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Workforce Navigators

Creating Resilient Pathways to Stronger Careers

Workforce Solutions-Gulf Coast

April 27th, 2021



How can we effectively develop quality employment opportunities for more low-income individuals?

Mobilizing the Public Workforce System to Better Serve Comebackers

36 million



Individuals in the US have some college and no degree. Economic and employment outcomes are better for individuals with degrees.

\$18,219/year



In the US today, the average person with a BA earns \$18,219 more EVERY YEAR than the average person with some college, no degree.

18.8%



Of WIOA Adult customers have some college and no degree. Our workforce system must better support these key customers.

Comebackers Offer a Hidden Opportunity for Communities

395,317

Individuals in the greater Houston area have some college, no degree *and high intent to pursue college*



Individual benefit

Financial, social and emotional benefits from finishing a degree or certificate impact people and families for generations

Employer benefit

Comebackers demonstrate grit, start closer to graduation than new students, and add more qualified candidates to labor pool more quickly

Community benefit

Attract employers and increase tax base through a highly skilled workforce

Building In-demand, Resilient Career Pathways

Targeted navigation services empower Comebackers to achieve good jobs and careers

Deliver an inclusive range of quality education and training options

Local partners engaging sector-focused and career pathways activities

More opportunity for people to earn family-supporting wages

Employers partner in workers' training and education advancement



TGN Comebacker Research Insights



Comebackers' motivations for returning to school are multi-faceted. Many times these motivations are intrinsic and deeply personal



The older Comebackers are when contemplating going back to school, the more likely they are to cite economic reasons for wanting to return



Comebackers tend to stop out in their 20s and on average engage with the Network in their early 30s



Re-enrollment rates peak around age 39 and graduation rates peak around age 46, suggesting a period ripe for activity and advancement



Changing Lives by Helping Individuals Finish
What They Started

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National Nonprofit Working to Empower Comebackers to Achieve their Education and Career Objectives

Community by community and state by state, TGN is leading a growing national movement to increase equitable college completion among adults



Broad Community Engagement

TGN activates and grows partnerships with employers, higher ed institutions and a range of community stakeholders



Navigation Support

Institution-agnostic navigators drive TGN communities' results to serve growing numbers of re-enrolling adults to and through college



Growing Impact

Our research proves Comebackers can be more engaged and successful when they receive targeted support and dedicated case management

TGN: Data That Moves Us

Creating a robust collection, analysis and reporting system in the adult college degree completion ecosystem



Navigation works! A single unit increase in high-touch contacts corresponds to a .44% increase in the probability of enrollment...a statistically significant result

