



10th Annual HBCU Philanthropy Symposium

Bill Hansen, President & CEO
Strada Education Network

July 22, 2020

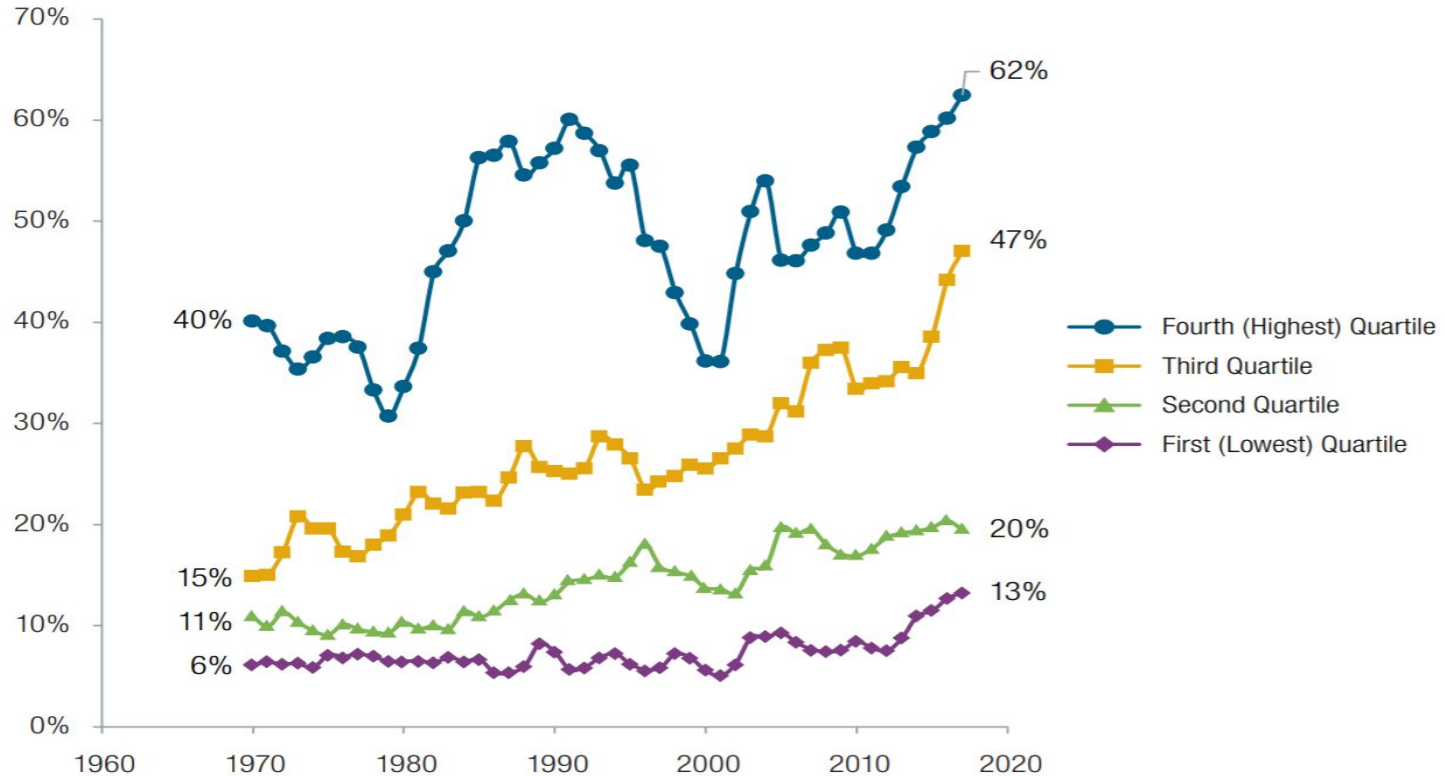


Strada Education Network is a pioneering social impact organization dedicated to improving lives by forging clearer and more purposeful pathways between education and employment.

Our approach combines **innovative research**, **thought leadership**, **strategic philanthropy**, **mission-aligned investments** and a **network of affiliate organizations**.

Together, we work to create a better education-to-employment system that better serves the millions of Americans seeking to complete postsecondary education and training, gain clear value from those experiences and build meaningful careers.

Bachelor's Degree Attainment by Age 24: Family Income



Source: The Pell Institute for the Study of Opportunity in Higher Education, Indicators of Higher Education Equity in the United States, 2019 Trend Report

60 million Americans who are not well-served by the current education-to-workforce system

6

Million:

Americans, age 16-24 who are not currently enrolled in school, attending training programs, or employed.

