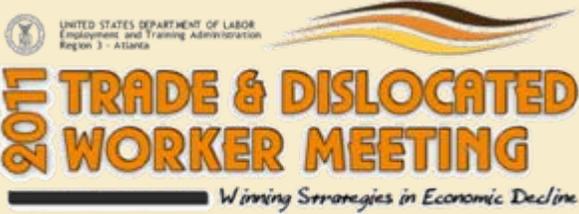


# Focusing on Post-Secondary Credential Attainment





## Agenda

- Provide context on emphasis on credentials
- Credential performance in Region 3 and challenges
- Strategies for increasing credential attainment taken from TEGL 15-10
- Questions



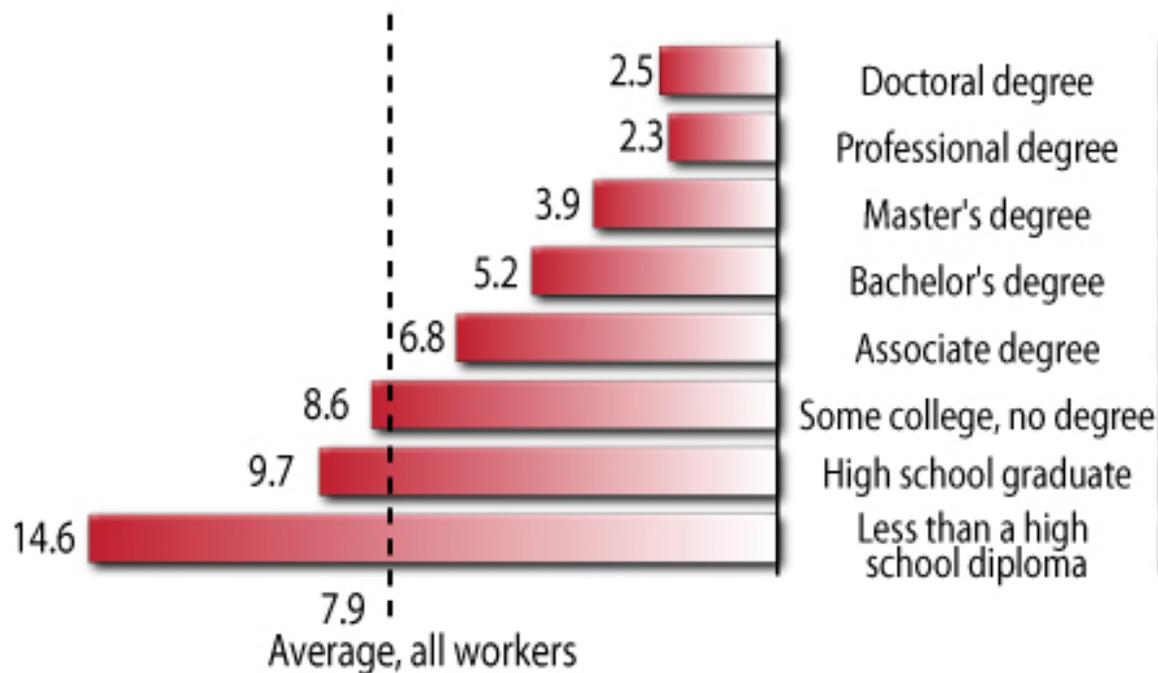
# Why Post-Secondary Credentials?

- President Obama's goal:
  - Every American completes one year of postsecondary
  - U.S. leads the world in percentage of college graduates
- Economic competitiveness
  - Labor market projections on mid-level to highly skilled jobs
- Reduce income inequality
  - Credentials pay

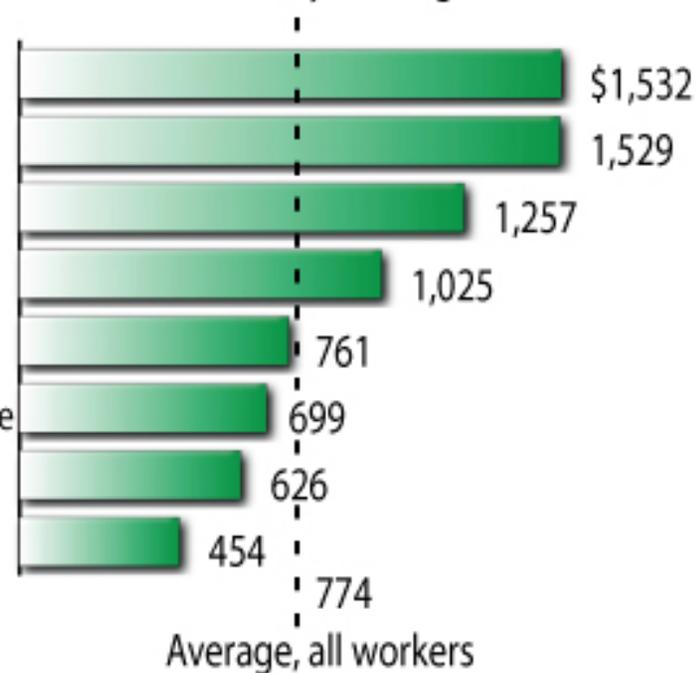


# Education Pays

Unemployment rate in 2009



Median weekly earnings in 2009





## **ETA High-Priority Performance Goal**

- By June 2012, increase by 10 percent the number of people who receive training and attain a degree or certificate through the following programs:
  - Workforce Investment Act (WIA) adult, dislocated worker, and youth
  - National Emergency Grants (NEG)
  - Trade Adjustment Assistance (TAA)
  - Career Pathways



## **ETA's Definition of a Credential**

A credential is awarded in recognition of an individual's attainment of measurable technical or occupational skills necessary to gain employment or advance within an occupation. These technical or occupational skills are based on standards developed or endorsed by employers.

