Higher
Education
Regional
Alliance

BRIDGING
THE GAP

The Growing Complexity of Today's Economy:

NOW HIRING

Occupations grew from **270 in 1950** to **840 in 2010**;

Postsecondary programs of study more than quintupled between 1985 and 2010 – from **410 to 2,260**;
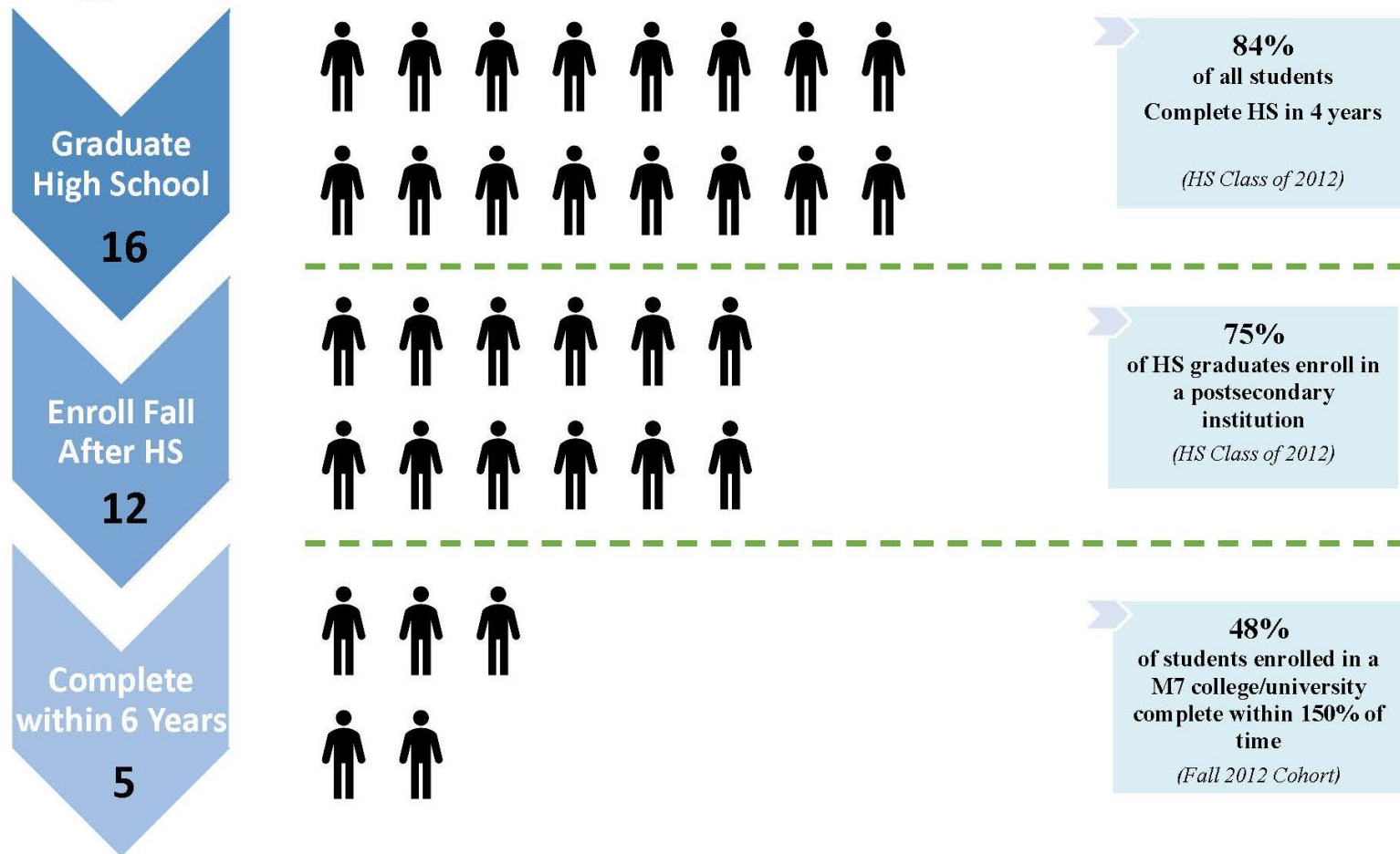
4720

The **number of colleges and universities** more than doubled from **1,850 to 4,720** between 1950 and 2014;

