



Attainment Goals are Critical

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STRATEGY LABS

State Policy to Increase Higher Education Attainment



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FOUNDATION



GOAL
2025

60%

of adults with high quality
degrees or credentials by
the year 2025

STRATEGY LABS

State Policy to Increase Higher Education Attainment

Lumina's vehicle for higher education system change

Strategy Labs are an open platform for leaders and influencers in all 50 states to share research and data, encourage peer learning and provide opportunities for on-request support from Lumina Foundation and its state policy partners.

Lumina State Policy Agenda

Guidepost to Advance Goal 2025

- Focused on student-centered, outcomes-based postsecondary education systems and
- Increased capacity to reach more students

Four Core Elements

State Commitment

Strategic Finance

Affordability

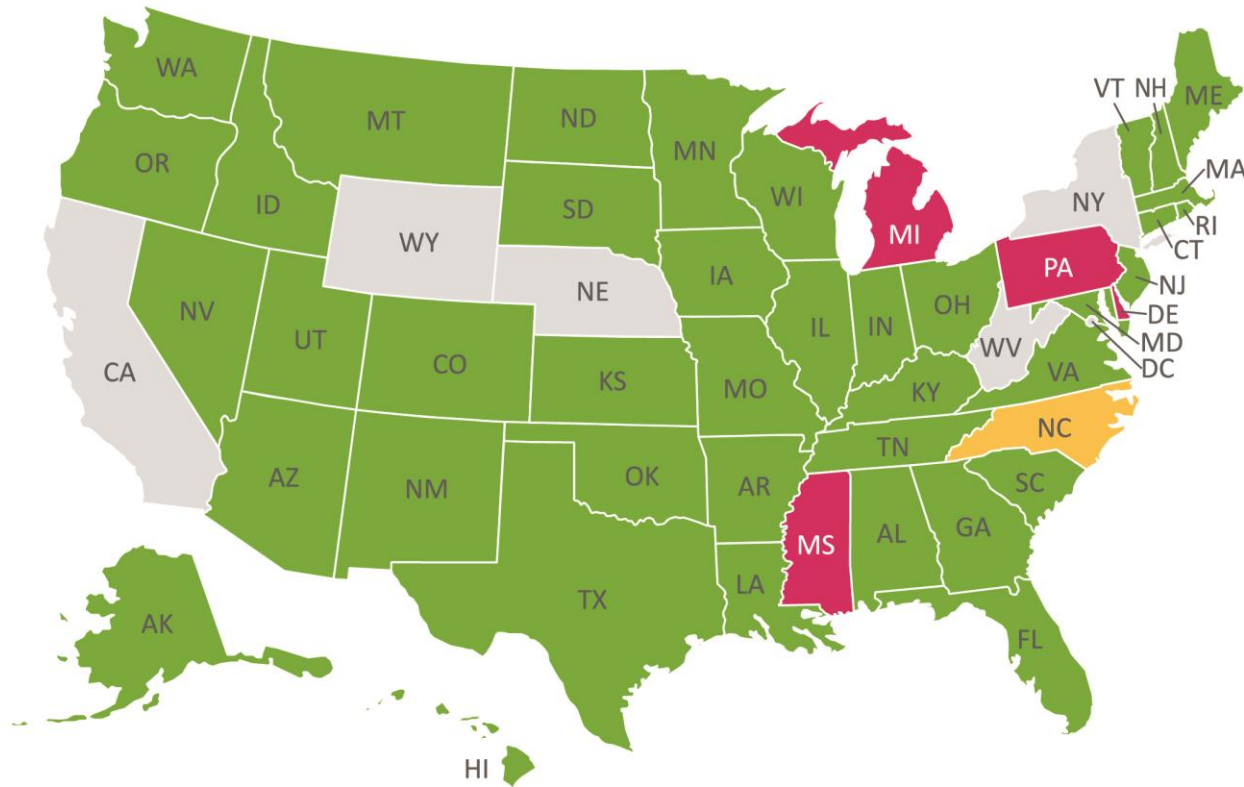
Innovation

Ambitious Attainment Goal Criteria

- Challenging and quantifiable
- Long-term, pegged to a specific year
- Articulated in a manner to influence state-level policies and practices
- Addresses gaps in attainment for underrepresented populations
- Should also be based on analysis of state's workforce needs and embraced by stakeholders across sectors

States with Attainment Goals

(updated April 2017)



- Has Strong Attainment Goal*
- Has Attainment Goal with a Majority of Components of a Strong Goal

- In Process of Developing an Attainment Goal

**A strong attainment goal is quantifiable, challenging, long-term, addresses closing equity gaps and is adopted in a way to drive policy and practice.*

Why a focus on educational attainment levels?

