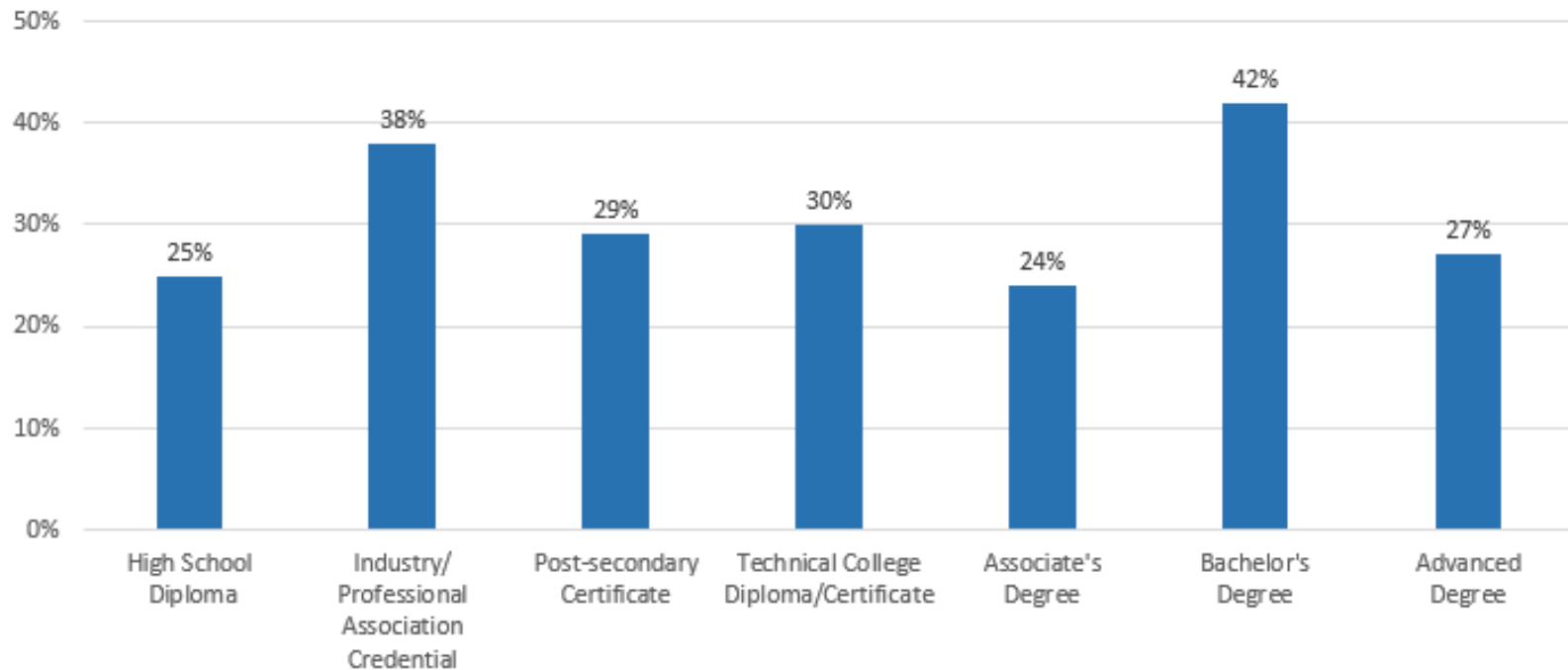
Percent of labor pool possessing skills identified as applicable by employers