44

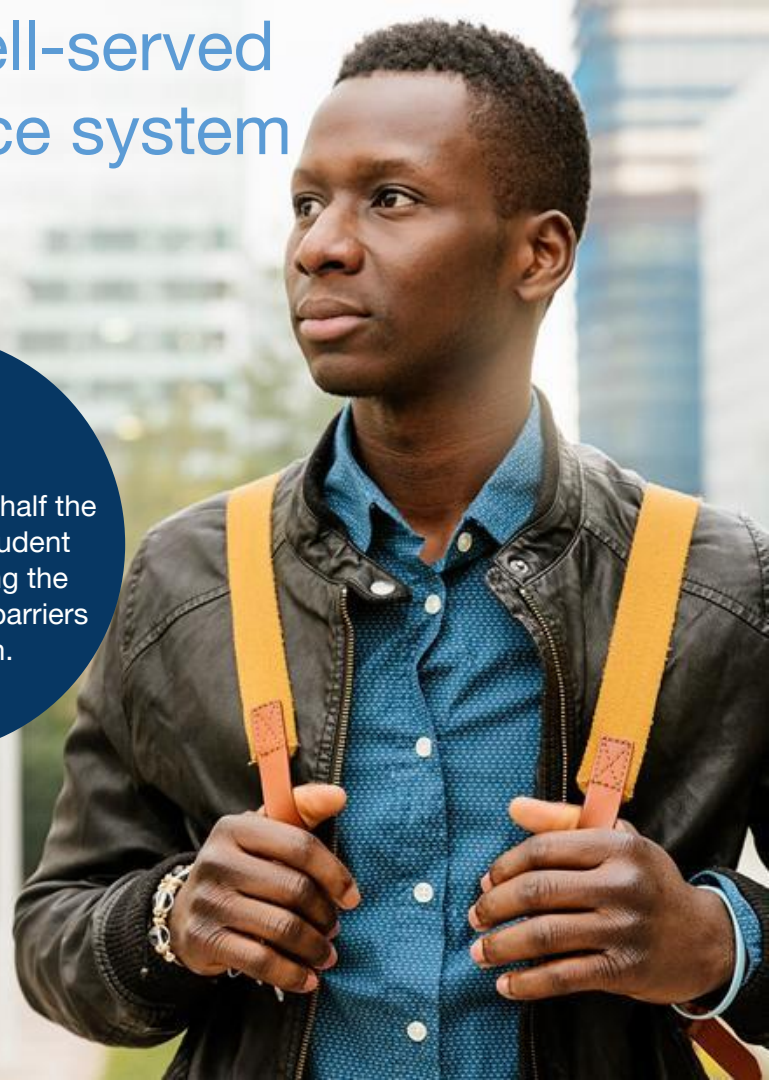
Million:

A quarter of American adults, age 25-64, facing the greatest income and educational inequities.

10

Million:

Enrolled students—half the postsecondary student population—facing the greatest systemic barriers to completion.



Unprecedented Times: Responding to COVID-19 and the new normal



Rescue

- Emergency local, state, and national funding to non-profit organizations/grantees
- Relaxed reporting requirements



Recovery

- Helping priority populations to rebuild, with a focus on working adults without postsecondary credentials.



Innovation

- Collaborate with key stakeholders to catalyze ideas with the focus **on lasting change within the ecosystem.**
- Rapid Skilling
- Learner/Consumer Focus
- Vulnerable Populations

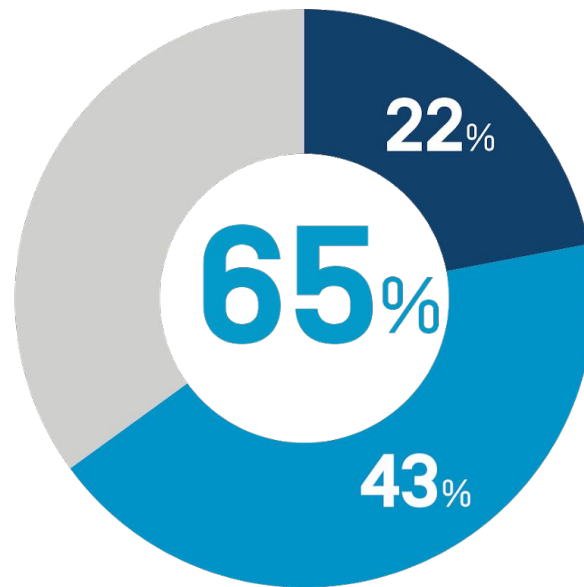


Impact

- Build on Strada's state policy efforts to creating a more efficient, inclusive, effective ecosystem at the region, state, and local levels.
- Bring together the work of the entire Strada Education Network more broadly for greater delivery of services.

Unprecedented Times: Major implications for colleges & universities and providers seeking to serve workers through this crisis

Nearly two-thirds of adults ages 18 to 24 have either changed or canceled their education plans.