- Provide residents with the education necessary to meet current and future **economic needs**
 - Nationally
 - Statewide
 - Locally
 - Individually

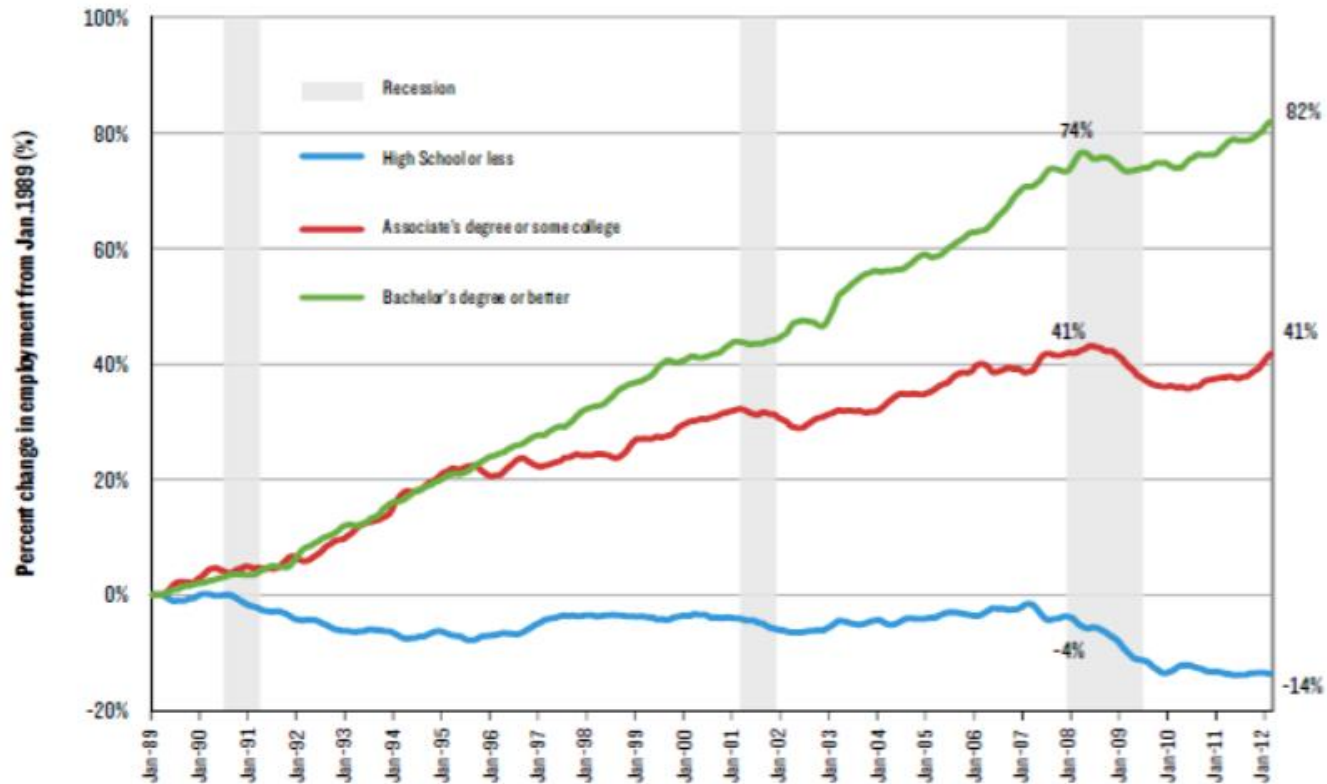


GOAL 2025

Since 2011, the U.S. economy has added **11.5 million net** new jobs for workers with postsecondary education but only **80,000** for those with a high school diploma or less.

--America's Divided Recovery: College Haves and Have-Nots, Center on Education and the Workforce, 2016