## Learning Landscape

### The profile of future education needs for is changing

Anticipated increased need for graduates over the next 5 years



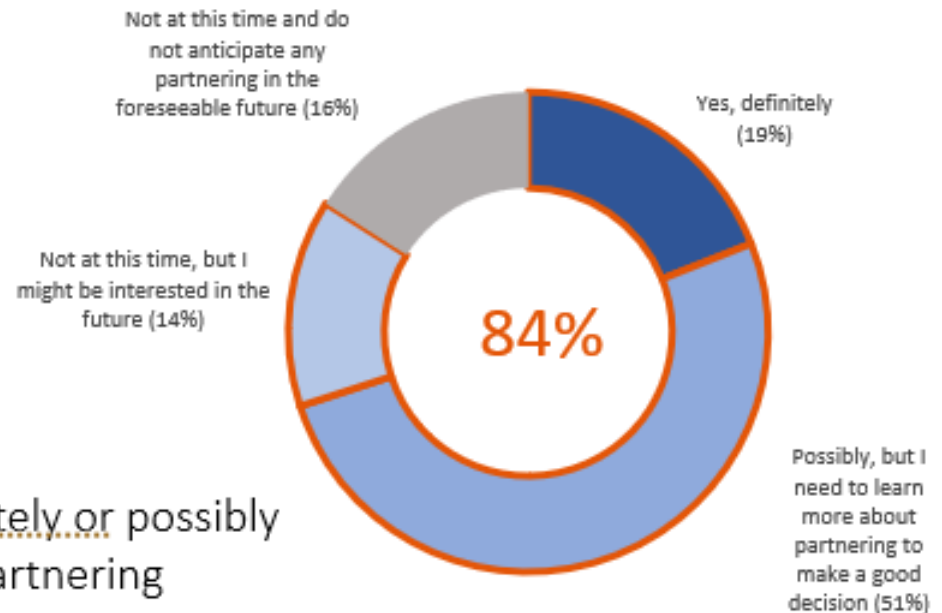
## Learning Landscape

Partnering with education institutions is the most scalable and affordable way to make progress but relatively few employers take advantage

Only 14% of employers currently partner with local post-secondary institutions

But . . .

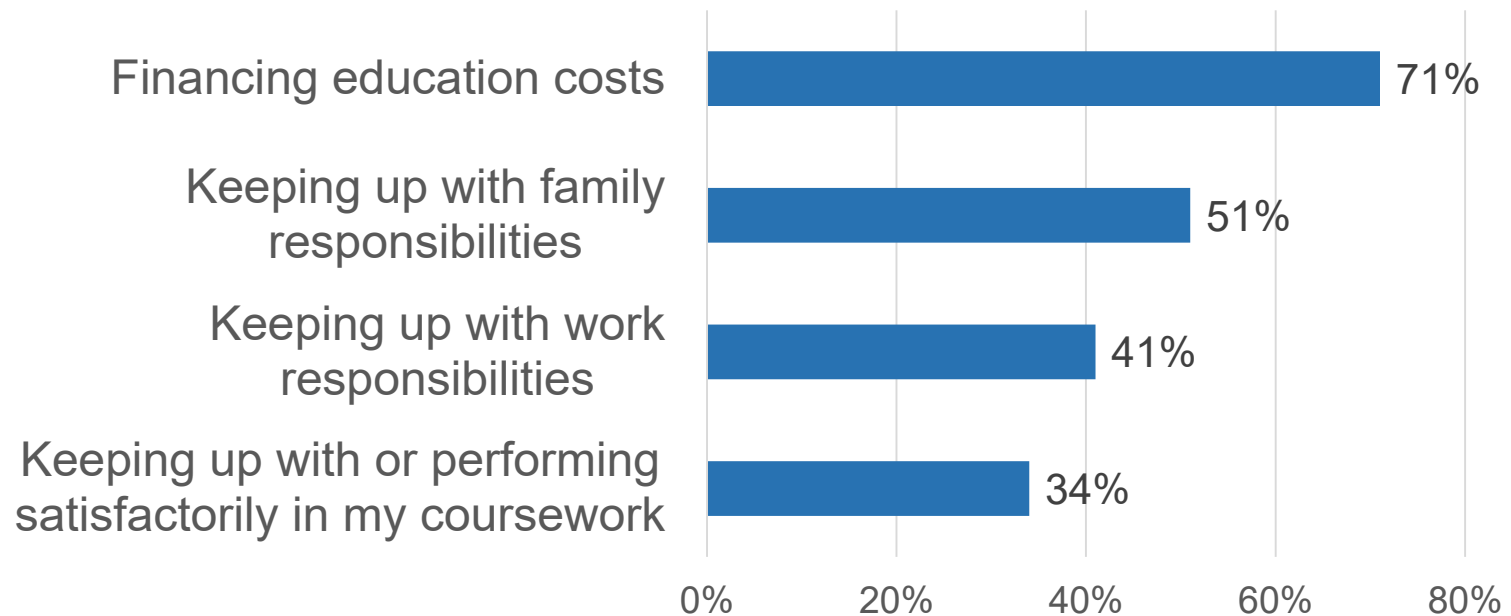
84% either definitely or possibly might consider partnering



