NJ PATHWAYS
TO CAREER OPPORTUNITIES
Aligning Education to Build an Innovative Workforce
SUMMIT

June 7 & 8, 2023 | Bally's Atlantic City Hotel & Casino

NJCC | New Jersey's Community Colleges

NJBIA | New Jersey Business & Industry Association

TODAY'S AGENDA
Day 2

Delivering High Quality Non-Degree Workforce Community College Programs

Iris Palmer (Deputy Director, Community Colleges, New America)
Moderated by Maria Heidkamp (Chief, Innovation and Partnerships, New Jersey Council of County Colleges)
Discussant: Katrina Bell (Assistant Vice President of Workforce Development and Experiential Learning, County College of Morris)

Pathways in a Changing World: Session 3
One-on-One with NJ Employers

Michael J. Bzdak (Global Director of Employee Engagement in the Office of Global Community Impact, Johnson & Johnson)
Terence Kelly (Manager, External Affairs, Atlantic Shores Offshore Wind, LLC)
Moderated by Christopher Emigholz (Vice President, Government Affairs, New Jersey Business & Industry Association)

The Future of Work and Where We Go From Here

Aaron Fichtner, Ph.D. (President, New Jersey Council of County Colleges)

WELCOMING REMARKS

Catherine Starghill, Esq.

Executive Director

New Jersey Community College Consortium for Workforce & Economic Development

WELCOMING REMARKS

Michele Siekerka, Esq.

President and CEO

New Jersey Business & Industry Association

DELIVERING HIGH QUALITY NON-DEGREE WORKFORCE COMMUNITY COLLEGE PROGRAMS

Iris Palmer

Deputy Director, Community Colleges
New America

Moderator
Maria Heidkamp

Chief, Innovation and Partnerships
New Jersey Council of County Colleges

Discussant
Katrina Bell

Assistant Vice President of Workforce Development
County College of Morris

Getting Non-Degree Community College Programs Right

Iris Palmer

Deputy Director, New America

@IrisonHighered | @NewAmericaEd

Companies move to drop college degree requirements for new hires, focus on skills

Holders of Nondegree Credentials Say They're Worth the Cost
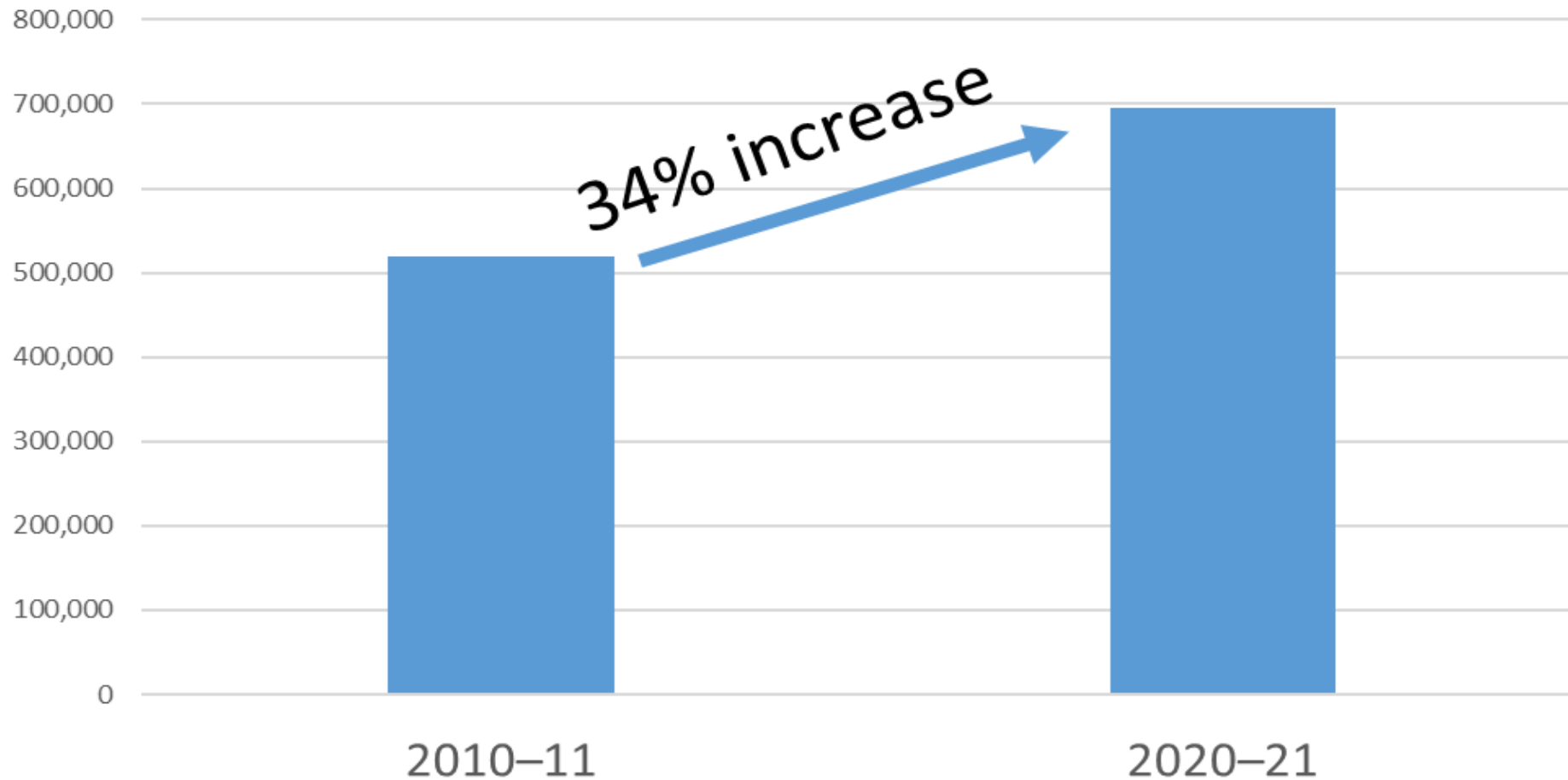
Alternative Credentials on the Rise