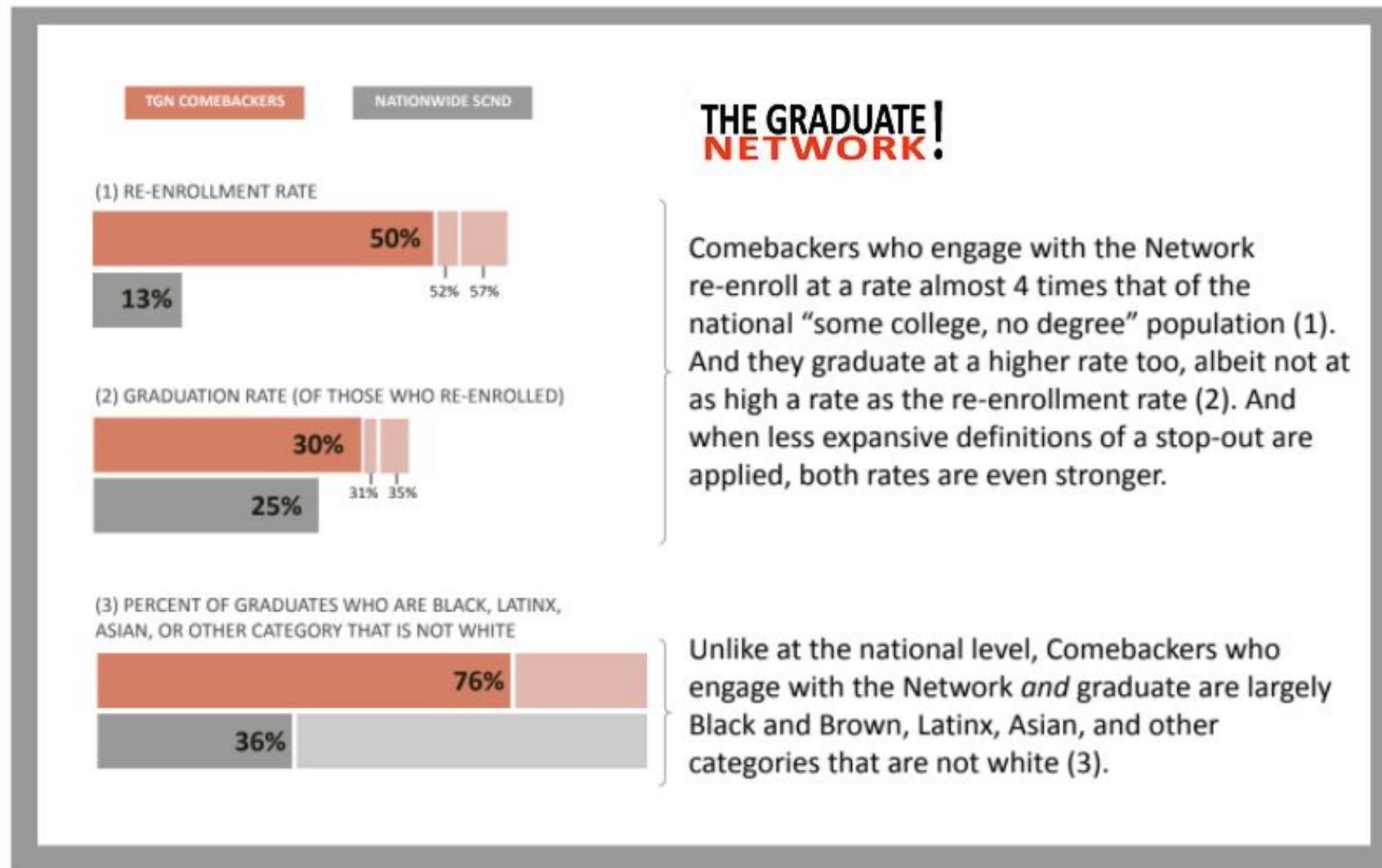


Tenure matters. The longer a Comebacker is engaged with the Network, the more likely they were to enroll or graduate



Comebackers perseverance. 69% of Comebackers who re-enrolled with supports, stayed continuously enrolled until they finished

Gauging TGN Impact



Newly released [Data That Moves Us](#) research: TGN v NSC enrollment & graduation rates

InsideTrack is a Nonprofit Focused on Maximizing Human Potential

Individualized coaching and professional development to help participants navigate their career and educational journey



Proven Impact

Since 2001, InsideTrack has coached over 2M individuals.



Professional Development

In 2020 alone, we trained 2,692 professionals who support individuals with career and college success.



Program Success

We study the impact of our programs and publish our results.