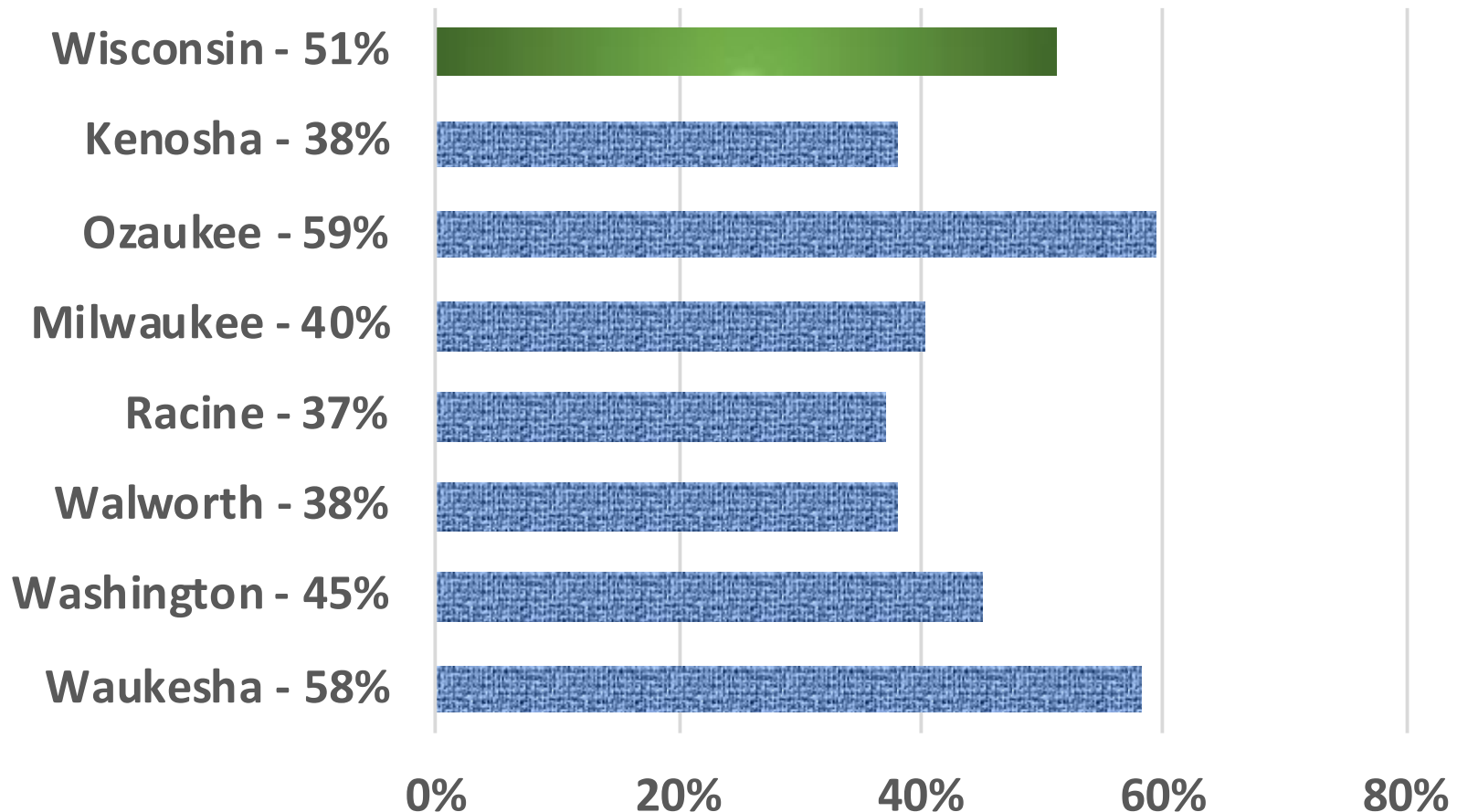*Georgetown University Center on Education and the Workforce.

The Need for Action:

In a M7 Region Classroom of 20 High School Freshmen…

Graduate High School — 16

Enroll Fall After HS — 12

Complete within 6 Years — 5

84% of all students **Complete HS in 4 years**
(HS Class of 2012)

75% of HS graduates enroll in a postsecondary institution
(HS Class of 2012)

48% of students enrolled in a M7 college/university complete within 150% of time
(Fall 2012 Cohort)

M7 Attainment Rates by County:

Percent of Working Age Adults (25-64 years) with a Workforce Credential, Associate Degree or Higher

Horizontal bar chart showing attainment rates:
- Wisconsin - 51%
- Kenosha - 38%
- Ozaukee - 59%
- Milwaukee - 40%
- Racine - 37%
- Walworth - 38%
- Washington - 45%
- Waukesha - 58%

