



Adult Reengagement: Making the most of Washington's Talent

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CAEL's Vision

Lifelong educational and career pathways for all adults so they are able to prosper in a complex world.

Can't go it Alone...



A Straight Path to Success is Rare These Days



The Winding Path to Contemporary Student Success



Adult Student

- 21st Century student
- Contemporary student
- Non-traditional student
- Post-traditional student





What could go wrong?

- We focus on the credential more than the student
- We create jobs, but not the opportunity to prepare for them
- We teach to yesterday's opportunities, or no opportunity in particular
- We create learning opportunities that people don't know about, for careers that they don't know exist
- We over-supply high profile areas, ignoring other opportunities
- We fail to tap our full talent base



Education and the Economy



Stakeholder Collaboration



Leveraging assets

You are Here



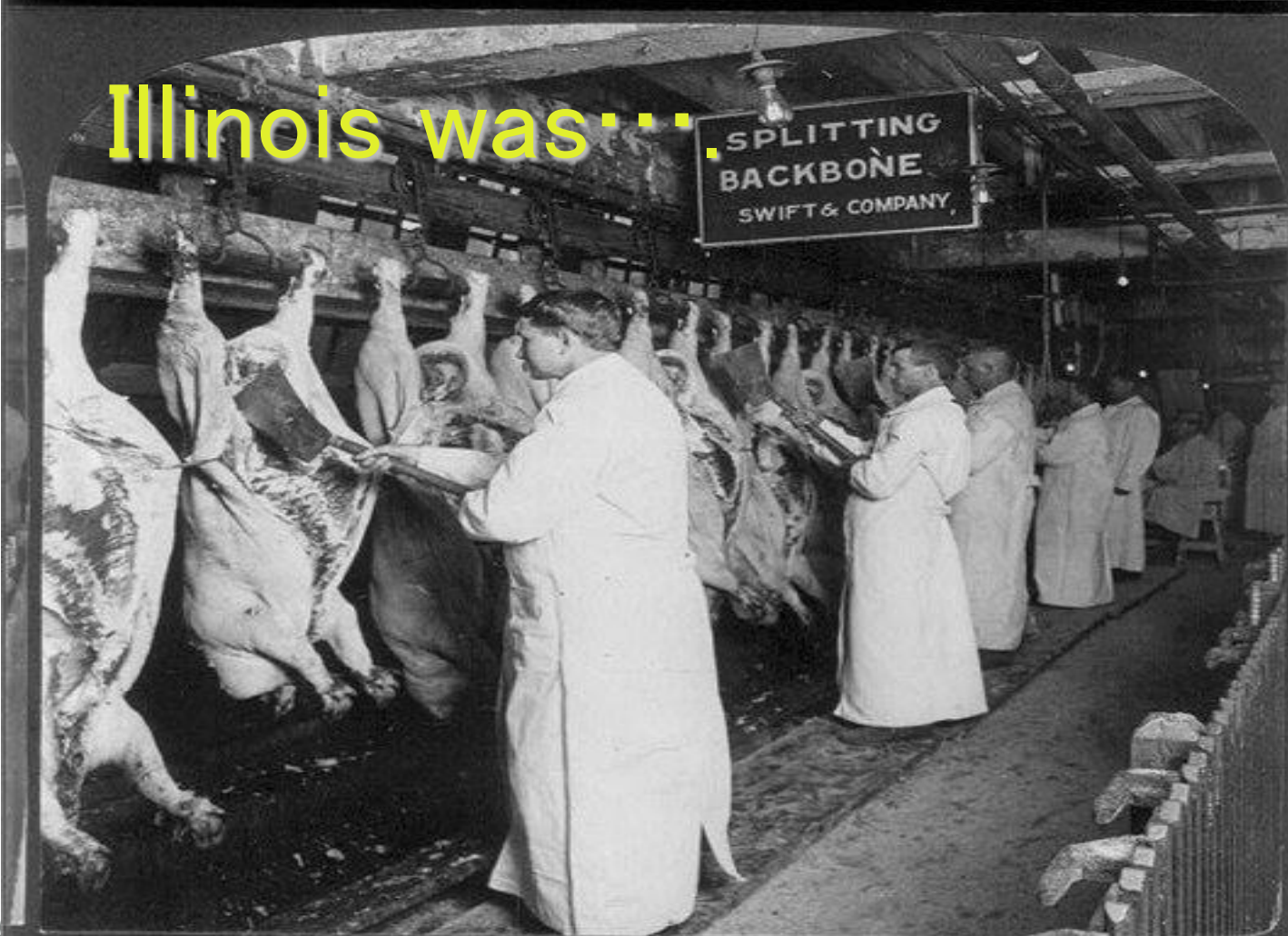


This above
all,
to thine
own self be
true...



William Shakespeare

Illinois was...



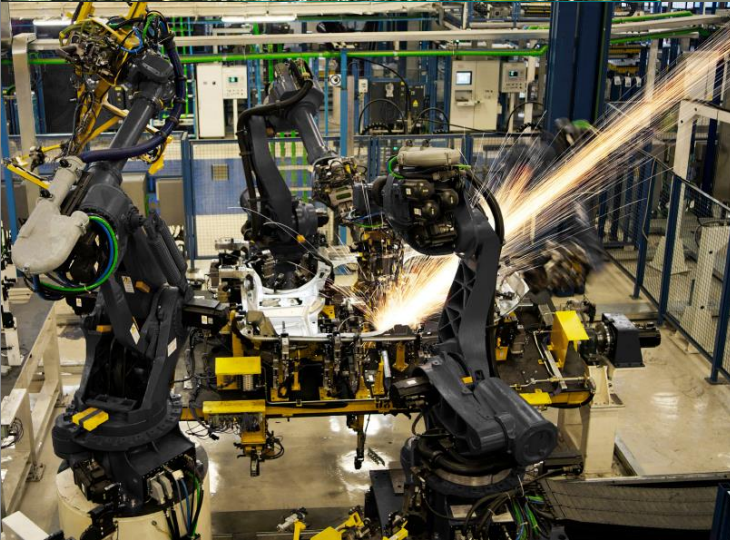
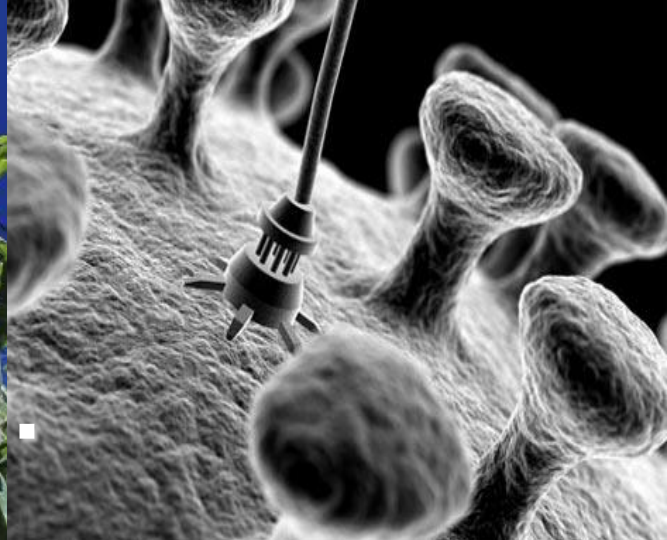
265 Splitting backbones and final inspection — hogs ready for



CA



Illinois is...



C

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So what do we do?



By the numbers...