Post 2007-recession growth in college-level jobs

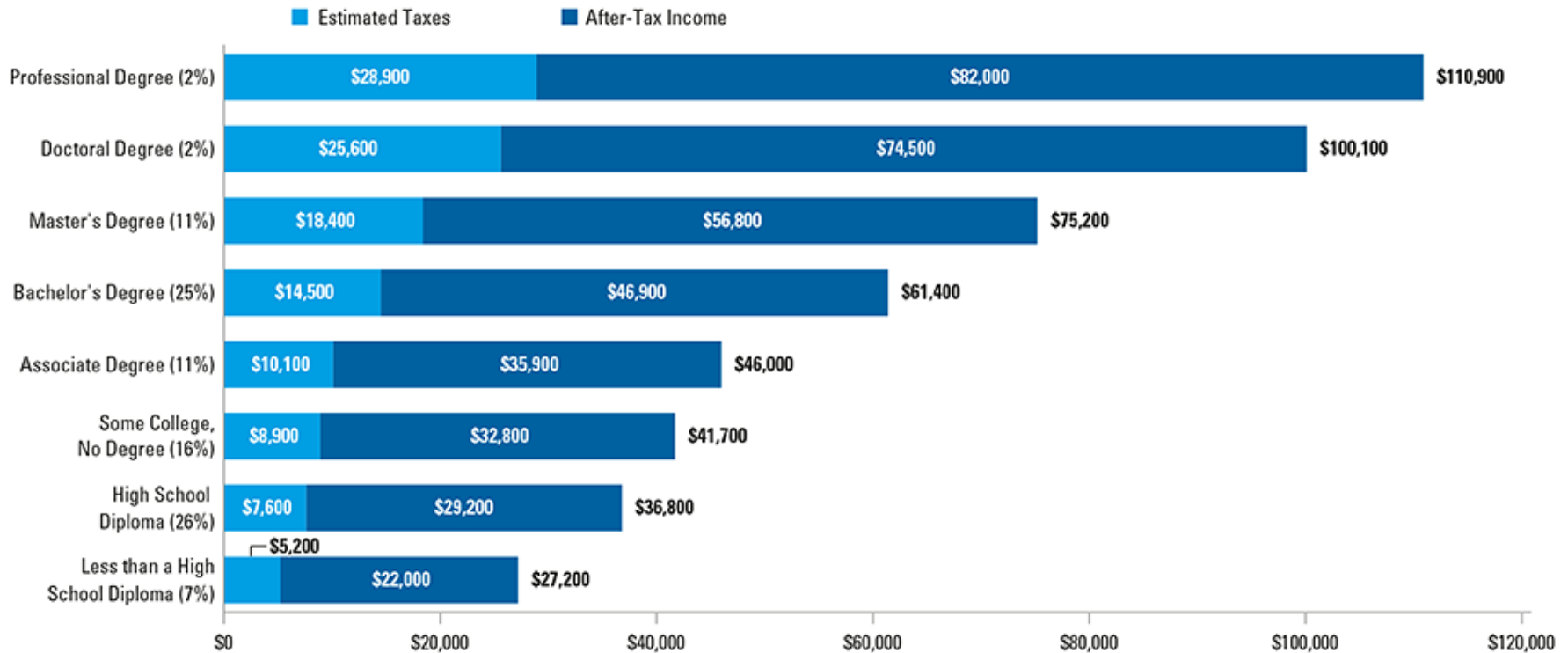


Source: Total employment of workers aged 18 and older is a CEW estimate from the Current Population Survey. The monthly employment numbers are seasonally adjusted using the U.S. Census Bureau X-12 procedure and are smoothed using four-month moving averages. The areas shaded in grey indicate periods of recessions as reported by the National Bureau of Economic Research.

¹⁰ Authors' estimate using Current Population Survey (CPS) data.

--Georgetown University Center on Education and the Workforce, *Recovery: Job Growth and Education Requirements Through 2020*, 2013

Median Earnings and Tax Payments of Full-Time Year-Round Workers Ages 25 and Older, by Education Level, 2015



NOTE: The numbers in parentheses on the y-axis indicate the percentage of all full-time year-round workers with each education level in 2015. The light blue segments represent the estimated average federal income, Social Security, Medicare, state and local income, sales, and property taxes paid at these income levels. The dark blue segments show after-tax earnings. Percentages may not sum to 100 because of rounding.

SOURCES: U.S. Census Bureau, 2015, Table PINC-03; Internal Revenue Service, 2014; Davis et al., 2015; calculations by the authors.

--College Board, *Education Pays 2016: The Benefits of Higher Education for Individuals and Society*, 2016

Milken Institute – *A Matter of Degrees*



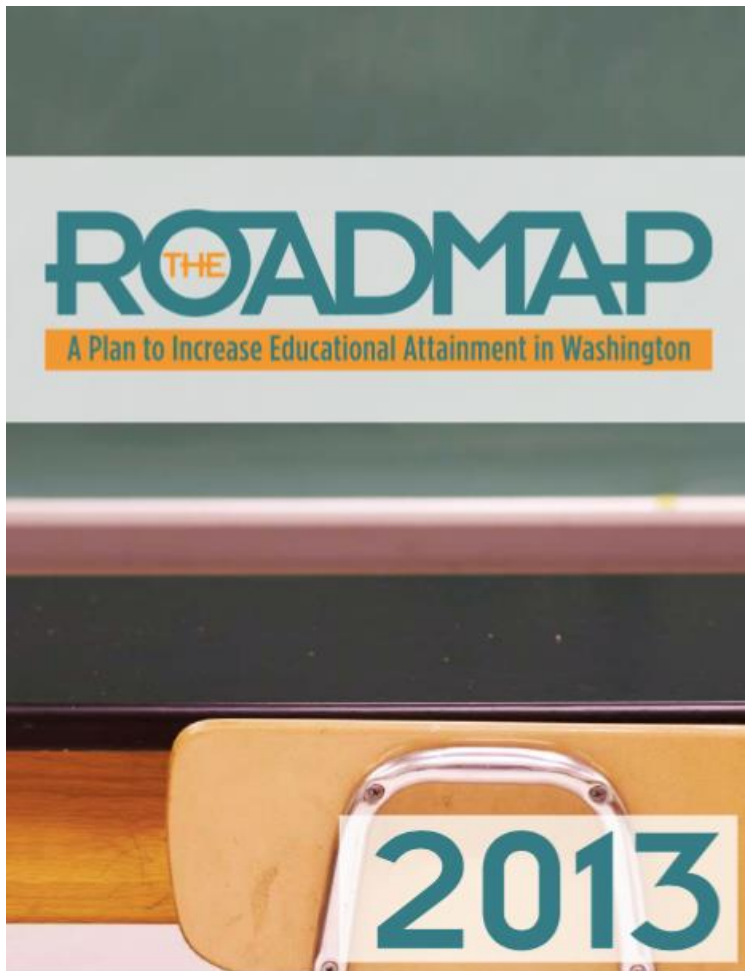
Add one year of college to the region's workforce, and GDP per capita jumps 17.4%