InsideTrack's Work in the Lone Star State



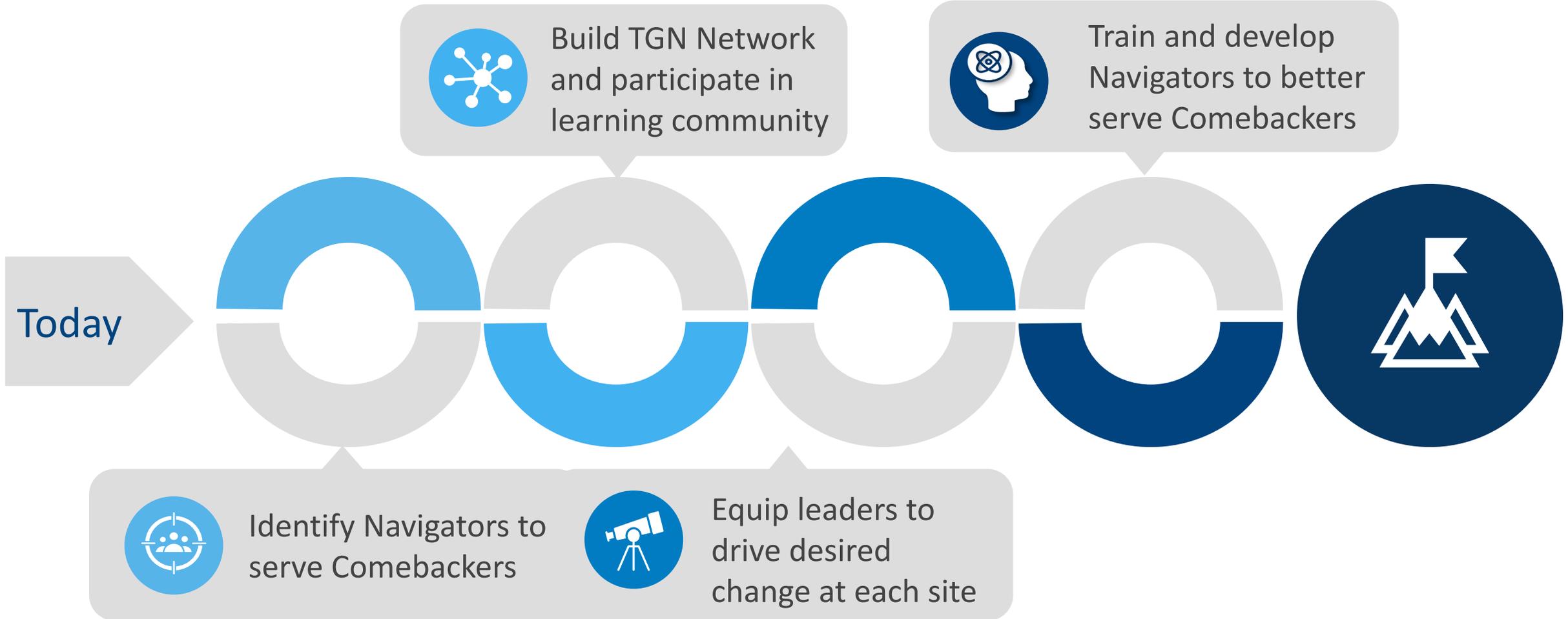


How We Drive Impact with the Communities We Serve

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How It Works



Navigators Help Individuals Find a Career and Educational Pathway that Fits their Life



Individuals may need to envision something new

- Explore strengths and interests
- Pinpoint skills they already have and skills they will need for the next chapter of their career
- Understand in-demand career pathways



Navigating educational systems can be overwhelming

- Identify and pursue local educational options aligned to career interests and learning needs
- Find best route based time, money, and desired outcome

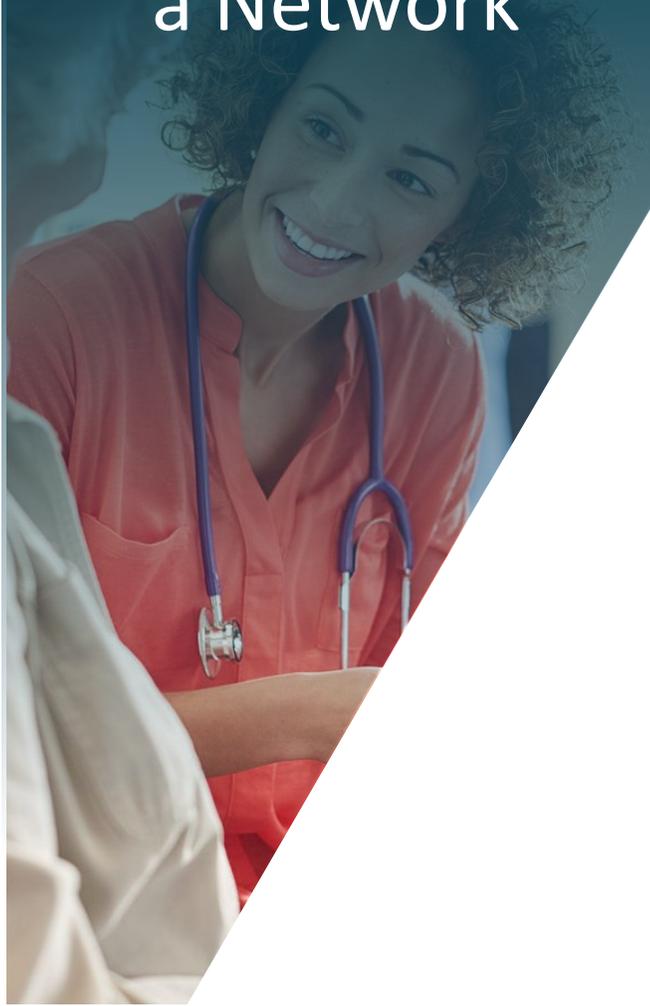


Working-aged adults lead complex lives

- Create a plan for adding school to other responsibilities
- Develop student success strategies

How TGN Builds a Network

Proven ecosystem of support for more equitable, adult-centered college completion initiatives



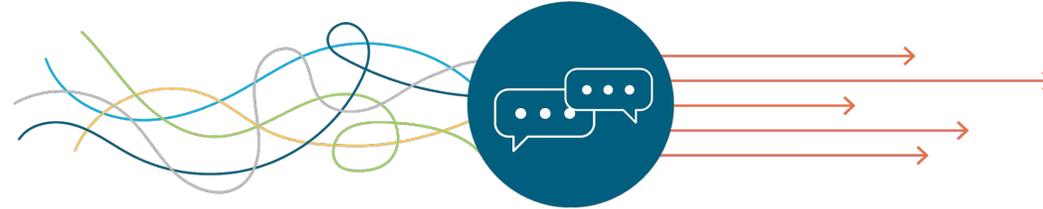
BRIDGING THE TALENT GAP



Drive community action and network engagement:

mobilize stakeholders; measure results **insidetrack**[®]

Driving Change at Each Job Center



Change Support, Executive Sponsorship and Program Management



Site Assessment

Tailors the program based on current state and desired future state



Supervisor Professional Development

Ensures that supervisors are ready to support their staff with a new approach to serving customers