Willie Sutton 1901–1980

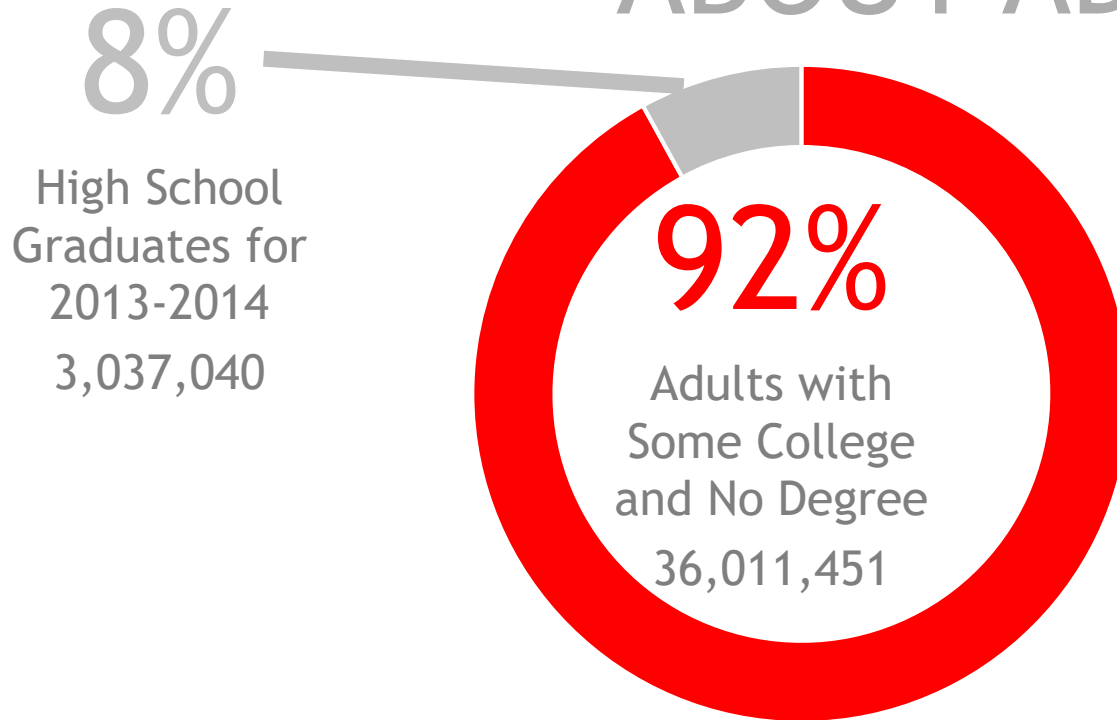


Q: Why do you rob banks?

A: Because that's where the money is



WHY ARE WE TALKING ABOUT ADULTS?



•Source for High School Graduates: National Center for Education Statistics 2013-2014

•Source for Adults with some college and no degree: Lumina Foundation A Stronger Nation Report, 2016.

Their Challenge is Our Challenge

Adults must overcome unique challenges. It is no surprise that fewer than 40% of adult learners meet their academic completion goals.

The average
student loan
debt is
\$28,400

for students who
must take out loans
to pay for their
education.¹

¹ The Institute for College
Access & Success

Only
1/3

of non-first-time
students who reenroll in
a postsecondary degree
program **successfully
completed their
degree.**²

² National Student Clearinghouse

Approximately



of U.S. undergraduate
students **fail to persist
to degree completion.**³

³ Lumina Foundation

Demographics Are Shifting

BALANCING MULTIPLE RESPONSIBILITIES



THREE-QUARTERS
OF COLLEGE STUDENTS
COMMUTE TO CLASS WHILE JUGGLING PARENTING,
WORKING AND BOTH.

40 PERCENT
ATTEND SCHOOL ONLY
PART-TIME.



STUDENTS WORK ON AVERAGE

**19 HOURS
PER WEEK**



ABOUT
40 PERCENT
OF COMMUNITY-COLLEGE STUDENTS
WORK 20 OR MORE HOURS
PER WEEK.

OLDER AND MORE RACIALLY DIVERSE



38 PERCENT
OF ALL TODAY'S UNDERGRADUATES
ARE OLDER THAN 25.

THE VISION THAT MOST OF US HAVE OF
COLLEGE STUDENTS – 18- TO 21-YEAR-OLDS
WHO ATTEND SCHOOL FULL-TIME – ONLY
MAKE UP ABOUT A THIRD OF THE
COLLEGE POPULATION.