Are Microcredentials Finally Gaining Traction?

'It's just too much': Why students are abandoning community colleges in droves

Middle class, minus debt: Apprenticeships, certificates offer low-cost option to college

More Employers Are Awarding Credentials. Is A Parallel Higher Education System Emerging?

Number of Certificates Conferred by Public Colleges

34% increase

2010–11   2020–21

Data are for certificates below the associate's degree level. Source: NCES. https://nces.ed.gov/programs/coe/indicator/cts
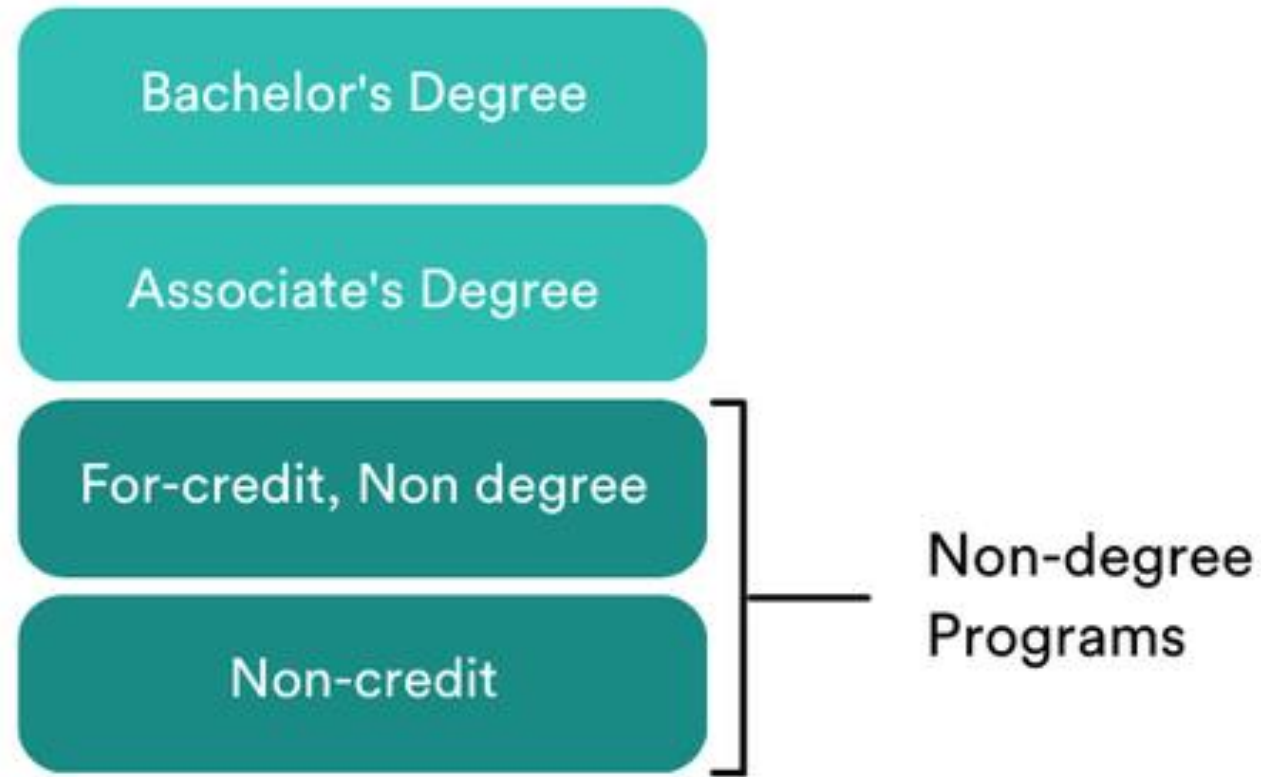
## Types of non-degree workforce programs offered by community colleges