Why a focus on educational attainment levels?

- Economic benefits
 - National
 - State
 - Local
 - Individual
- Societal benefits



--Philip Trostel and Margaret Chase Smith, *It's Not Just the Money: The Benefits of College Education to Individuals and to Society*

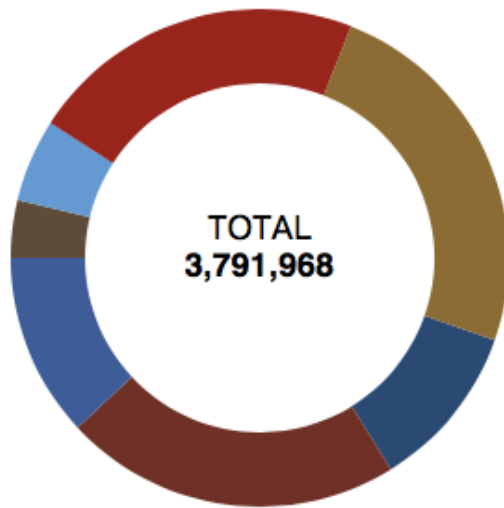


Washington's Goal:

70% of Washington adults, ages 25-44, will have a postsecondary credential by 2023

51.6% of Washingtonians, ages 25-64, hold a postsecondary certificate or degree

Levels of education for Washington residents, ages 25-64



Less than ninth grade	141,916	3.74%
Ninth to 12 th grade, no diploma	204,375	5.39%
High school graduate*	828,266	21.84%
Some college, no degree	924,724	24.39%
Associate degree	409,674	10.80%
Bachelor's degree	830,373	21.90%
Graduate or professional degree	452,640	11.94%


Estimated attainment of certificates:
7%

* including equivalency

Source: U.S. Census Bureau, 2014 American Community Survey

Note: The accompanying pie chart does not account for residents who have earned high-value postsecondary certificates. The percentage on the right – admittedly, an **estimate** – aims to fill that gap. To calculate this percentage, labor market experts at the Georgetown University Center on Education and the Workforce used Survey of Income Program Participation 2008 Wave 12 data (2012) and data from the Integrated Postsecondary Education Data System (IPEDS) 2014.

