

Education Attainment: A Regional Perspective

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Who We Are

We are the Greater Spokane region's business development organization, focused on leading transformative business and community initiatives to build a robust regional economy.



Together We're Greater

Partnerships for Greater Talent



GREATER COMMUNITY

Together, we put the pieces in place to attract organizations, talent, and people with big dreams to create a vibrant community.

Startup Spokane
Life Sciences Spokane
Ag Expo/Agribusiness
Military/Fairchild
Recruitment
Expansion
Retention
Infrastructure Development
PTAC
(Government Contracting)

GREATER GROWTH

Together, we support the creation of business and job growth for a thriving economy.

Local Advocacy
Regulatory & Rulemaking Issues
Elected Official Connections
State & Federal Agendas
Community funding
Olympia Fly-in
D.C. Fly-in

GREATER VOICE

Together, we have a greater voice for the future of our region.

Career Connected Learning
Greater Minds
access2experience
Business AfterSchool
Spokane STEM
Teaching the Teachers
Bonds & Levies
Professional Development

GREATER TALENT

Together, we build, champion and retain a talented workforce.

ENGAGEMENT

Investment, Communications, Partnerships, Events, Programming

The Goal – Greater Talent



Grow Education Attainment rates to **60% by 2025**.

Ensure a talented and competitive workforce pipeline to attract new industries and grow existing business infrastructure.



Together We're Greater

Greater Minds Initiative

Who We Are

- 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 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.



Greater Minds: How we got here

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



The Graduate! Network



Investors and Partners

Our Initiative Investors:



Additional Partners:

Caterpillar, Inc. • Eastern Washington University • Excelerate Success – United Way • Global Credit Union • Gonzaga University • League of Education Voters • Northwest Farm Credit Services • Pearson Packaging • Spokane Federal Credit Union • Spokane Workforce Council • Spokane Public Schools • Washington State University



Greater Minds: Strategy

- **Neutral** student-centered navigational approach
- Concierge set of services
 - Business support
 - Higher-Ed support
 - Adult student support to and through degree completion



Together We're Greater

Knowledge Gained

- Business on ramping takes longer than anticipated
- Employers can support in a variety of ways
- Clear and concise pathways are key for adult students
- Need to address both federal loan and institutional debt
- Work doesn't happen without a unified regional voice
- It takes Trust, Champions, and Intentionality



Aligning State and Regional Goals



Leading From the State Level

- Accessible and affordable post-secondary opportunities
- Availability of Microgrant funding models
- Leverage higher education partnerships to provide adult-friendly pathways
- Engage business in supporting employees' education attainment
- Data sharing agreements at regional level

Alignment of talent growth with business recruitment, retention and expansion is where communities and people thrive!



Thank you!

Tom Johnson

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