Training for Navigators

Equips Navigators with the skills they need to serve Comebackers effectively



Quality Development

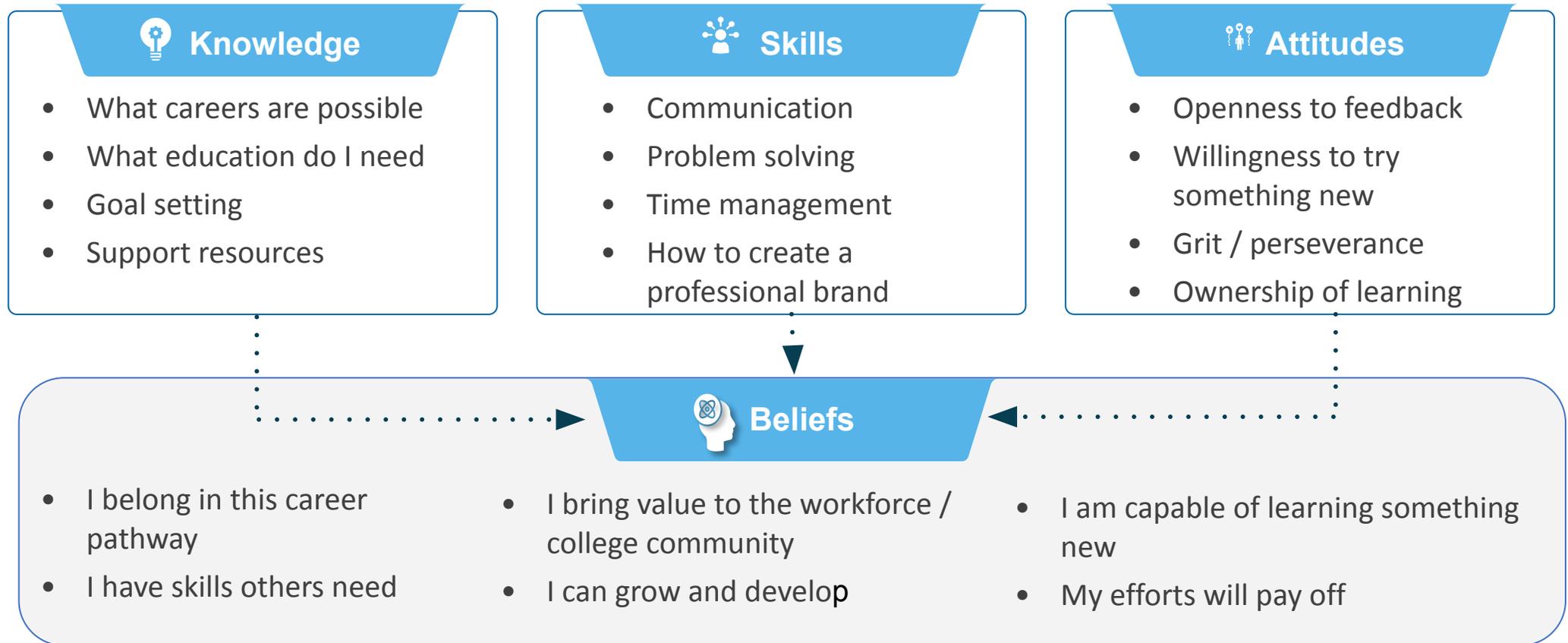
Ensures staff are using their new skills to drive impact with customers



Trainer Certification

Creates long-term sustainability for the program

Coaching Addresses Ability and Mindset





Expected Outcomes & Project Timeline

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Expected Project Outcomes



Based on the key results prioritized by the Gulf Coast Workforce Board, this project will deliver impact and outcomes in these areas:

- Competitive employers and an educated workforce: More Comebackers achieving in-demand credentials and degrees drives a stronger talent pipeline for employers
- More and better jobs: Educational attainment...is one of the best predictors of economic success for an individual, organization, or community ^
- Higher incomes: In HTX today, median lifetime earnings of Comebackers who return to earn a BA are expected to \$834,000 or 56% higher than their counterparts who do not *

^ [Talent Driven Economic Development](#), Metropolitan Policy Program at Brookings

* Paul Harrington, Drexel University October 2020

Project Impact

Better Career Opportunities

Workforce centers help more Comebackers earn good jobs;
Employers win in stronger skilled labor pool



