



Community

Equity

Policy

Practice

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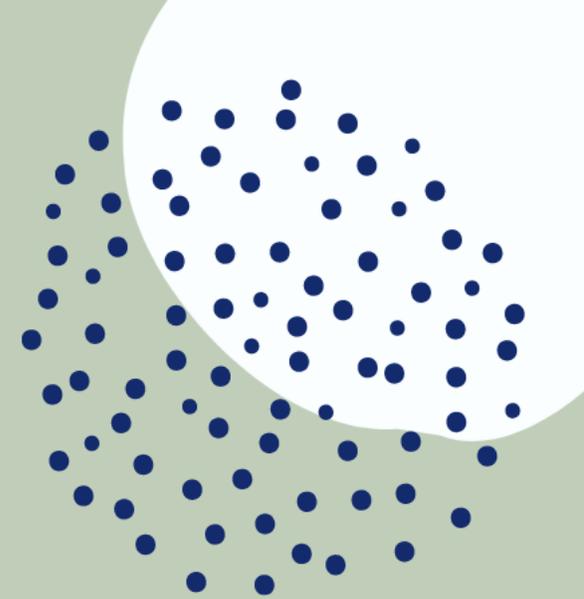
# Welcome to today's #WCETWebcast

**October 6, 2022**

The webcast will begin shortly.

There is no audio being broadcast at this time.

An archive of this webcast will be available on the WCET website next week.

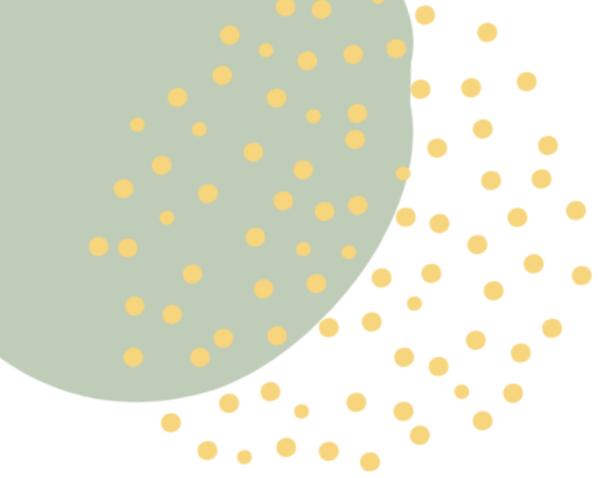




# Supporting Career Mobility for Frontline Learners

October 6, 2022





*Use the question box for questions and information exchange.*

*Slides and shared resources will be emailed to attendees next week.*

*Slides can be downloaded via the link in chat.*

*Follow the Twitter feed: #WCETWebcast.*

# Welcome!



Megan Raymond  
Senior Director, Membership & Programs

WCET

[mraymond@wiche.edu](mailto:mraymond@wiche.edu)

[@meraymond](#)



Hosted in partnership with:

GUILD 



# Questions from the Audience

*If you have a question during  
the presentation, please add it  
to the question box.*

*We will monitor the question  
box and have time for Q&A at  
the end of the webcast.*



# Moderator

**Shani Suber**

Dean of E-learning Effectiveness and  
Enhancement

Dallas College

[shani@dcccd.edu](mailto:shani@dcccd.edu)

[@ShaniSuber](https://www.instagram.com/ShaniSuber)



# Speakers



**Matthew Daniel**

Supporting Career Mobility  
for Frontline Learners

Guild Education



**Janelle Elias**

Vice President, Strategy &  
Advancement

Rio Salado College



**Mardy Leathers**

Director

Missouri Office of  
Workforce Development



# Rio Salado College

## About Us

Rio Salado College was founded in 1978 as the **“college without walls”** with a focus on delivering learning pathways to students excluded from education due to socioeconomic barriers.