★ Certificates, badges, and micro-credentials *(non-credit and credit-bearing)*

★ Industry-awarded certification prep programs

★ Occupational license prep programs

★ Bootcamps

★ Apprenticeships

★ Skill-building workshops and short courses

★ Customized training and and other forms of career and technical education

★ Combinations of the above

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Non-degree ≠ non-credit bearing

Bachelor's Degree

Associate's Degree

For-credit, Non degree

Non-credit

Non-degree Programs

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Black & Latinx Adults' Yearly Income Is Less than White Adults with a Short-Term Certificate

Percentile Data of Yearly Income for Those with a Short-Term Certificate, by Race/Ethnicity & Gender

● 10th Percentile ● 50th Percentile ● 90th Percentile
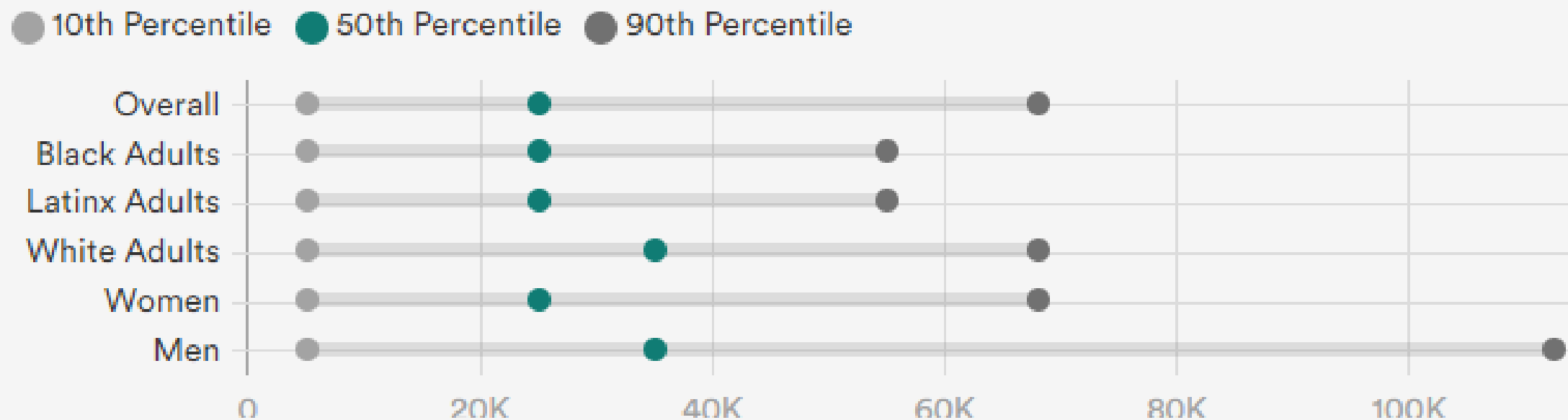
Source: New America analysis of the Adult Training and Education Survey (ATES), administered as part of the 2016 National Household Education Surveys Program (NHES:2016) (public use file).

How can we ensure high-quality design of all non-degree programs at community colleges?

Maximize benefits. Minimize Risks. For students, colleges, employers, and policymakers.

*This was the **goal** of the New Models for Career Preparation project.*

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Five Criteria of Quality Non-degree Workforce Programs

- **Employment outcomes:** There is evidence that the program leads directly to an in-demand, high-quality job that pays at least the local living wage.