Increased Degree Attainment

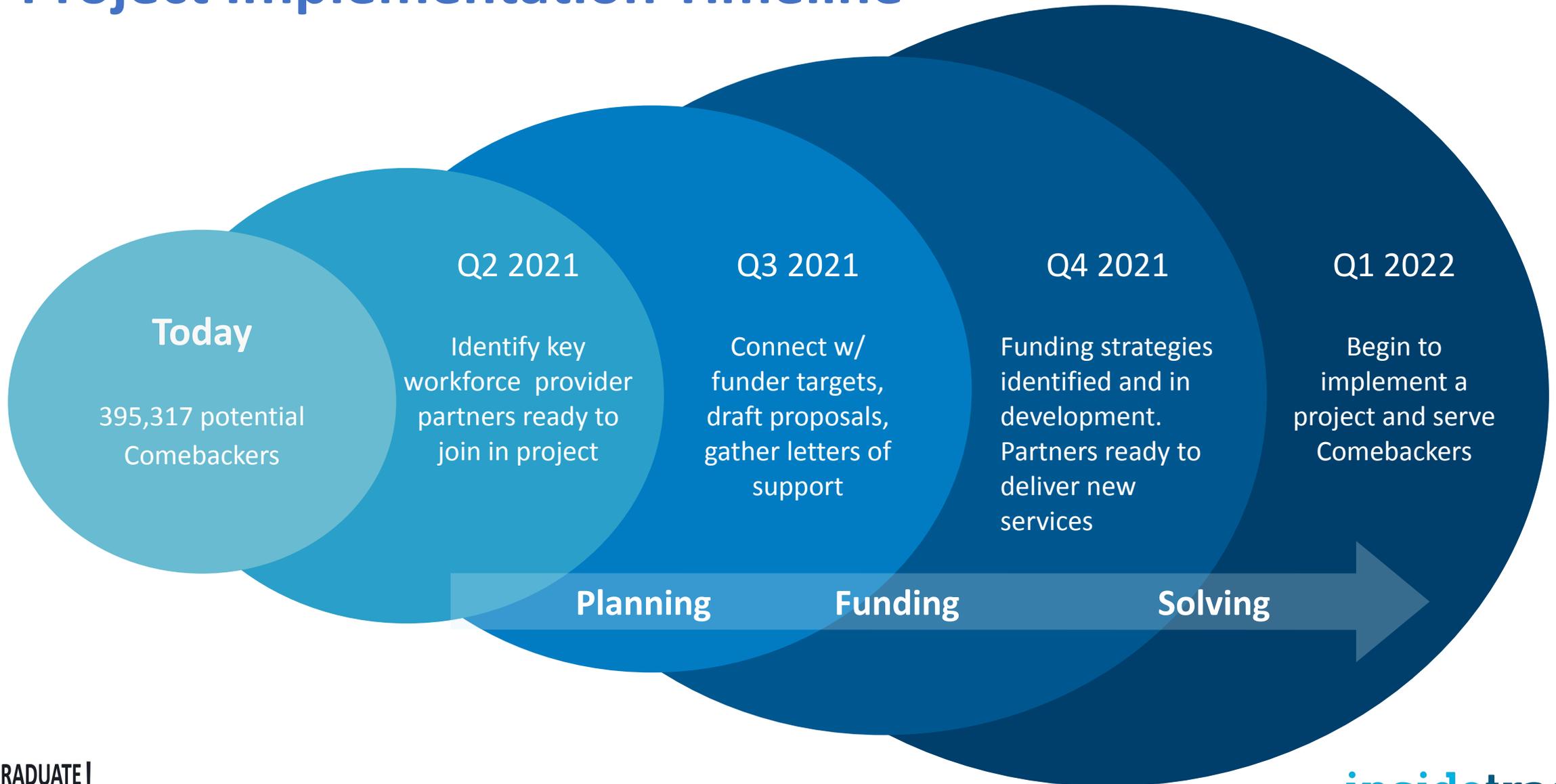
More Comebackers are better served and graduate from college with in-demand skills

National Model

New nationally-recognized model demonstrates how public workforce systems can serve Comebackers



Project Implementation Timeline



Thank you!