# Rio Salado College – New Majority Learners

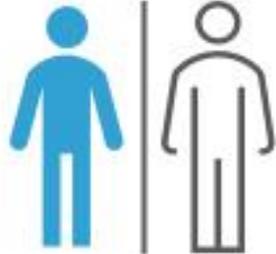
Serving under-represented students is in our DNA

Gender



60%  
Female

Ethnicity



51%  
BIPOC

Age



Ave age: 28

1<sup>st</sup> Generation  
College Student



46%

Pell Grant  
Eligible



73%  
Aid Yr. 16/17 - 20/21

Rio Salado College offers 135 degree and certificate programs and over 600 online classes to 28,000+ online students annually



# Education Leads To Higher Wages, Lower Unemployment



Source: 2012-2016 PUMS Micro Data, Zippia

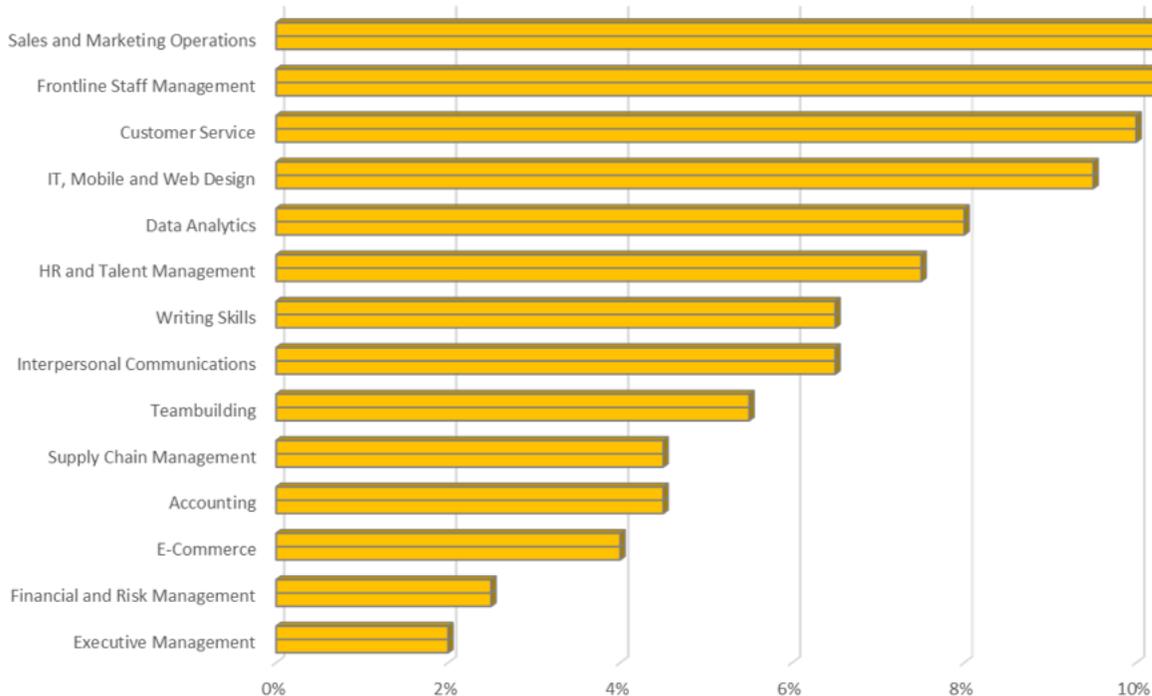
Source: U.S. Bureau of Labor Statistics, Current Population Survey  
Adults 25 or older



