

Title	Adult Reengagement – Greater Minds Education Initiative
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Synopsis	The Greater Minds education initiative is designed to help working adults return to school and finish their degree. Alisha Benson and Jodie Strote of Greater Spokane Inc. will provide an overview.
Guiding questions	<ol style="list-style-type: none"> 1. How does the Greater Minds initiative complement the Council’s adult reengagement initiative? 2. How can the initiative inform the future work of the Council in the development of statewide strategies to reengage working adults in postsecondary education?
Possible Council Action	<input checked="" type="checkbox"/> Information/Discussion <input type="checkbox"/> Approve/Adopt <input type="checkbox"/> Other
Documents and Attachments	<input type="checkbox"/> Brief/Report <input type="checkbox"/> PowerPoint <input checked="" type="checkbox"/> Third-party materials <input type="checkbox"/> Other



Alisha Benson
COO/VP Education, Workforce & STEM

Jodi Strote
Education Attainment Navigator



Greater Minds Initiative

Who Are We?

- Regional collaboration of higher education and business communities.
- Focus on helping working adults return to school, finish their degree or certificate and unlock opportunity for the future of our region.
- It's about greater opportunities, greater economies, greater communities.

What We Do

- Neutral navigator that helps working adults evaluate options and identify opportunities.
- Matches their goals with the programs of local higher education institutions, and helps them find the support they need to return to school.



Greater Minds Initiative

Why It Matters

- Adults who complete their degree or certificate can earn more money, advance their careers, and improve job security.
- Higher education institutions recruit new students and diversify their student base.
- Businesses improve company culture and gain a competitive edge.
- An educated workforce means a healthy economy and thriving community.



Investors and Partners

Our Initiative Investors:



Our Launch Partners:

- Community Colleges of Spokane • Eastern Washington University • Numerica Credit Union • PAML • Pearson Packaging • Spokane County • Spokane Public Schools • STCU • Whitworth University



Greater Spokane Incorporated

Greater Spokane Incorporated is the Spokane region's next generation business development organization.

OUR VISION

A vibrant Spokane region
where businesses and communities thrive.

OUR MISSION

We lead transformative business and community initiatives to build a robust regional economy.

CORE VALUES

Collaboration, innovation, respect



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Greater Spokane 7

Foundational Strategies for Business Development

ACHIEVE
(Workforce)

ADVOCATE
(Business Climate)

BUILD
(Infrastructure)

Priority Strategies for Business Development

STARTUP

EXPAND

RETAIN

RECRUIT






Foundational Strategy: ACHIEVE

Create a ***GREATER*** talent pool of skilled workers who drive innovation and productivity to meet the needs of employers throughout the region, recognizing that education grows economies.



GSI's Education & Workforce Portfolio: Linking Business & Education

Programs	Partnership	Policy
Spokane STEM Network 	FIRST Robotics	Local/Regional – K-12 Public School levies & Bonds
Business AfterSchool 	K-12 Roundtable Higher Education Leadership Group Education Attainment Advisory Group	State – K-12 & Higher Education (Buildings, Levy Equalization, Funding, STEM, Access)
Teaching the Teachers	Industry Roundtables – Health Care, Health Industry, Agribusiness, Aerospace & Advanced Manufacturing	Federal – Pell grants, student loans, early learning, GME, NIH/research funding
Greater Minds 	Excelerate Success (Cradle to Career)	Infrastructure – state and federal



Education Attainment: Our Goal

Increase the number of adults in Spokane County who have high quality certificates or post-secondary degrees to 60% by 2025

ADOPTED by GSI Board of Trustees on September 23, 2013

Greater Minds Education Attainment target:

- 86,000 working adults with some college, no degree

WA State Education Attainment goal:

At least 70 percent of adults will have a postsecondary credential



Business/Education Partnership

Two Pronged Approach:

1. Business led pilot companies made up of manufacturers, financial institutions, health care and government
2. Partnership with Higher Education Leadership Group
 - Community Colleges of Spokane
 - Eastern Washington University
 - Gonzaga University
 - WSU Health Sciences Spokane
 - Whitworth University

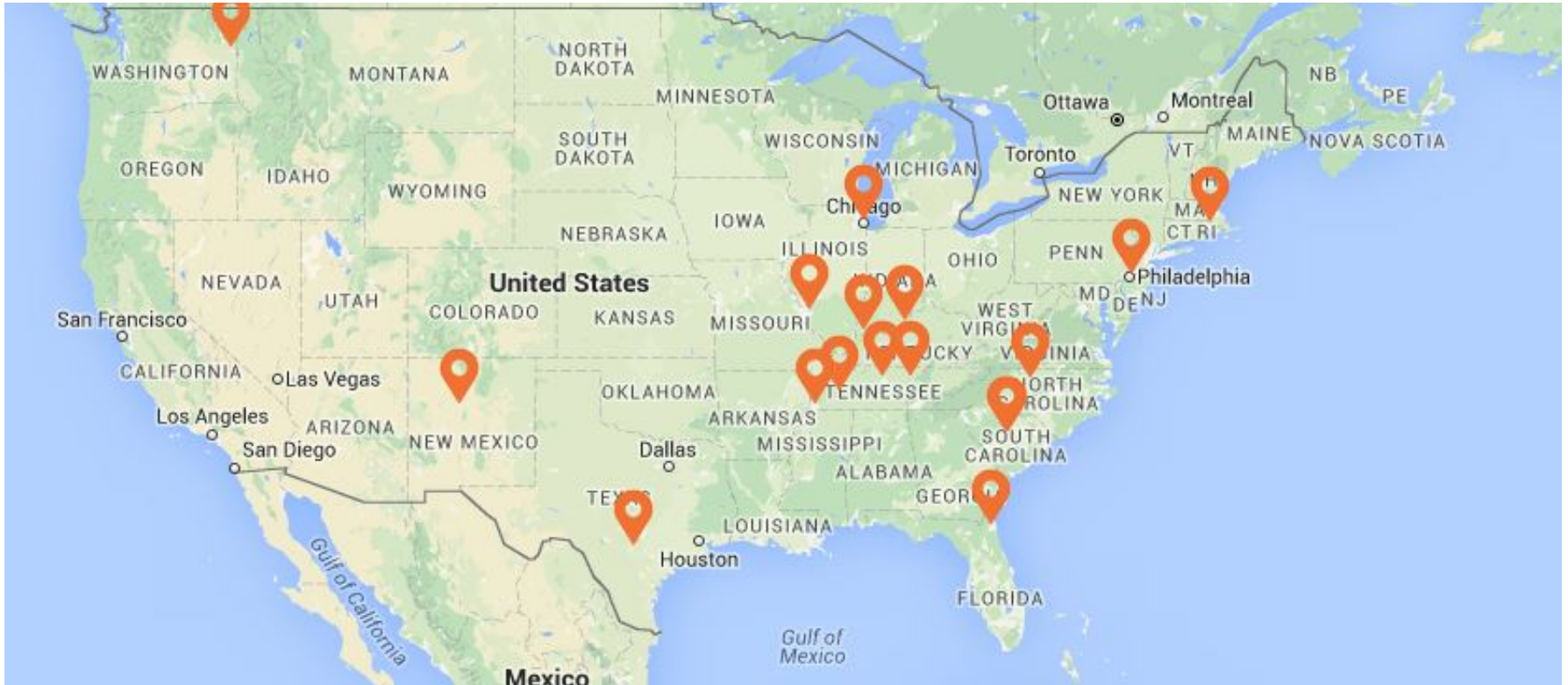


Greater Minds: How we got here

- Engaged Lumina Foundation – Community Partnership for Attainment
- Convened of our partners for strategic planning sessions resulting in the development of an initiative to address working adults, businesses and higher education.
- Selection of Graduate! Network model
 - 22 communities
 - Sharing of tools and best practices