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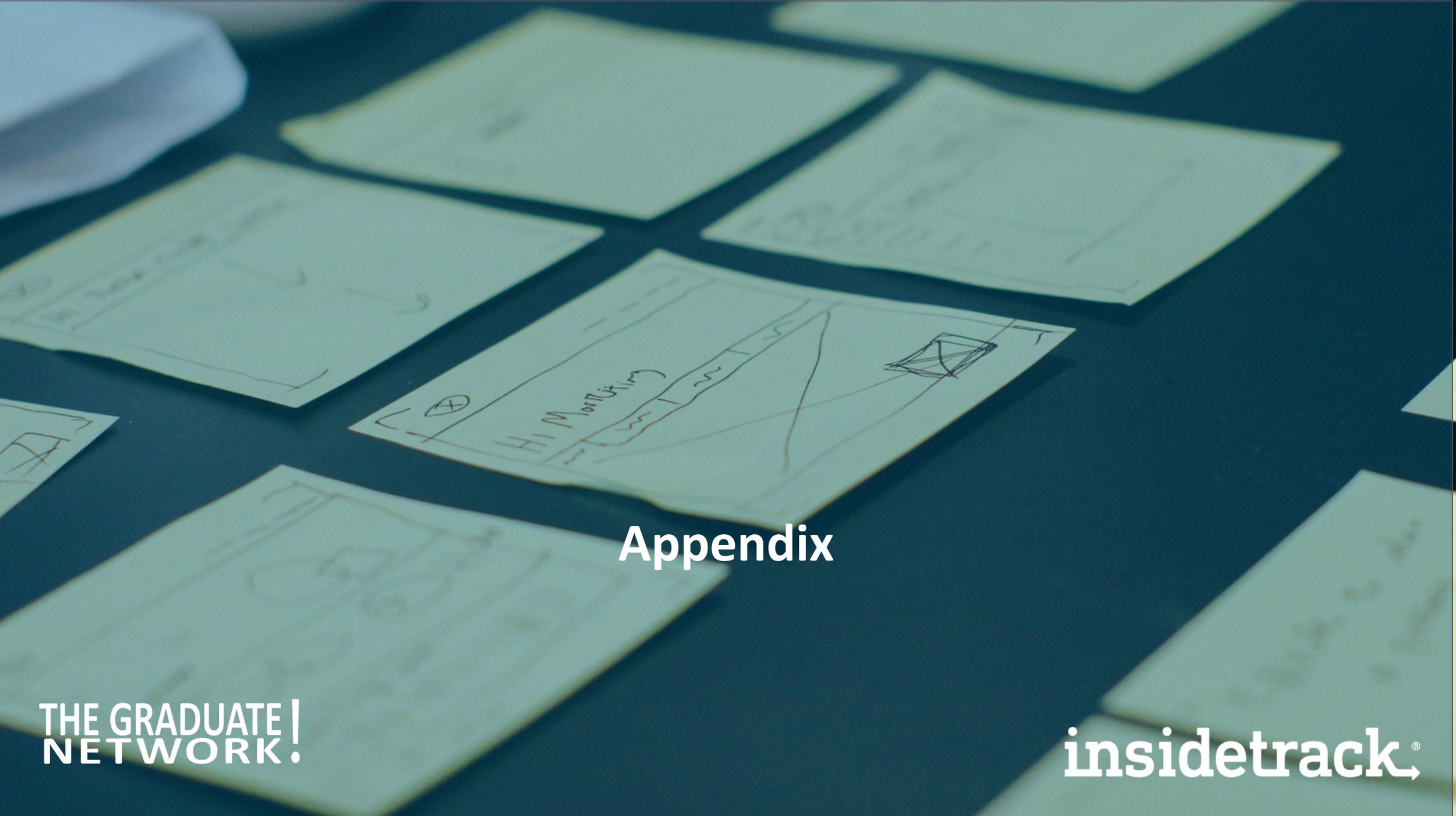
Sallie Glickman, Co-Founder & Interim CEO
sallie.glickman@graduate-network.org

Rip Rowan, Senior Fellow
rip.rowan@graduate-network.org

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Mike Emby, AVP Partner Success
mike.emby@insidetrack.org

**Mo McKenna, Director of Partner
Development**
mo.mckenna@insidetrack.org



Appendix



Partner Prospects

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Workforce Navigators: Partners targets:

- A. **The Gulf Coast Workforce Board** - operating 25(?) Workforce Solutions AJC Centers in greater Houston region
- B. Colorado Department of Labor - operating 13 comprehensive workforce centers across CO
- C. Equus Workforce Services - operating 350 AJC Centers nationally
- D. KC Degrees and Greater KC WIB
- E. **St Louis County Workforce Centers**
- F. MODC Works in DC - operating 4(?) AJC Centers
- G. **C2 Global Professional Services** - operating 20(?) AJC Centers TX & FL
- H. >> need WIB partner - serving people primarily in a rural area?!
- I. >> is there a tribal council or reservation workforce partner we might also include? (ITK active with OK Reach Higher and OK Gear Up that are connected with tribal colleges - Buchon in Muskogee, OK)

People with whom we need to discuss this concept:

Ron Painter - NAWB

Ken Trevino

Bob Knight - Equus talking with ITK Steph Ricks (who works for Brad)

Grant Associates

Sharon Parry

Colorado state DOL folks

~~Idaho?~~

People with whom we have already discussed this concept:

Mike Temple - HTX

Aaron Smith - C2 Global

Greg Laposa, Director of Workforce Development at St. Louis County

Josh Copus - JFF

A stack of books and a pair of glasses on a desk, with a blue overlay. The text "Related information" is centered over the books.