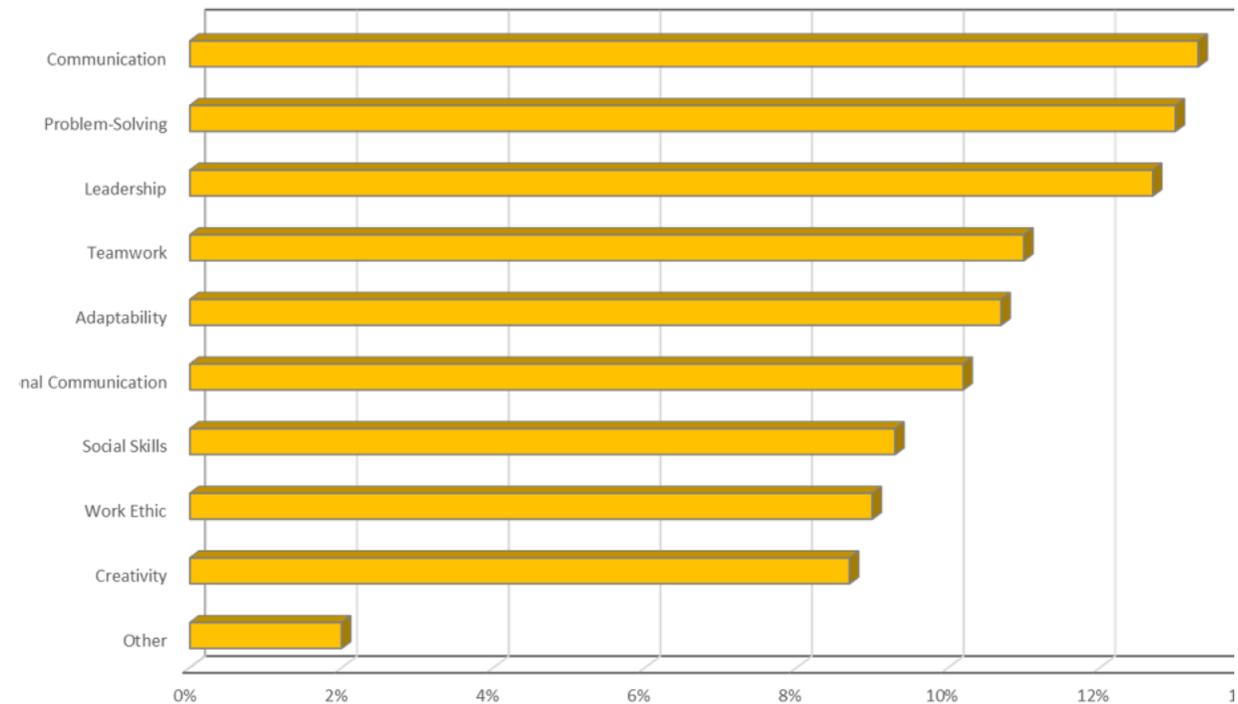
Learn More, Earn More – A National Trend

# What we are hearing from employers

## Hard Skills Gap



## Soft Skills Gap



# What we are hearing from students

## Motivators

- Build their resume
- Skill building
- Increase earnings
- Family



The graphic features the Rio Salado College logo (a blue wave icon) and the text "RIO SALADO COLLEGE AMERICA'S ONLINE COMMUNITY COLLEGE™" on the left, and the JBS logo (the letters "JBS" in red inside a white oval) on the right. Below the logos is a quote in a white box with a black border. To the right of the quote is a portrait of Terrie Sullivan, a woman with glasses and dark hair, wearing a dark blue top, set against a red background.

**RIO SALADO COLLEGE**  
AMERICA'S ONLINE COMMUNITY COLLEGE™

**JBS**

"This class has provided me with the ability and understanding necessary to be able to articulate my department's staffing needs to my supervisor with proper support. The course was broken down logically and each lesson was in-depth about how staffing needs are forecasted and filled."

**Terrie Sullivan**  
Human Resources Onboarding Supervisor  
Kentucky  
MGT 276 - Personnel/Human Resources Management.

## Challenges

- Time
- Technology
- Internet
- Textbooks
- Financial Aid



## HOW WE HELP CITIZENS & EMPLOYERS

Training

Education

Apprenticeship

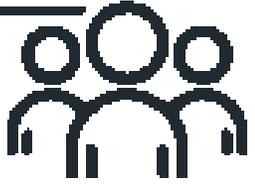
Supportive  
Services

Career  
Services

#MoWorkforce

# OUR BIG GOALS

## BEST IN MIDWEST TARGETS

	Current Targets	Current Status	Change Needed
Educational Attainment	 60%	 47%	243,000 more degrees and certificates than current trend 
Labor Force Participation	 70%	 63%	312,000 more Missourians working 

#MoWorkforce

# MISSOURI WORKFORCE CONNECT POLICY FRAMEWORK



#MoWorkforce





Guild partners with innovative employers & learning providers to **unlock equitable access to opportunity through education** for a network of over 5.1M eligible members.