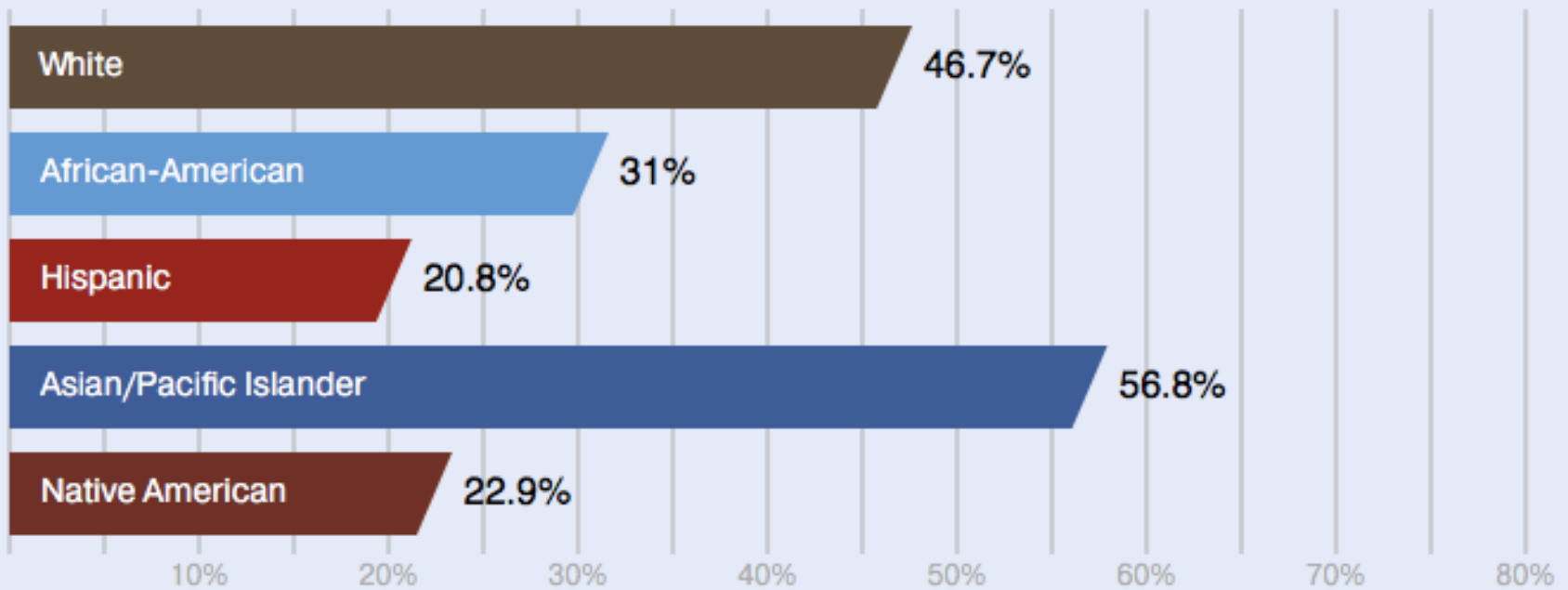
--Lumina Foundation, *A Stronger Nation*, 2016

A photograph of a staircase with a quote overlaid in white text on black bars. The quote is: "When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps."

"When it is obvious that
the goals cannot be reached,
don't adjust the goals,
adjust the action steps."

- Confucius

Degree-attainment rates among Washington residents (ages 25-64), by population group



Source: U.S. Census Bureau, 2012, 2013, and 2014 American Community Survey One-Year PUMS Files.

--Lumina Foundation, *A Stronger Nation*, 2016

Percentage of Washington residents (ages 25-64) with at least an associate degree, by county

Adams	21.86	Asotin	31.12	Benton	40.81	Chelan	32.83
Clallam	33.18	Clark	38.21	Columbia	35.70	Cowlitz	26.81
Douglas	28.19	Ferry	28.04	Franklin	25.01	Garfield	44.35
Grant	25.71	Grays Harbor	27.90	Island	40.97	Jefferson	41.60
King	57.52	Kitsap	41.45	Kittitas	42.98	Klickitat	28.54
Lewis	27.03	Lincoln	33.82	Mason	26.19	Okanogan	28.71
Pacific	26.63	Pend Oreille	29.10	Pierce	35.52	San Juan	46.49
Skagit	35.06	Skamania	31.07	Snohomish	41.44	Spokane	42.14
Stevens	32.53	Thurston	43.89	Wahkiakum	27.95	Walla Walla	38.01
Whatcom	44.49	Whitman	61.87	Yakima	23.61		