- **Equity:** The program should help diversify the occupation with underrepresented groups or at a minimum not exacerbate inequity.

- **Stackability:** The resulting credential should come with college credit that can count towards a future advanced program or college degree when and if needed later in life.

- **Affordability:** The program is free or results in a reasonable average student debt load commiserate to expected pay.

- **Completion:** The program has a respectable completion rate and pass rate for third-party licensure/certification exams (*if applicable*).

2021 New Models Cohort: Program Analysis
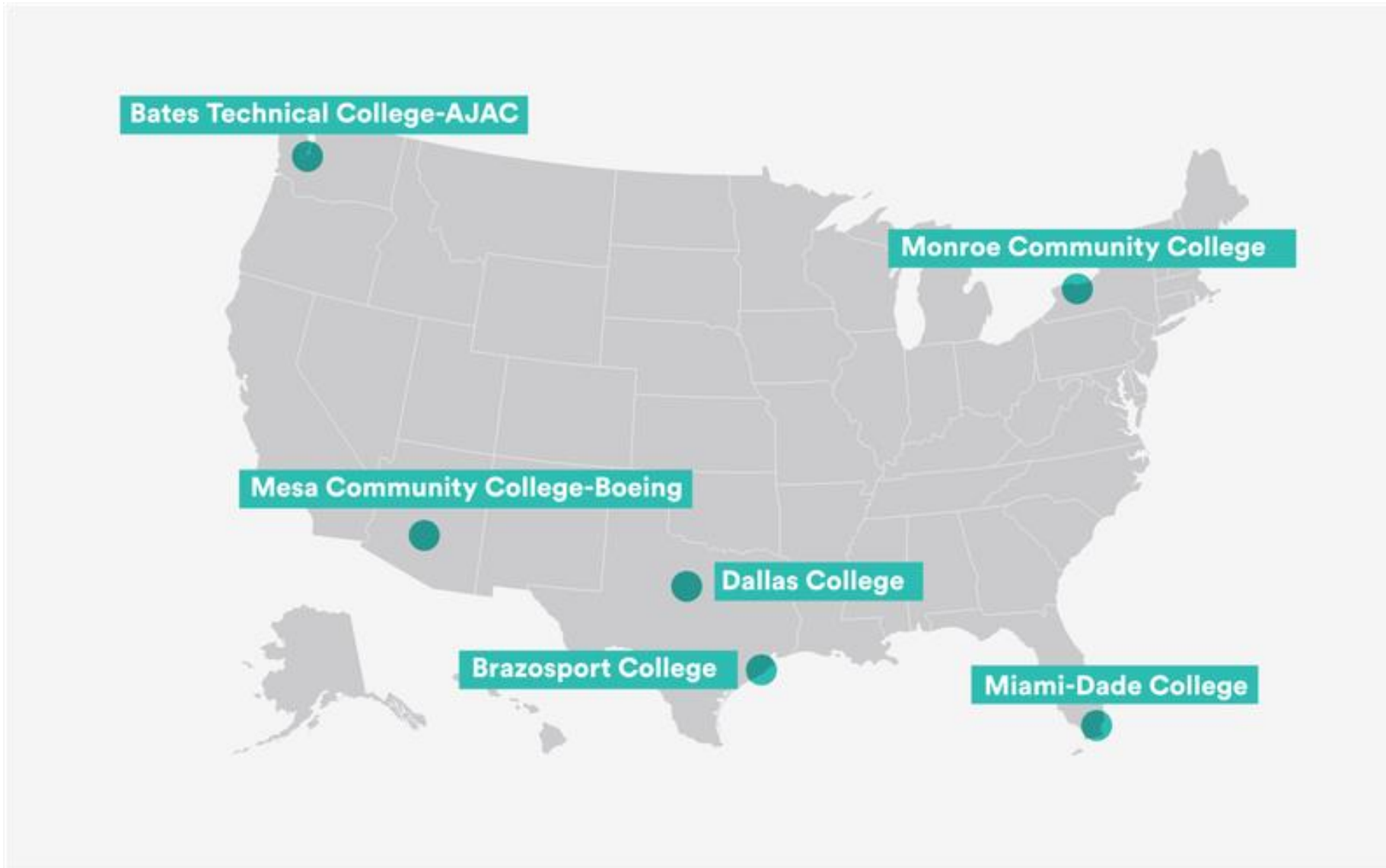
2022 New Models Cohort: Institutional analysis

New Models for Career Preparation Brief Series:
Getting Non-Degree Programs Right at Community Colleges