# Employee Perspectives on Education

## Currently Working On Credentials

But there are challenges lurking along the way



## NO Plans To Work On Credentials

Would you reconsider your decision?

45% expressed willingness to reconsider their plans . . .

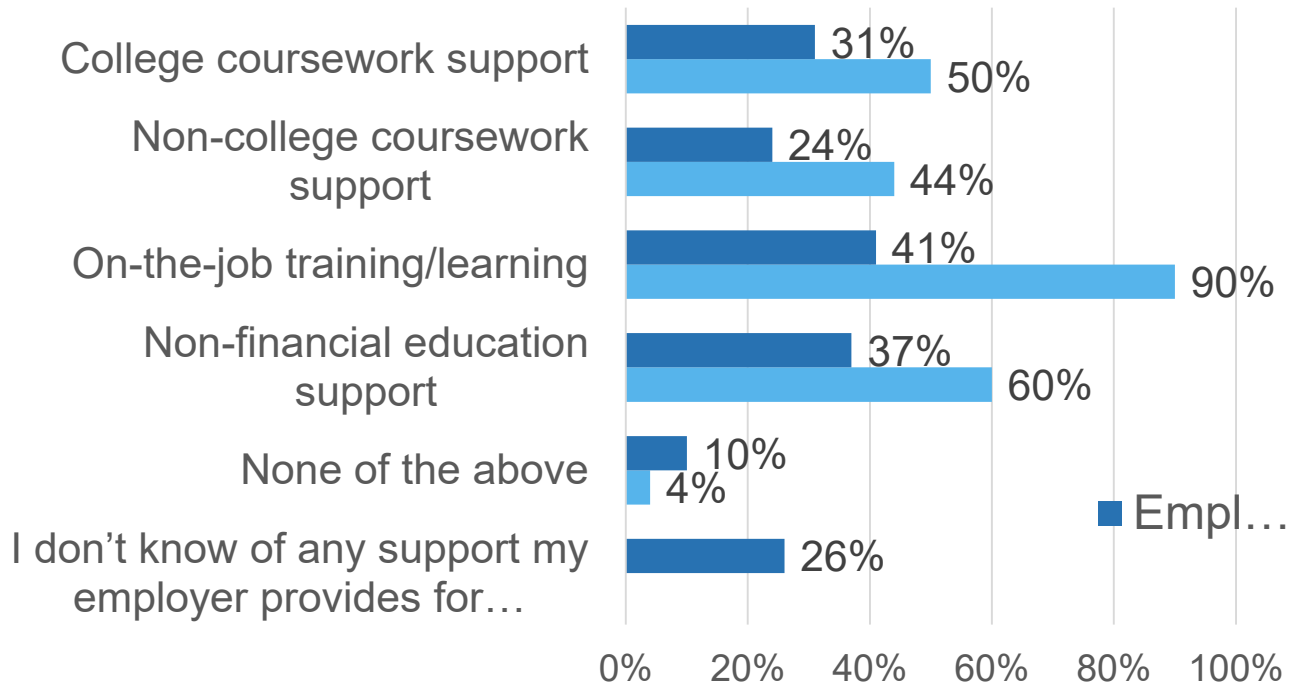
. . . 35% of these respondents said they would welcome suggestions or guidance to achieve their goals.