Source: U.S. Census Bureau, 2010-14 American Community Survey 5-Year Estimates

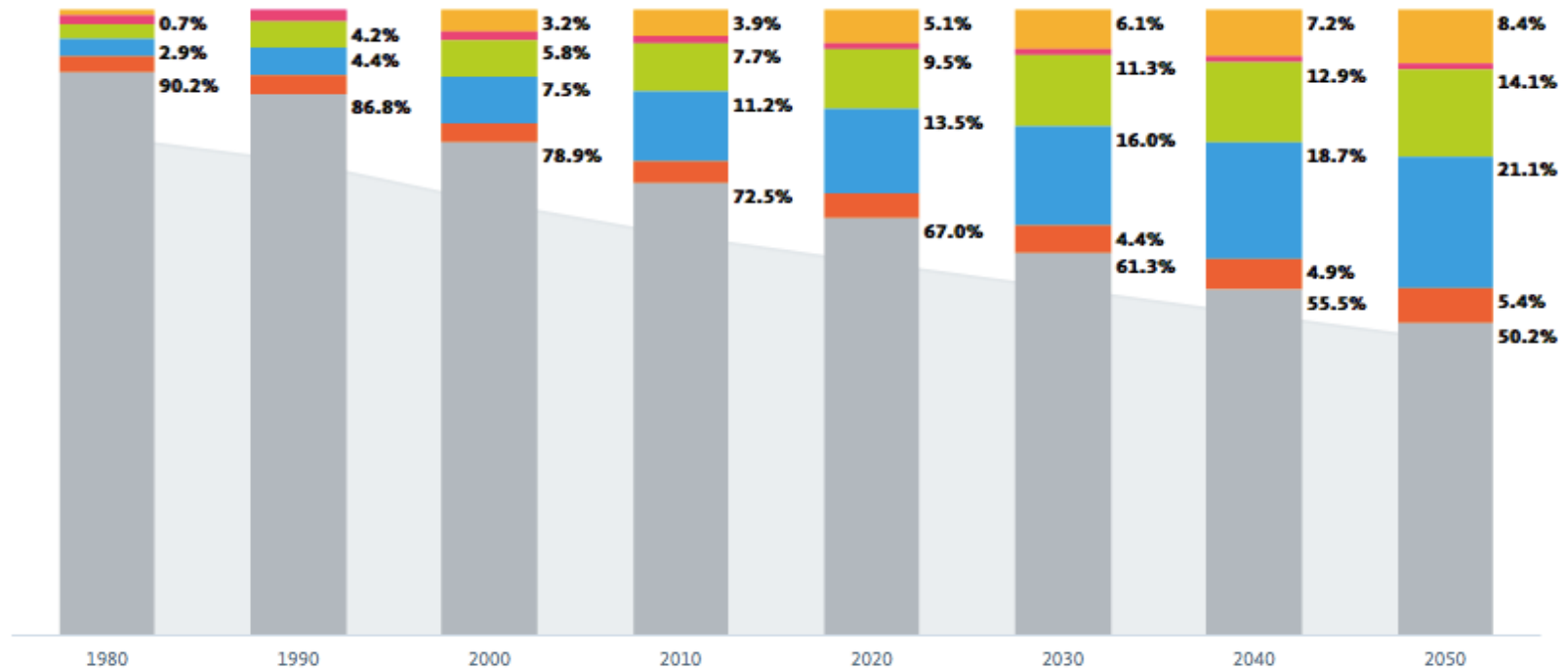
--Lumina Foundation, *A Stronger Nation*, 2016

Race/ethnicity Washington

Breakdown:

Racial/ethnic composition: Washington, 1980-2050

- White
- Black
- Latino
- Asian or Pacific Islander
- Native American
- Mixed/other
- U.S. percent white

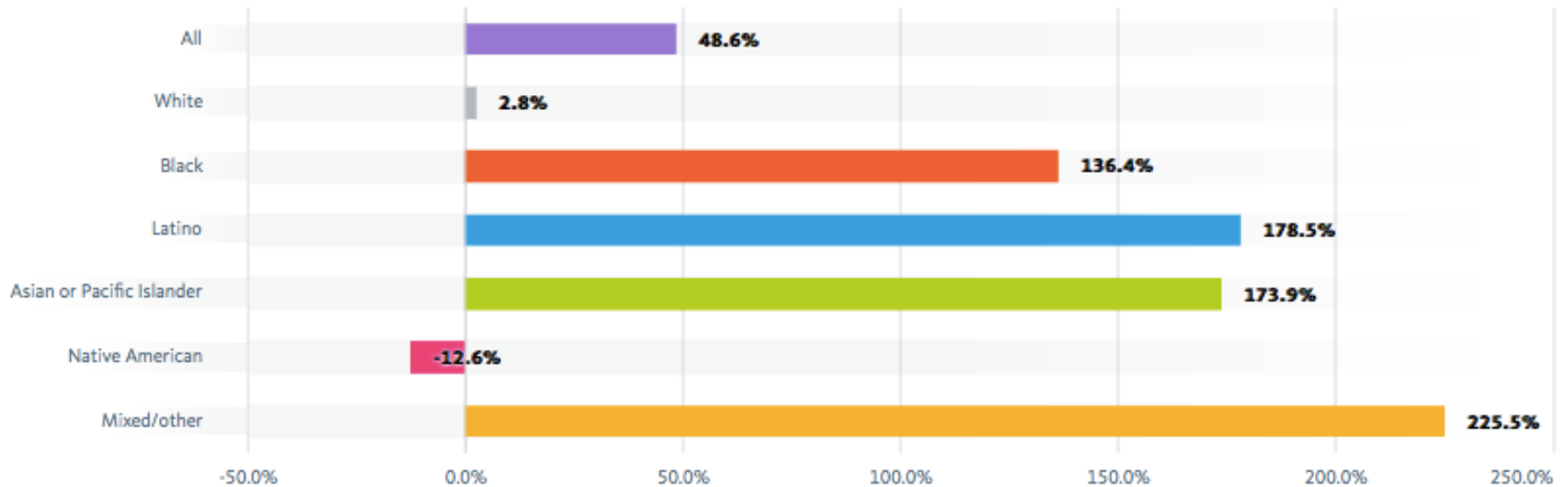


U.S. Census Bureau; NHGIS; Woods & Poole Economics, Inc.