Have canceled plans

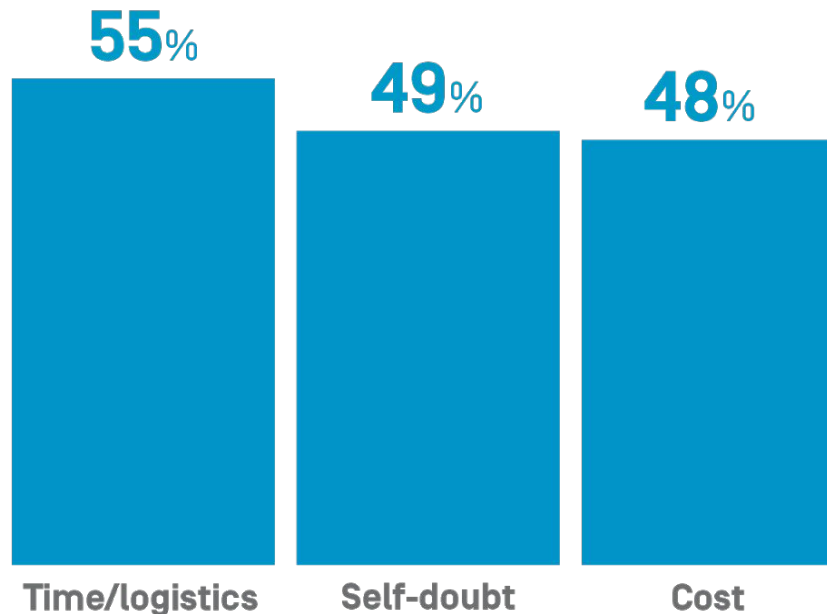
Have changed plans

No change or not applicable

Weekly online surveys March 25-May 14. Base: Americans ages 18-65, n=6,451.

Unprecedented Times: We need to tackle Americans' twin crises of confidence — **both in the career value of education and in their personal ability to succeed**

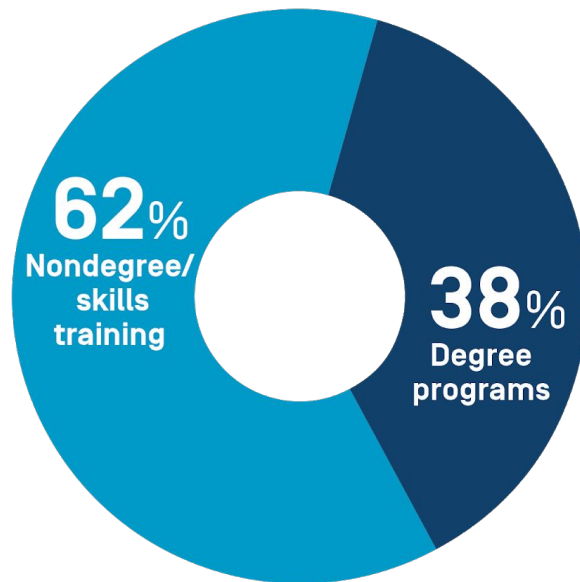
Americans identify three primary challenges to enrolling in a postsecondary education program: time and logistics, fear they won't be successful students or have been out of school too long, and cost.



Strada Center for Consumer Insights Public Viewpoint surveys, May 20-June 25. Base: Americans ages 18-64, n=3,241.

Unprecedented Times: Nondegree programs have the strongest interest

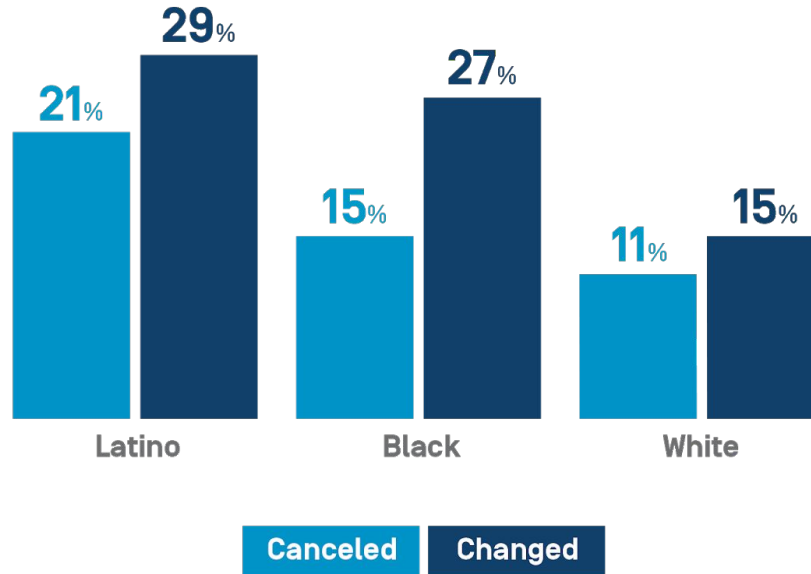
Americans strongly prefer nondegree programs and skills training over degree programs.