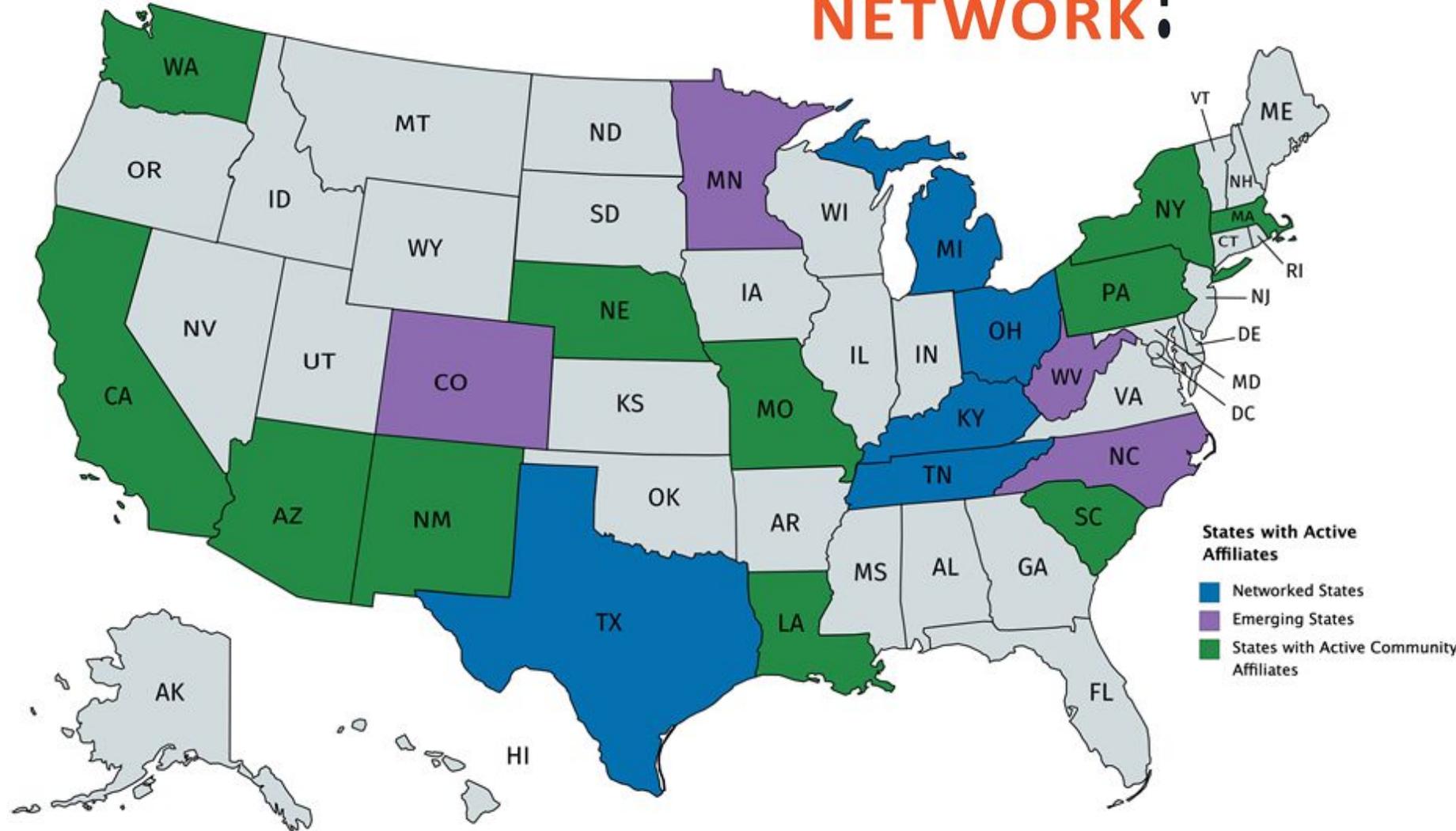
Related information

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TGN's Mission: We believe everyone should have *an equitable chance* to achieve the education and career they desire.

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States with Active Affiliates

- Networked States
- Emerging States
- States with Active Community Affiliates



Future key resources to include:

A Racial Equity Framework for Workforce Development Funders

Essential for a Post-COVID Economy: Recommendations for a Fully Funded and Transformed Workforce Development System

Rapid Response Toolkit

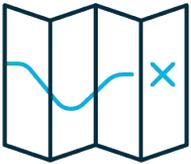
TGN's Bridging the Talent Gap (BTTG) initiative

BTTG helps employers, employees, learning providers and communities develop a more skilled workforce by activating investment in hometown talent. Current BTTG campaigns include:

1. 10 North Texas BTTG partners working together to create opportunities with:
 - 37 employers interested in partnering
 - 41 employers interested in upskilling
 - 8 employers interested in starting a tuition assistance program
2. OneAcadiana in Lafayette, LA used BTTG to connect management and workers in 54 fast food restaurants; 200 Comebackers are being supported today to achieve their educational goals
3. Detroit Drives Degrees is launching a BTTG employee survey with the Walmart stores to connect regional Comebackers with neutral navigators employed by the Detroit Chamber
4. KC Degrees is now launching their first employee surveys with a large healthcare system to engage interested workers to connect with neutral navigators

Comebackers Benefit from Coaching with Both Education and Career Readiness

Assessment & Discovery



Understand career pathways and how strengths and interests align



Identify educational pathways and program that aligns with career goals and fits learning style

Advancement



Develop goals for post-secondary education, career, and personal trajectories



Create a plan for turning long-term goals into short-term actions, while managing obstacles

