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.
Welcome!

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.

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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

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Speakers

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Supporting Career Mobility for Frontline Learners
Guild Education

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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
- 1st 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.

WHO WE SERVE
## Education Leads To Higher Wages, Lower Unemployment

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Cumulative Career Earnings ($)</th>
<th>Unemployment Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>$6,356,906</td>
<td>1.8%</td>
</tr>
<tr>
<td>Doctorate</td>
<td>$4,783,906</td>
<td>1.5%</td>
</tr>
<tr>
<td>Master's</td>
<td>$3,738,272</td>
<td>2.6%</td>
</tr>
<tr>
<td>Bachelor's</td>
<td>$3,252,942</td>
<td>3.5%</td>
</tr>
<tr>
<td>Associate's Degree or Some College</td>
<td>$2,069,005</td>
<td>5.1%</td>
</tr>
<tr>
<td>High School</td>
<td>$1,698,193</td>
<td>6.2%</td>
</tr>
<tr>
<td>Less Than High School</td>
<td>$1,314,325</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

Source: 2012-2016 PUMS Micro Data, Zippia

What we are hearing from employers

### Hard Skills Gap
- Sales and Marketing Operations
- Frontline Staff Management
- Customer Service
- IT, Mobile and Web Design
- Data Analytics
- HR and Talent Management
- Writing Skills
- Interpersonal Communications
- Teambuilding
- Supply Chain Management
- Accounting
- E-Commerce
- Financial and Risk Management
- Executive Management

### Soft Skills Gap
- Communication
- Problem-Solving
- Leadership
- Teamwork
- Adaptability
- Internal Communication
- Social Skills
- Work Ethic
- Creativity
- Other
What we are hearing from students

Motivators

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

Challenges

- Time
- Technology
- Internet
- Textbooks
- Financial Aid
HOW WE HELP CITIZENS & EMPLOYERS

- Training
- Education
- Apprenticeship
- Supportive Services
- Career Services
OUR BIG GOALS

BEST IN MIDWEST TARGETS

<table>
<thead>
<tr>
<th>Current Targets</th>
<th>Current Status</th>
<th>Change Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Attainment</td>
<td>60%</td>
<td>47%</td>
</tr>
<tr>
<td>Labor Force Participation</td>
<td>70%</td>
<td>63%</td>
</tr>
</tbody>
</table>

#MoWorkforce
MISSOURI WORKFORCE CONNECT POLICY FRAMEWORK

- Better access to quality employment opportunities
- Better access to skilled talent
- Better alignment to workforce needs
- Modernized infrastructure to better serve citizens

Sustainable Employment
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.
- Learners in Guild’s Certified Network have a 2x higher likelihood of annual role change compared to non-learners.
- Every Guild employer partner offers some form of tuition-free programs.
- Members in Guild’s Certified Network programs see a 2.4x higher wage increase in their 1st year compared to non-learners.

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.
OUR MEMBERS

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.¹

Driven to advance their careers

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

Representative of the new traditional student

- 41% currently work more than 40 hours per week.²
- 52% identify with a non-white ethnicity.²
- 76% are first generation college students
- 75% of tuition assistance learners do not have a degree beyond high school.¹

¹ Guild’s survey responses from random and representative Guild Tuition Assistance learners at Guild Certified Partners over the last 12 months as of 07.01.2022.
² Guild’s internal data over the last 12 months as of 07.01.2022.
³ Guild’s survey responses from random and representative Guild Certified Network learners over the last 12 months as of 07.01.2022.
TRENDS WE’RE SEEING

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\(^1\).
- Career-aligned short-form learning opportunities are appealing. Consumption of short-form learning programs skyrocketed to 14% of our members’ program choices\(^2\).

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

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1. Guild’s internal data over the last 12 months as of 07.01.2022.
2. Guild Research Survey of Guild learners enrolled in degree and certificate programs, conducted in February of 2022.
Questions from the Audience
Contact Information

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

1. Community
2. Equity
3. Policy
4. Practice
Additional Information and Resources

The webcast recording and additional resources will be available in the next week:
wcet.wiche.edu/events/webcasts.
Join us at the WCET Annual Meeting!

Learn more and register: bit.ly/346rTS2
Thank you WCET Annual Sponsors

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

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Colorado State University
Michigan State University
The University of Arizona
University of Florida
Thank you!

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