Credentials awarded by local workforce investment boards are not included in this definition. Work readiness certificates are also not included in this definition.



## **ETA's Definition of a Credential**

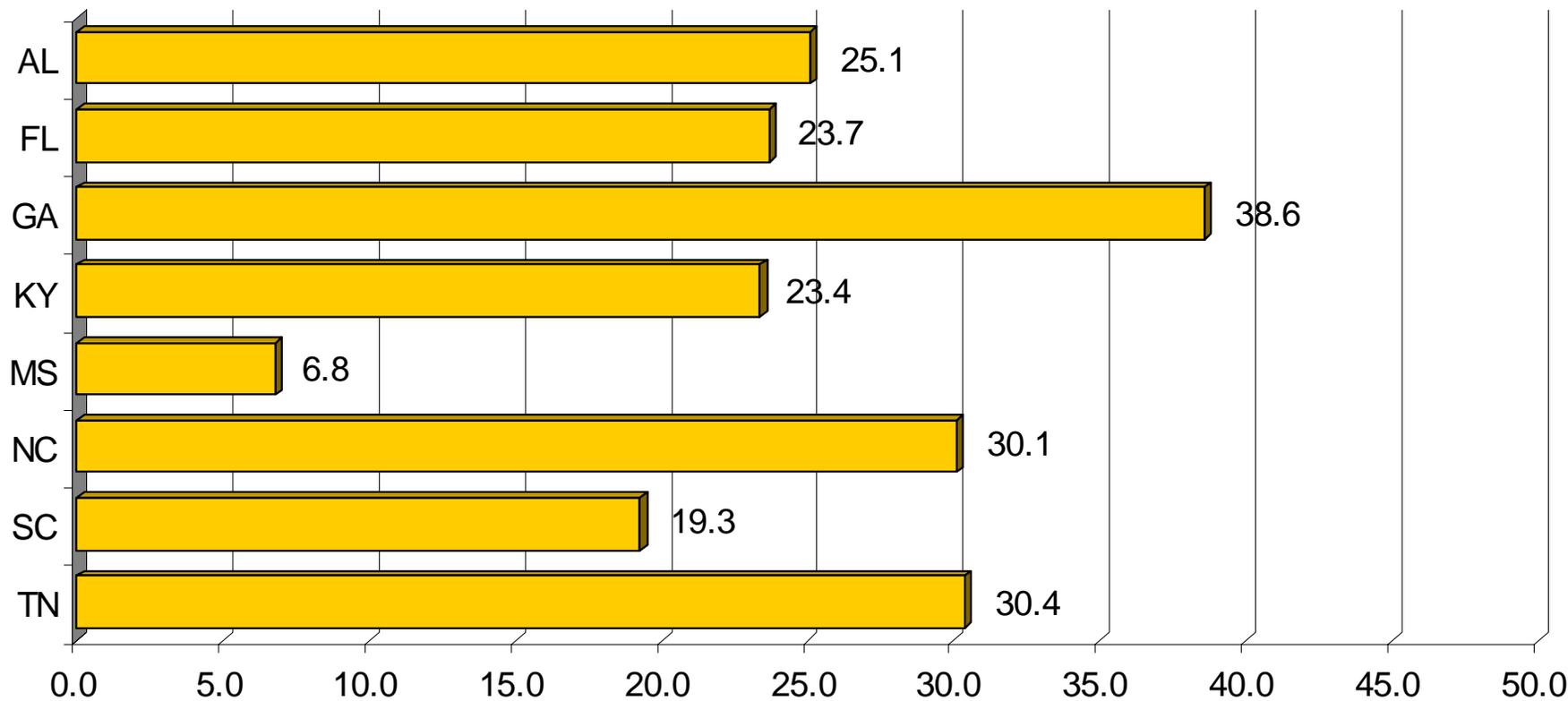
Awarding institutions include:

- A State educational agency
- Institution of higher education
- Professional, industry or employer organization
- Registered apprenticeship program
- Public regulatory agency
- A program approved by the Department of Veterans Affairs



# WIA DW Credential Attainment

*PY 2010 Quarter 1 WIASRD*



Includes participants who exited on or after 4/1/2008 and those who have not exited and began participation before 10/1/2010.



## Challenges

- Completion rates within postsecondary education are low
- Which credentials really have labor market value?



# Strategies to Increase Completion Rates

- Supportive program designs
  - Integrated Education and Training Models
  - Modularization
  - Chunking (i.e., the method of splitting content into short, easily attainable elements)
  - Contextualization
  - Flexible delivery systems



# Strategies to Increase Completion Rates

- Provide support and wrap around services
  - Financial aid
  - Transportation/child care
  - Learning cohorts
  - Career and academic advising
  - Internships/work experience
  - Job placement services



## Strategies to Increase Quality

- Align Eligible Training Provider List (ETPL) in-demand credentials
  - Real time LMI
  - Employer Surveys
  - Align ETPL with program designs that increase completion
  - Track participants to identify weak points
  - Build staff capacity on LMI and career/academic counseling



## The Range of Credentials Includes:

- **Educational** diplomas, certificates and degrees
- **Registered apprenticeship** certificates
- **Occupational licenses** (typically awarded by State government agencies)
- **Personnel certifications** from industry or professional associations
- **Other skill certificates** for specific skill sets or competencies within one or more industries or occupations (e.g. writing, leadership, etc.).



Goal is to increase attainment of  
credentials with **labor market  
value!!!**



# Questions