Building Motivation



Increase confidence that their efforts will pay off



Build a network and develop relationships that will support their success

Essential Elements of Providing Great Support



Building Relationships

Get to know participant as individual, demonstrate care, respect, and curiosity, and make your role in supporting the student clear



Assessing

Develop holistic understanding of participant's goals and situation, evaluate current factors impacting them, and prioritize what to address during interactions



Advancing

Collaborate with participant to identify actions that will support their progress in overcoming obstacles and achieving goals



Building Motivation

Ask participant to connect their current actions, perspectives, and efforts to their values and/or goals, and strategize with them on how to maintain motivation



Strategizing

Make decisions about when to work with which participant, at what frequency, and with what approach in order to best serve the entire population

The CLEAR Framework is Highly Effective in Supporting Frustrated and/or Upset Clients



CONFIRM

“I hear you”



LEGITIMIZE

“That’s valid” —
Transparency: who
you are and why
you're asking



EVALUATE

“I want to fully
understand...”



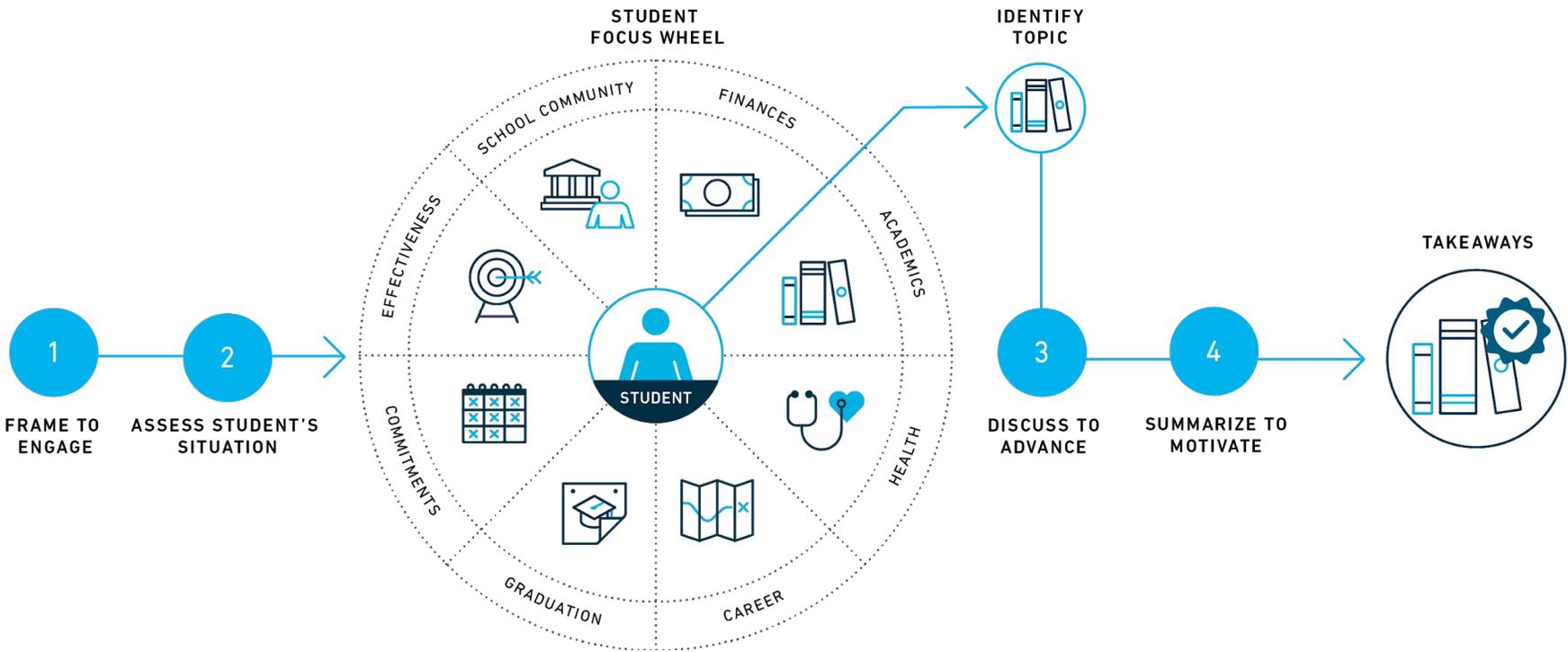
AND RESPOND

“Now that I
understand, I want
to...”

Equitable Support Frameworks Incorporate Development



Our simple coaching framework can be applied in all interactions



Clarify where a participant envisions their future

Connects weekly work to long-term goals; leverages resources and community

Help organize participant's commitments and time to get work done

Motivate participant to identify and overcome obstacles

Reaffirm value of reconnecting with work and learning



What happens next?

One Year: Workforce providers nationally working together with project support and peer-led learning community to serve Comebackers in local communities

Three Months: We are now building a startup coalition and early stage philanthropic support to begin start up activities in January 2022

Today: we are looking for **5** workforce service provider partners to join us to build and deliver this project