Graduate! Network



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Employer Pilot Survey

- 7 companies participated with over 2,000 responses
- 741 adults had some college but no degree
- Over half (56%) of those surveyed wanted to achieve a higher level of post-secondary education.
- Survey also identified a low number of loan default



What Employees Told Us

- **Financial assistance**
 - Financial aid and prior learning credit
 - Tuition reimbursement from employer
- **Flexibility in time and schedule**
 - Work schedule
 - Class times
- **Individualized planning**
 - Help in identifying a college program
 - Customized plan for completion
 - Work/life balance



Survey Results of Higher Ed Institutions

From the informal survey we know

- Programs/classes of study are offered during night and weekend hours
- On-line options vary per institution
- Orientation for adult students
- Advisement offered for adult students
- Credit for prior learning
- Services like childcare not offered outside daytime work hours



Greater Minds: Strategy

- Neutral navigation point of contact for working adults was key
- Concierge set of services
 - Business support
 - Higher-Ed support
 - Adult student support to and through



How we do it

Three Phases of Neutral Navigation

- **Phase I: Preparation**
 - Assist employees to understand and own their education, personal and career goals and to create an appropriate and realistic plan for degree or credential completion.
 - Identify issues that may inhibit employee's success in college, identify solutions, and assist with developing an individual education plan.
- **Phase II: Pre-enrollment Navigation**
 - Identify higher education opportunities and resources that best meet employees goals.
 - Refer to higher educational institution to obtain detailed program information and advisement.



How we do it

- **Phase III: Ongoing Support**

- In-person workshops facilitated by Greater Minds staff with the help of higher education and community organization stakeholders.
 - Topics could include:
 - College Connect – return to learning college fairs
 - Online Learning
 - Financial Aid/FASFA
 - Prior Learning Assessments – Competency Credits
 - Study Skills
- Ongoing access to the Greater Minds Navigator will be available as a secondary resource to the working adult.



Business Engagement

Encourage

- Emphasize the importance of college completion.

Educate & Engage

- Empower employees to be smart consumers and navigate the systems of education attainment.

Advocate

- Become an advocate for your employees.



Business Engagement Tools



Greater Minds
Greater Opportunities. Greater Economies. Greater Communities.

Education Creates Opportunity

A Business Solution to Accelerate College Completion for Working Adults

Investing in Our Community

Increase the proportion of residents in our region with a high quality certificate, 2 or 4-year degree from 40 percent to 60 percent by 2025.

The Goal of Greater Minds

Greater Minds is a regional collaboration of the higher education and business communities that help working adults return to school and earn their degree or certificate. Our goal is to increase the proportion of residents in our region with a high quality certificate, 2 or 4-year degree from 40 percent to 60 percent by 2025.

How the Program Works

Working with your business, we assist working adults to evaluate options and identify opportunities, match their goals with the programs of their higher education institutions, and help them find the support they need to return to school.

Investing in Your Employees Through Greater Minds

Investing in your employees' education opens doors to opportunity for individuals in your region. Adults who complete their degree or certificate can earn more money, advance their careers, and improve job security. Higher education institutions recruit new students and diversify their student base. Business improves company culture and gain a competitive edge to meet an increasingly workforce means a healthy economy and thriving community.

Real change is possible.

Unlock opportunity for your future. Return to school to finish your degree or certificate. A Navigator will guide you through the process.

GET STARTED TODAY!
Visit GreaterMindsSpokane.org

Greater Minds
Greater Opportunities. Greater Economies. Greater Communities.

Be a Greater Mind

Our goal is to increase the proportion of residents in our region with high-quality degrees or certificates from 40 percent to 60 percent by 2025.



Moving Forward

Be a Greater Mind - Leading from the state level

- Leverage Higher Education Partnerships
- Engage Business in Leadership



Thank you!

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