Population growth rates ? Washington

Breakdown:

Percent change in population: Washington, 2010-2050

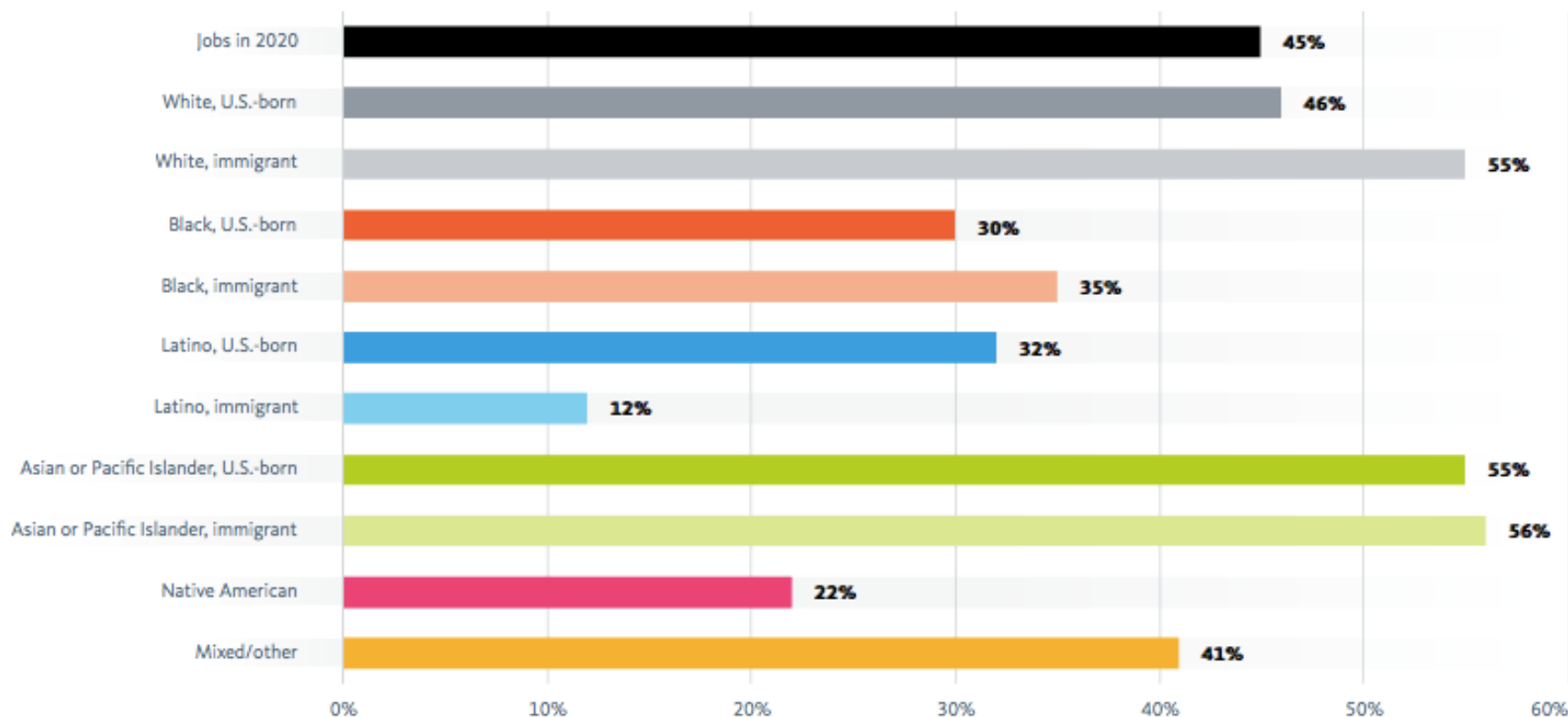


U.S. Census Bureau; Woods & Poole Economics, Inc.

Education levels and job requirements ? Washington

Breakdown:

Current educational attainment and projected state/national-level job education requirements by race/ethnicity and nativity: Washington, AA degree or higher, 2014

