The Future of Attainment Goals: Doubling Down on Workforce Alignment

SHEEO Policy Conference
August 10, 2022
Postsecondary credentials are pre-requisite for success

Nearly all jobs created in the recovery after the Great Recession required some postsecondary education or training
Equity gaps in attainment are severe

Source: A Stronger Nation, Lumina Foundation, 2022
COVID-19 has spotlighted these gaps

Unemployment rates for persons 25 years and older by educational attainment, seasonally adjusted
Click and drag within the chart to zoom in on time periods

- Less than a high school diploma
- High school graduates, no college
- Some college or associate degree
- Bachelor's degree and higher

Those with a **high school diploma or less** have been most vulnerable to economic displacement
States are leading the charge...

Postsecondary Attainment Goals by State
2013
States are leading the charge...

Postsecondary Attainment Goals by State

2017
States are leading the charge...

Postsecondary Attainment Goals by State
2021
...but there’s more work to be done
Attainment Academy: Overview
Talent shortages inspired attainment goals

**BY 2020**

60% of jobs will require a postsecondary credential

**IN 2017**

48% of Americans possess a postsecondary credential

These shortages appear to be worse post-pandemic

Source: DOL Bureau of Labor Statistics, July 2022
Increasing attainment helps close equity & talent gaps

Credentials Employers Want

Credentials People Need to Succeed
Attainment Academy – Objectives

✓ Develop an action plan that will identify the biggest bets for increasing attainment and specific strategies for catalyzing and supporting their implementation.

✓ Harness lessons from peer states to inform decision-making

✓ Cultivate cross-sector ownership for these attainment strategies
Attainment Academy – Outcomes

KENTUCKY COUNCIL ON POSTSECONDARY EDUCATION
An Action Plan for Increasing Postsecondary Attainment

1. Increase accessibility of higher education for adult learners
   - Develop a statewide one-stop student information portal with specific adult-learner relevant information (including highlighting state financial aid programs)
   - Identify adult learner prospective student population in KY
   - Explore legislative action that would provide funding to re-launch and expand Project Graduate (proven recruitment and support strategy for adult learners who have the potential to think their programs within one to two years. Funding for this program would be used for state coordination, marketing, and campus-based strategies to support these returning students)

2. Increase and incentivize institutional innovation and change to better serve adult learners
   - Launch statewide conversation to expand access and systematize credit for prior learning (including community of practice for campus practitioners & administrators)
   - Implement community of practice and support for campus-based adult navigators/advocates
   - Explore inclusion of an adult-focused metric in the state performance-based funding model

3. Reinforce partnerships to create easier and more meaningful transitions into and out of higher education for adult students
   - Enhance employer partnerships through existing state agencies and collaborative
   - Articulate state plan for participating in second-chance Pell (including transition processes for support in exiting the justice system and continuing with higher education)
   - Explore community-based navigator models and their sustainability

Equity Success Metrics
Enrollment/completion rates for Black and Latina students over the age of 25
Enrollment/completion rates for students with household incomes less than 200% poverty

Target Student Populations
Overall population of interest: Adult learners (25+) in Kentucky
For greatest workforce impact: Young adult (25–39) learners in Kentucky not earning a living wage

TENNESSEE ACTION PLAN
An Agenda for Increasing Postsecondary Attainment

ATTAINMENT GOAL BY 2025

CURRENT ATTAINMENT
43%
55%

Develop Reconnect Ready Universities

Action step(s): Develop a designation for Reconnect Ready Universities that will best serve adult participating in TNReconnect; partner with Middle Tennessee State University and University of Memphis to serve as peer mentors for other institutions; design incentives for institutions to participate or provide transfer scholarships to students

Upcoming milestone(s): Develop a series of webinars which will introduce concept, highlight the work at MTSU and UofM, and establish guidelines for collaboration across universities

Outcome: Adult students have a clear pathway to four-year universities along with a smooth transfer process

Develop industry certifications and training with postsecondary credit/degree programs

Action step(s): Identify initial college and industry partners; develop faculty groups to crosswalk non-credit trainings/certifications with credit/degree programs; include these certifications in overall attainment count

Upcoming milestone(s): Finalize commitments from technical colleges; with key partners, develop strategy for certification/crosswalk, curriculum evaluation and awarding of credit

Outcome: Provide a clear pipeline for students participating in industry training programs to continue with postsecondary education

Developed in partnership with Education Strategy Group and SHEEO
Attainment Academy – Reframing Goals

✓ Some states are **doubling down on their current goal**, but **pivoting** to ensure relevance and sustainability.

✓ Some states are **establishing an entirely new vision for postsecondary attainment** that extends from pre-school through to the workforce.