Strada Center for Consumer Insights Public Viewpoint surveys May 10-June 11. Base: Americans ages 18 and older, n=2,432.

Unprecedented Times: People of color are most likely to experience disruption of their education and work

Black Americans and Latinos are more likely than White Americans to have changed or canceled their education plans.



Weekly online surveys March 25-May 14. Base: Americans ages 18-65, n=6,451.

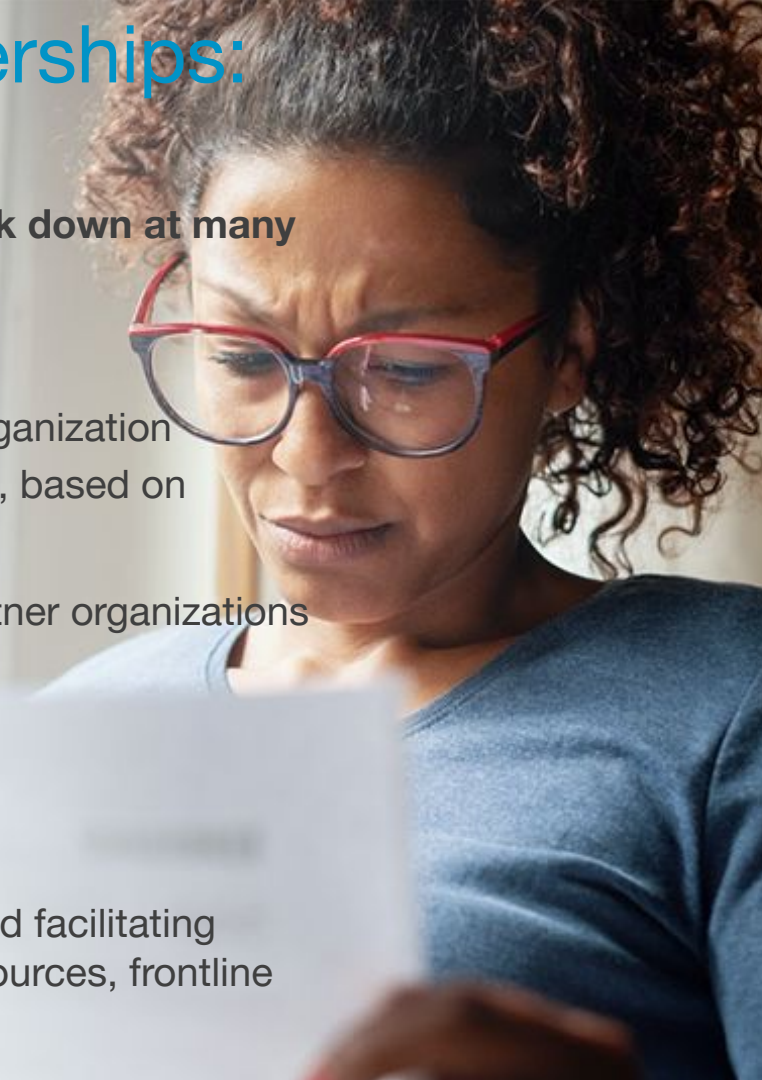
Education-to-Employment Partnerships: The next wave of strategic partnerships



Education-to-Employer Partnerships: Managing the Relationship

Employer engagement is so difficult because it can break down at many points in the process due to issues such as:

- Unclear goals or misaligned expectations
- Turnover in key positions at both the employer and the organization
- Employers that do not see a compelling value proposition, based on their talent management and business model
- Challenges articulating business value proposition by partner organizations
- Changing priorities within the businesses
- Unrealistic employer demands and/or expectations
- Overloaded staff (both businesses and organizations)
- Challenges connecting with company decision makers and facilitating intra-company communications (e.g., C-suite, human resources, frontline managers, operations)



Education-to-Employer Partnerships: Extend Your Reach

- Identifying skill requirements for positions within the company
- Conducting on-campus resume reviews
- Supporting student capstone projects
- Hosting site visits for students to experience the work environment firsthand
- Participating on a board or advisory committee
- Donating specialized equipment and materials needed for training
- Providing materials needed for students to practice operating machinery and connecting the service provider to a materials supplier
- Reviewing and providing feedback on curricula on an ongoing basis
- Facilitating opportunities for new employees to provide feedback about the programs from which they graduated to instructors and current students
- Providing feedback to training partners about the performance of new hires on the job