ENROLLMENT AMONG
HISPANIC STUDENTS
TRIPLED
SINCE THE MID-1990'S,



**AND BLACK STUDENT
ENROLLMENT GREW BY
72 PERCENT.**

AND THOSE TRENDS ARE EXPECTED TO CONTINUE THROUGH 2021, WITH BLACK ENROLLMENT PROJECTED TO GROW BY **25 PERCENT**, HISPANIC STUDENTS PROJECTED TO INCREASE BY **42 PERCENT**, AND ONLY A **4 PERCENT** INCREASE IN WHITE STUDENTS FORECASTED.

FINANCIALLY SUPPORT THEMSELVES... AND OFTEN STRUGGLE TO MAKE ENDS MEET



ALMOST HALF OF
TODAY'S STUDENTS
ARE ON THEIR OWN FINANCIALLY. HALF
OF THOSE STUDENTS (25%) HAVE
FINANCIAL DEPENDENTS OF THEIR OWN.

4.8 MILLION

POSTSECONDARY STUDENTS ARE PARENTS,
AND OF THOSE, **61 PERCENT** HAVE NO
MONEY TO CONTRIBUTE TO THE COST
OF COLLEGE.



88 PERCENT
OF SINGLE STUDENT-PARENTS HAVE
INCOMES **BELOW 200 PERCENT** OF
THE POVERTY LINE.

LESS LIKELY TO GRADUATE



STUDENTS WITH ADDITIONAL FINANCIAL,
WORK AND FAMILY OBLIGATIONS ARE
TWICE AS LIKELY
TO DROP OUT OF SCHOOL
IN THEIR FIRST YEAR AS STUDENTS
FRESH OUT OF HIGH SCHOOL –
38 PERCENT COMPARED TO 16 PERCENT.



NO MORE THAN
A QUARTER OF
PART-TIME STUDENTS
MAKE IT TO GRADUATION, EVEN WHEN
GIVEN **TWICE AS LONG** TO COMPLETE.

Are we teaching the right things?

- Program Content
- Validating Skills and Knowledge
- Knowing / Doing
- Context
- Soft / Hard Skills
- Employer/Industry Specific vis Broadly Applicable



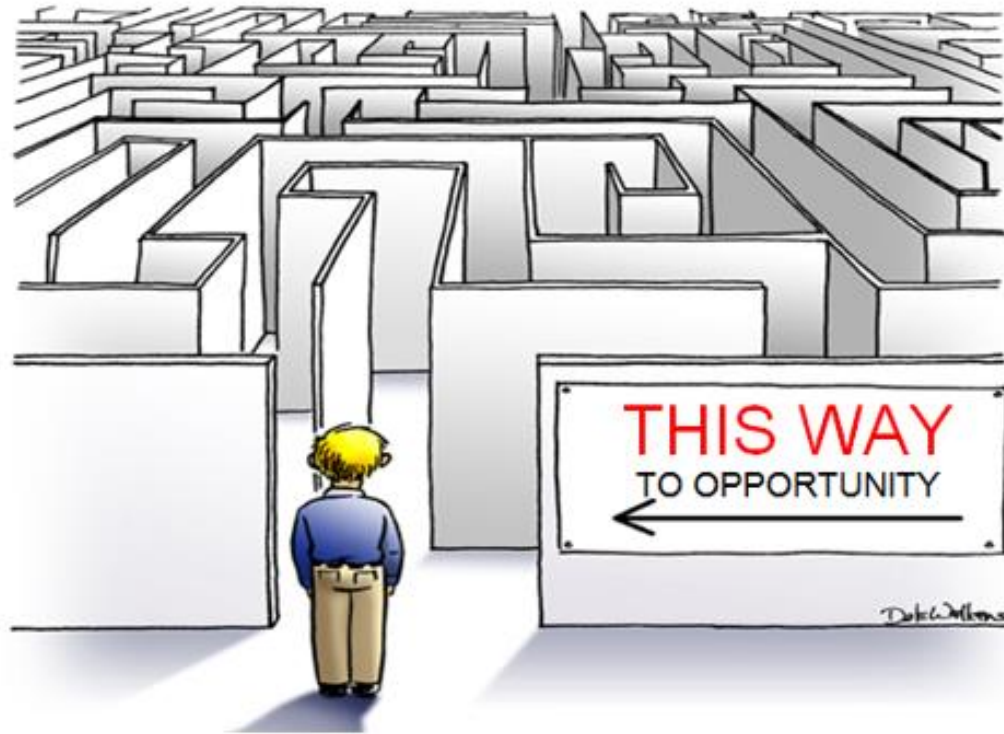
Supply/Demand Analysis:

Guide workers and learners towards the most viable, valuable jobs in their communities



- Synthesizing Economic Data
 - Long-term projections
 - Real-time Labor Market Intelligence (LMI)
 - Employer stakeholder input
- Using Intelligence
 - Program development
 - Promotion/awareness
 - Calibrating enrollment effort to match opportunity

Demystifying Opportunity



Engaging a Broader Talent Base

- Working Adults
- Veterans
- Underserved Communities



Working Learners: Roadblocks and Opportunities

- Time
- Money
- Relevance
- Fear
- Tuition assistance
- Prior Learning
- Transferable Skills
- Fear

MEET THE MODERN LEARNER

As training moves to more digital formats, it's colliding with new realities in learners' jobs, behaviors, habits, and preferences.

Today's employees are overwhelmed, distracted, and impatient. Flexibility in where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they're taking more control over their *own* development.

OVERWHELMED...

Number of times online every day
early days of the Internet **5** | today **27**
41% of time workers spend on things that offer little personal satisfaction and do not help them get work done.

DISTRACTED...

Most learners won't watch videos longer than **4 minutes**

People unlock their smartphones up to **9 times** every hour

Knowledge workers are constantly distracted with millions of websites, apps, and video clips.

2/3

IMPATIENT...

Online, designers now have between **5 and 10 seconds** to grab someone's attention before they click away

5 minutes—Workers now get interrupted as frequently as every 5 minutes—ironically, often by work applications and collaboration tools

1%
of a typical workweek
is all that employees
have to focus on
training and
development

Sources:
"The Overwhelmed Employee: Simplify the Work Environment" Deloitte University Press
"The Knowledge Worker's Day" Buxton
"Make Time for the Work that Matters" Harvard Business Review
"Collaboration & Social Tools Drain Business Productivity, Costing Millions in Work Interruptions" harmonia
"We're Creating a Culture of Distraction" jiveinc.com
"Study Says We Unlock Our Phones a LOT Each Day" TIME
"Infobesity Causes Distraction and Stress at Work" HR Magazine
"IT Training Gets an Extreme Makeover" Computerworld
"Network Performance: Does It Really Matter To Users And By How Much?" University of Massachusetts
"Worldwide Mobile Worker Population 2011 - 2015" IDC
"Ambivalence Is Not a Strategy" PwC Strategy Group
"The Rise of the Extended Workforce" Accenture
"Engaging Disengaged Learners" Towards Maturity
"Fast in-time Information through Mobile Connections" Pew Research
"Here's a Google Perk Any Company Can Imitate: Send them to Employee Learning" Gartner

UNTETHERED

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.

37%
of the global workforce is expected to be "mobile" by the end of 2015

30%
of full-time employees do most of their work somewhere other than the employer's location

20%
of workforce comprised of temps, contractors, and freelancers

ON-DEMAND

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:

To learn what they need for their jobs, employees access:

search engines
online courses
70%+ **50-60%**

People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems



COLLABORATIVE

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.

~80%
of workforce learning happens via on-the-job interactions with peers, teammates, and managers

Learners are:
asking other people
sharing what they know

at Google, **55%**
of training courses are delivered by an ecosystem of **2,000+** peer learners

EMPOWERED

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.