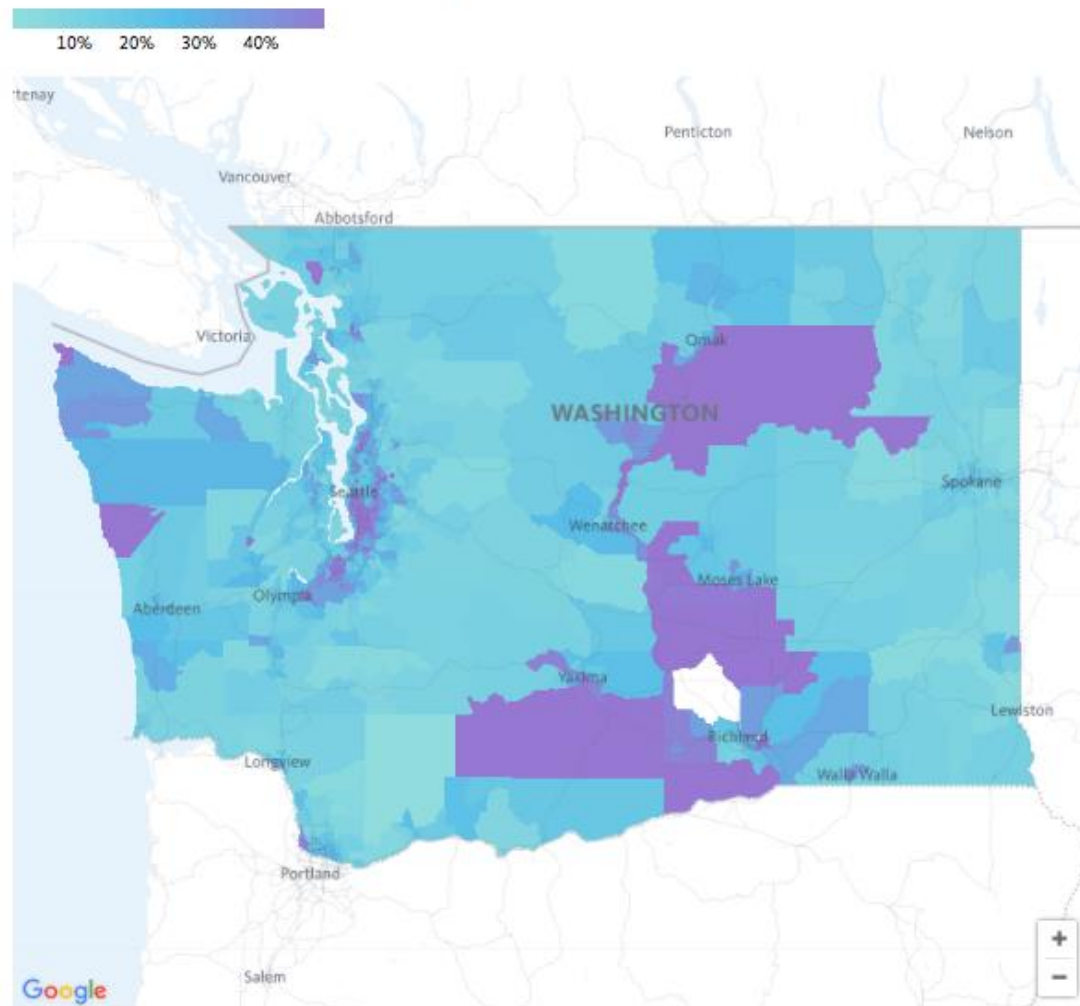


IPUMS; Georgetown University Center on Education and the Workforce

Race/ethnicity Washington

Breakdown:

Map by Tract, 2014 (For: People of Color)



Why are Attainment Goals Appealing and Important to State and Business Leaders?

- Specifically addressing the talent gap; improving workforce development to meet needs
- Changing the state's story, profile and trajectory
- Growing conversation about misaligned systems and funding—goal provides a shared vision, a north star
- Identifying and aligning with high-demand occupations
- Addresses inequities among the state's residents



60x30TX



By 2030, at least 60 percent of Texans ages 25-34 will have a certificate or degree.

70x2025VT.ORG



ACHIEVE60AZ
EDUCATION ADVANCES EVERYONE



- Complete College TN legislation (2010)
- Became the focus point for education, higher education and workforce development policy
- Built partnerships across sectors, including business
- Strong leadership from Governor Haslam



- Developed by the TX Higher Education Coordinating Board
- Sets targets for closing gaps between races/ethnicities
- Beginning to see narrowing of gaps

70x2025VT.ORG

- Cross-sector collaboration between state and local level leaders in higher education, K12, workforce development, labor, employers, community based organizations, philanthropy
- Solidified by a backbone organization – VT Student Assistance Corporation (VSAC)
- Growing business involvement



- Developed after years of coalition building
- Support from philanthropy and partnerships with higher education, K12, elected leaders and business
- Goal based on recognition that meeting workforce needs will require deliberate attention to improving attainment for Latinos

Challenges to Reaching the Goal

- Engaging multiple sectors with different ways of doing business and expectations
- Maintaining momentum
- Not losing sight of the goal when the pace of change can be slow
- Anxieties around what “change” will mean for the entity you represent
- Funding

Opportunities to Look For

- Heightened sense of urgency and deeper collaboration, in part inspired by working toward a quantifiable goal with an end date
- Clear vision and direction
- New partnering opportunities to meet mutually beneficial needs
- Clearer plans aligned to meaningful metrics open opportunities for funding
- Improving the economic outlook for individuals, employers, the community and state
- Changing the state's trajectory



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