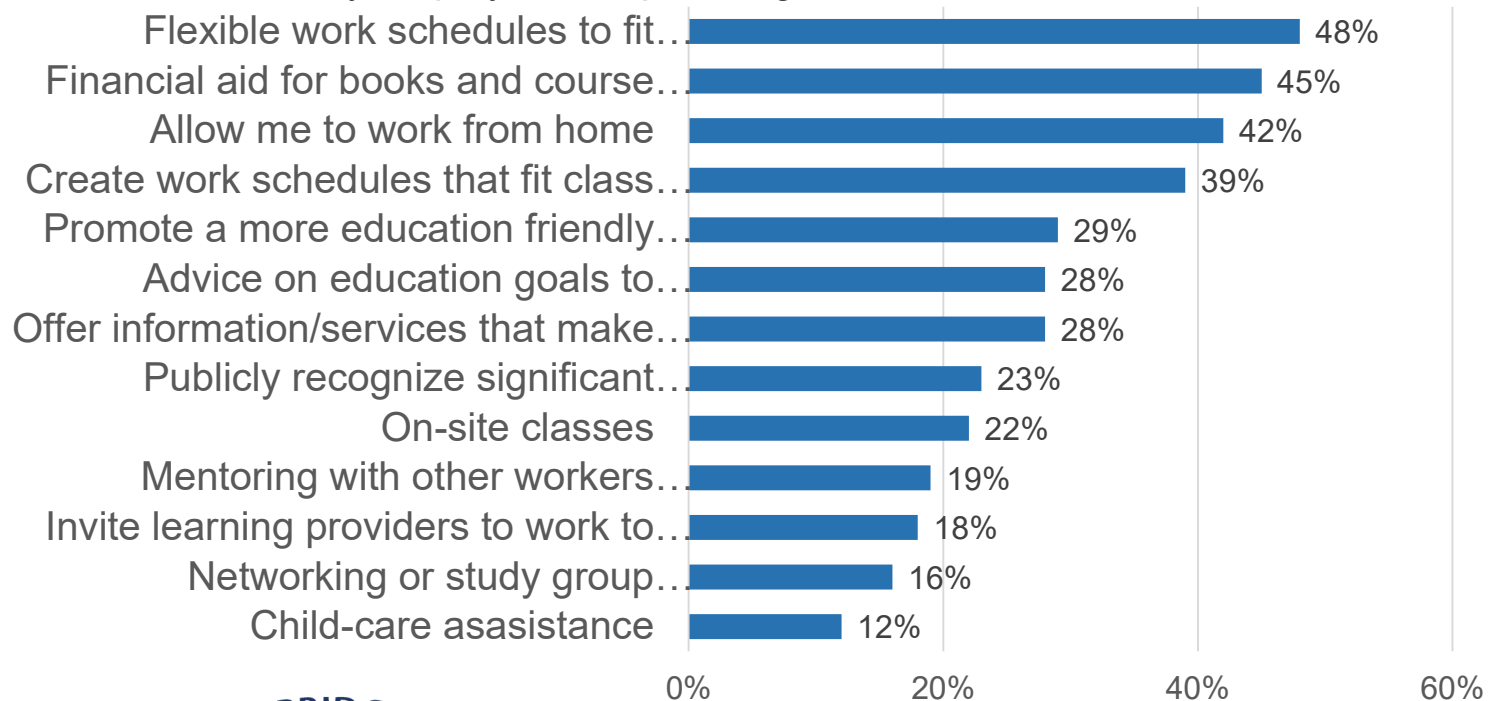
## Workplace Education Programs

What education support is offered by your employer?



## Workplace Education Programs

What education friendly work place efforts are considered helpful by employees for pursuing their education?





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NETWORK!

# Contact information

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