2 1/2 to 5
Half-life (in years) of many professional skills

38%
of workers who say they have opportunities for learning and growth at their workplace

62%
of IT professionals who report having paid for training out of their own pockets



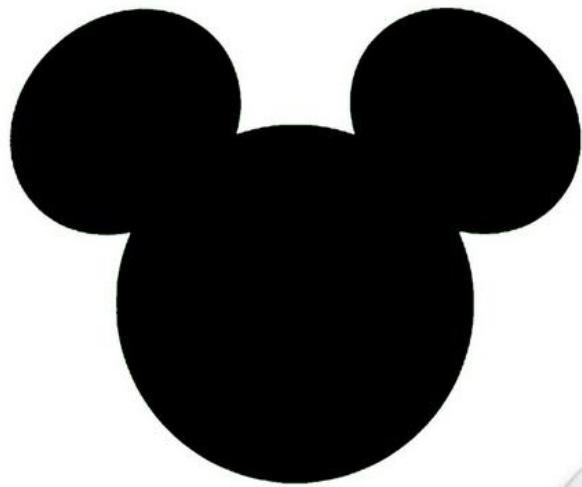
Creating a Skilled and Resilient Work Talent Base

- Make learning available to current and new workers\
- Focus on developing skills necessary for success
- Business Champions



What does it add up to?







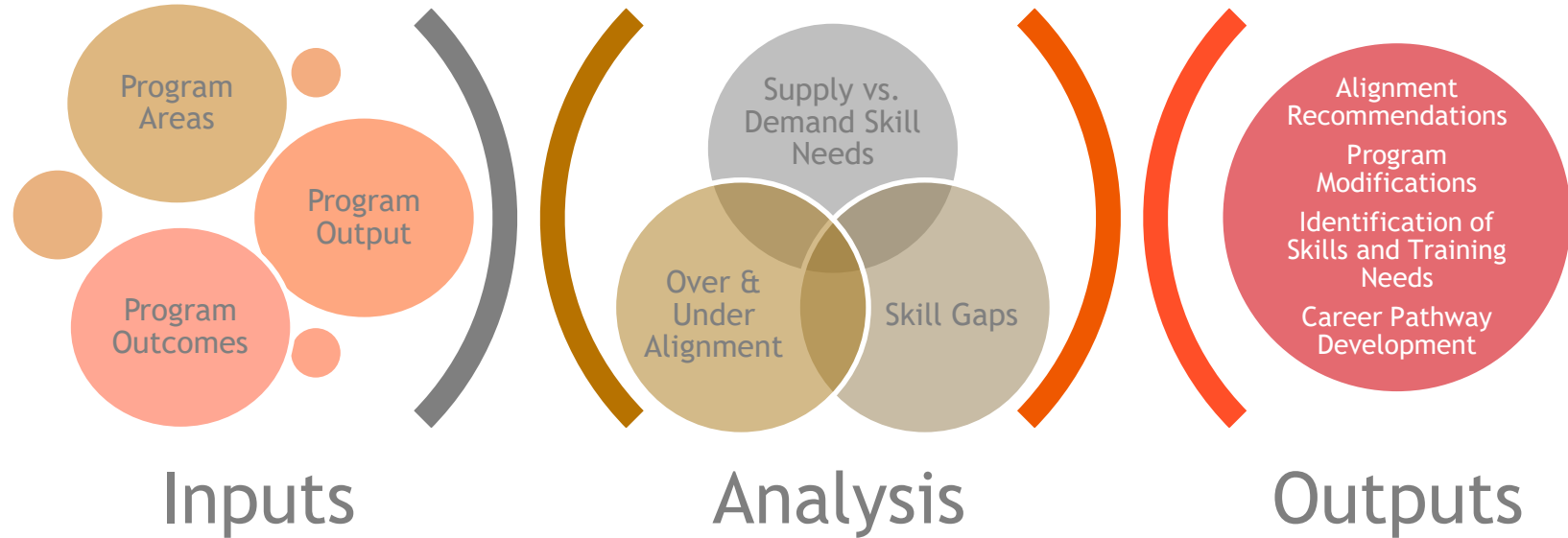


Moving Forward



- Comprehensive - Strategy into Action
- Energy AND Synergy
- Multi-Institution and Stakeholder
- Talent/Education as key focus of Local, Regional and Statewide Prosperity
- Connecting communities to broader growth agenda (inclusive development)

Industry Analysis and Alignment Process



Continuing the Conversation

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