### MISSION-ALIGNED EMPLOYER PARTNERS

- ▶ 100% of our employer partners offer programs to their frontline workforce<sup>1</sup>.
- ▶ Learners in Guild's Certified Network have a **2x higher likelihood of annual role change** compared to non-learners<sup>2</sup>.
- ▶ Every Guild employer partner offers some form of tuition-free programs<sup>1</sup>.
- ▶ Members in Guild's Certified Network programs see a **2.4x higher wage increase** in their 1st year compared to non-learners<sup>2</sup>.

1. Guild Learning Marketplace data as of 07.01.2022

2. Guild's internal data over the last 12 months as of 07.01.2022 from employers who have provided the required data for at least 13 months post launch.



# We celebrate those we're here to serve.

## As students, Guild members are:

### Excited about the opportunity education can help them unlock

- ▶ 83% of surveyed Guild members say career advancement is a motivator to return to pursue an education<sup>1</sup>.

### Driven to advance their careers

- ▶ 78% of surveyed Guild learners strongly agree that completing their academic program will improve future opportunities<sup>1</sup>.

### Representative of the new traditional student



41% currently work more than 40 hours per week<sup>2</sup>



52% identify with a non-white ethnicity<sup>2</sup>



76% are first generation college students

75% of tuition assistance learners do not have a degree beyond high school<sup>1</sup>



# Insights from employers, learners –and around the corner

## What we hear from employers:

- ▶ **There is a need for a new social contract with employees.** The #1 reason employees provide for leaving their company is a lack of growth opportunity.
- ▶ **Skills gaps are (still) unbridged.** Employees lack the critical skills needed to achieve strategic goals (cybersecurity, software engineering, data analysis, product management, etc.).

## What we hear from learners:

- ▶ **Excitement about career growth with their current employers.** Only 14% of surveyed Guild learners indicated an external career change as their career advancement goal<sup>1</sup>.
- ▶ **Career-aligned short-form learning opportunities are appealing.** Consumption of short-form learning programs skyrocketed to 14% of our members' program choices<sup>2</sup>.

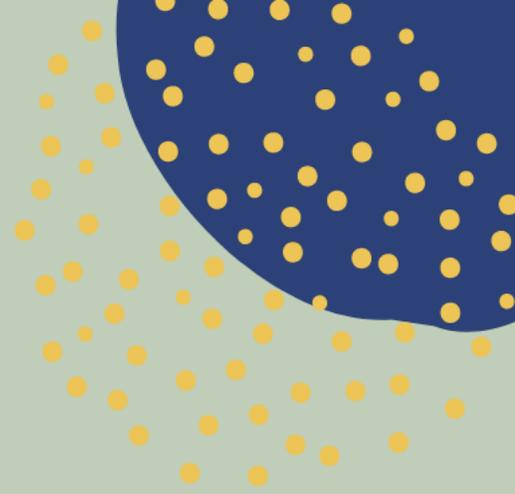
## A bit of what's coming:

- ✓ Stacking short-form certificate programs into larger credentials and/or across institutions
- ✓ Designing training to be relevant beyond company-specific needs





# Questions from the Audience



# Contact Information



Matthew Daniel

[matthew.daniel@guideducation.com](mailto:matthew.daniel@guideducation.com)

LinkedIn: [Matthew J. Daniel](#)  
[@matthewjdaniel](#)



Janelle Elias

[janelle.elias@riosalado.edu](mailto:janelle.elias@riosalado.edu)

LinkedIn: [Janelle Elias](#)



Mardy Leathers

[mardy.leathers@dhewd.mo.gov](mailto:mardy.leathers@dhewd.mo.gov)

LinkedIn: [Dr. Mardy Leathers](#)  
[@mardyleathers](#)