Planning Quality Non-Degree Programs → **Delivering Quality Non-Degree Programs** → **Data-driven Improvement of Non-Degree Programs**

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Q1 2023

In our *planning* brief we provide colleges tips to:

- **Guarantee** employer buy-in at the beginning of program development
- **Raise** job quality with employers and economic development partners to advocate for stronger student outcomes
- **Create** non-credit to credit stackable pathways to stem enrollment declines *and* advance careers (*including from industry-awarded credentials*)
- **Implement** full-cost budgeting (Dedicated report/TA video available at NewAmerica.org/NewModels)
- **Partner** with new allies including unions, TBED groups, universities, MEPs, ManufacturingUSA Institutes, and federal labs
- **Integrate** non-credit and credit student information systems through a combined database or interoperability

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Monroe Community College improves job quality

- Monroe Community College worked with employers in local long term care facilities to improve CNA job quality, *before* they started their CNA program.

- The college negotiated:
  - Employer paid wages & 20% of tuition for trainees (the rest was covered by other funds)
  - Increased wages for starting CNAs
  - More scheduling control
  - Created pathways for advancement including a new LPN program designed for graduates of the CNA program

Read more about Monroe's program here:
https://www.newamerica.org/education-policy/edcentral/making-care-jobs-better-jobs/

In our *delivery* brief we provide colleges tips to:

- **Funding strategies:** Asset monetization; Priority-based budgeting; Tax abatements
- **Design program delivery**: Hiring the right staff and building faculty capacity; Selecting the right learning delivery/modality; Organizing a stackability strategy
- **Ensure curricular alignment:** Employer skin in the game; Protocols to define knowledge, skills, and abilities (KSAs); Sustaining strong employer relationships
- **Create an equity strategy**: Recruitment, collaborating with employers around equity goals, wraparound services
- **Creating a good marketing plan**: Social media, new approaches to traditional tactics

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Broward College implements financing strategies

- Broward college undertook 2 innovative models for freeing up money to support innovative workforce efforts like Broward UP:

  - *Priority-based budgeting.* Broward found that its athletics & campus childcare center were underutilized & expensive per-user. They reallocated the money to advising. (CCM did something similar with a-vocational programing.)

  - *Asset monetization.* The college leased its land to a developer & now collects $2 million a year from the lease.

Read more about Broward's efforts here:
https://www.newamerica.org/education-policy/edcentral/three-innovative-ways-community-colleges-can-fund-non-degree-workforce-programs/

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In our *improvement* brief we provide colleges tips to:

- **Collect and use program-level outcomes data:** College strategies, system strategies, state-level strategies
- **Leverage labor market information**: Public sources, private sources to understand regional job and skill demand
- **Institutionalize feedback loops:** With employers and with students
- **Understand data availability:** As well as their limitations

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MiraCosta College uses outcomes data to further equity

- California Community College System created LaunchBoard, outcomes data for CC programs.
- Use the data to approve programs & allocate Perkins & Strong Workforce Funding.
- MiraCosta is also using the data to investigate the outcomes for their Black graduates.

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Join our Community College Workforce Transformation and Implementation Cohort!

- 15 community colleges implementing change with the goal of improving workforce development offerings.
- The 3 focus areas of the cohort are:
  - Align Workforce Development with Equitable Economic & Community Development
  - Modernize College-Wide Data Infrastructure to Achieve Equitable Workforce Priorities
  - Develop College-Level Financing Strategies to Fund the Implementation of Workforce Priorities & Address Equity
- Apply today! Deadline: June 13
  https://www.surveymonkey.com/r/DJ39DVL

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Three Actions New Jersey can Take

1. Effectively share workforce outcomes (UI) data at the program level with colleges (both credit & non-credit)
2. Create a program to fund pathway & basic needs navigators
3. Strengthen UPSKILL: NJ Incumbent Worker Training Grant
   a. Fund it with a tax & increase %age reimbursed
   b. Think about addressing automation & job quality
   c. Create a relationship with NJ CCs

Read more here:
https://www.newamerica.org/education-policy/briefs/new-models-of-career-prep-policy-brief/

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Thank you.
Keep in touch. We're here to help.

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Let's connect on Twitter:
- @Irisonhighered
- @NewAmericaEd
- Newamerica.org/NewModels

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NETWORKING BREAK

PATHWAYS IN A CHANGING WORLD: SESSION 3
ONE-ON-ONE WITH NJ EMPLOYERS

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