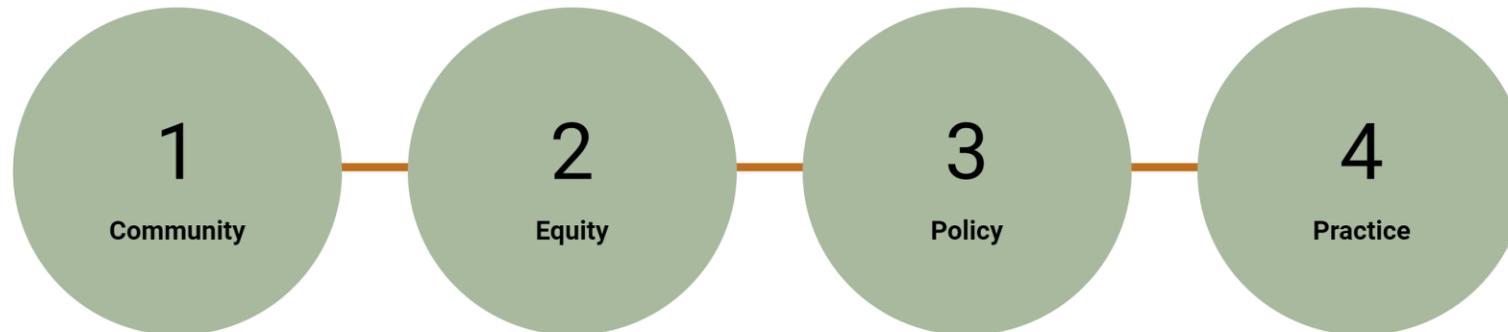


# Learn more and stay connected:

Visit [wcet.wiche.edu](https://wcet.wiche.edu) to explore our Policy and Practice work, Events, Membership, and Sponsorship.

Learn more about the benefits of joining our community: [wcet.wiche.edu/join-us](https://wcet.wiche.edu/join-us)

WCET is the leader in the practice, policy, & advocacy of digital learning in higher education.



# Additional Information and Resources

The webcast recording and additional resources will be available in the next week:

[wcet.wiche.edu/events/webcasts](http://wcet.wiche.edu/events/webcasts).



wcet

Webcast



Join us at the WCET  
Annual Meeting!

Learn more and register:

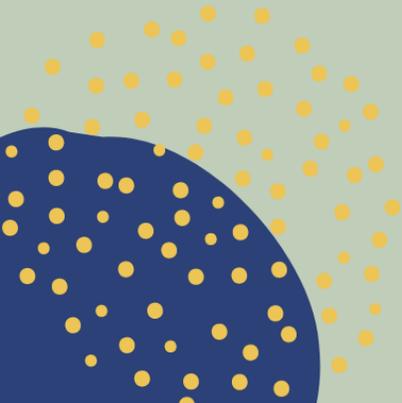
[bit.ly/346rTS2](https://bit.ly/346rTS2)



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Learn more:

[wcet.wiche.edu/sponsorship/wcet-sponsors](http://wcet.wiche.edu/sponsorship/wcet-sponsors)

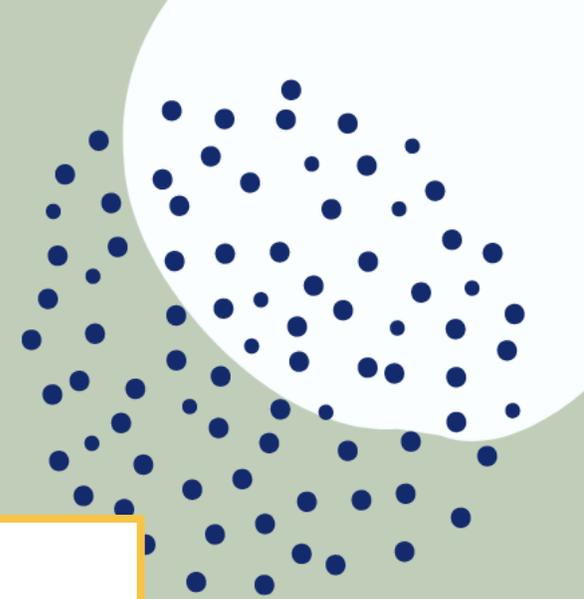


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Thank you Supporting Members for  
your commitment to WCET and digital  
learning.

The California State University  
Colorado State University  
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The University of Arizona  
University of Florida



*Thank you!*  
*wcet.wiche.edu*