X-axis: 0%, 20%, 40%, 60%, 80%
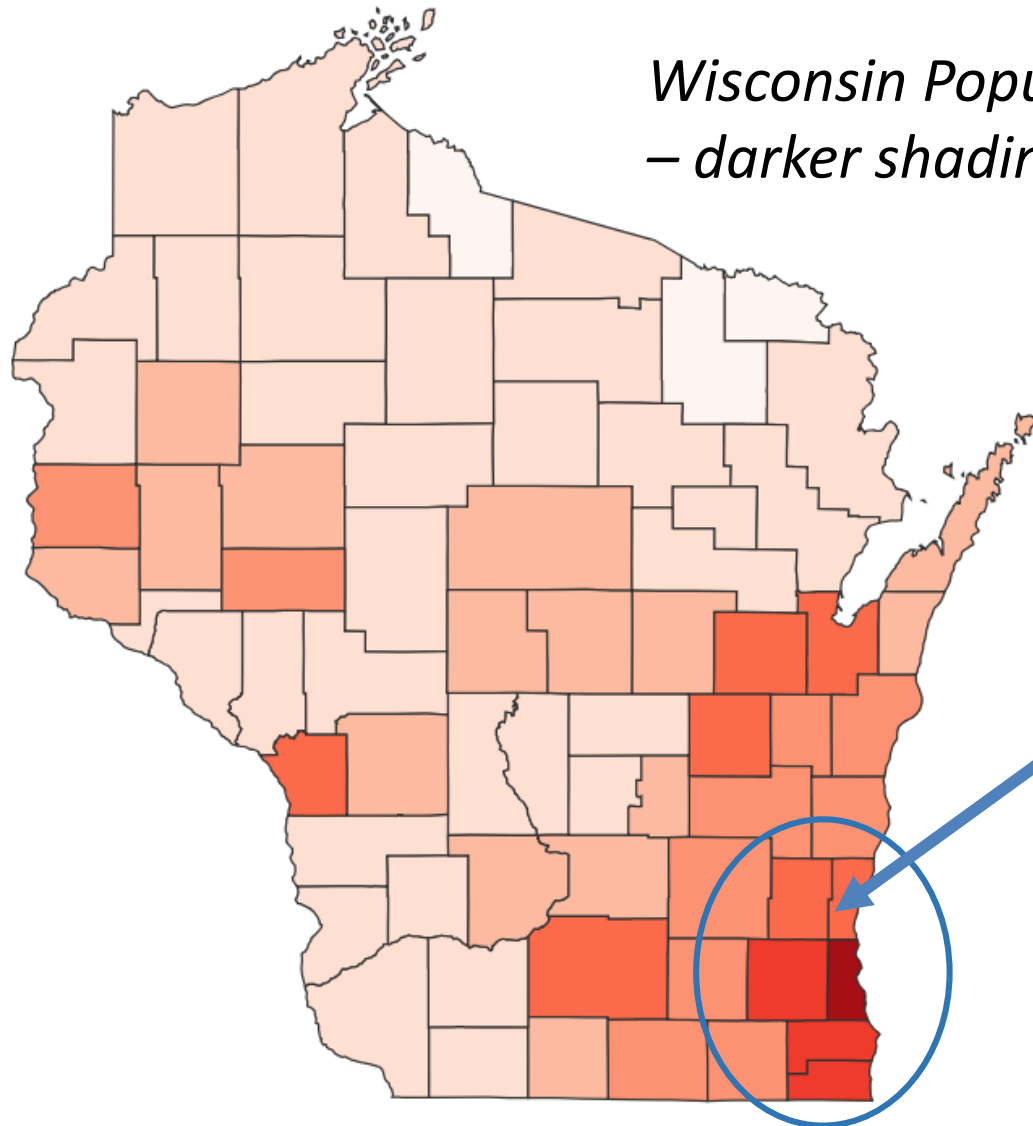
Wisconsin Projections

Moving Wisconsin to a postsecondary education attainment rate of 60% by 2027

Already on board:

- **Wisconsin Technical College System (WTCS)**
- **University of Wisconsin System (UWS)**
- **Wisconsin Association of Independent Colleges and Universities (WAICU)**

Learning Beyond High School Builds Wisconsin Talent

Some Local Context:

Wisconsin Population Density by County – darker shading is greater density

In our state, 68 percent of adults ages 25-64 live in the M7 region.

The Response:

Higher Education Regional Alliance

A Bold Goal:

HERA will significantly reduce skills and talent gaps in Southeastern Wisconsin by increasing the employment rates and percentage of post-secondary graduates in the region.

Higher Education Regional Alliance

STUDENTS
College Completion

INSTITUTIONAL PROGRAMS
Aligning, Evolving, Innovating

EMPLOYERS
Expanding Talent Bridges

Goal 1

STUDENTS
College Completion

Co-Chairs: **Vicki Martin, MATC**
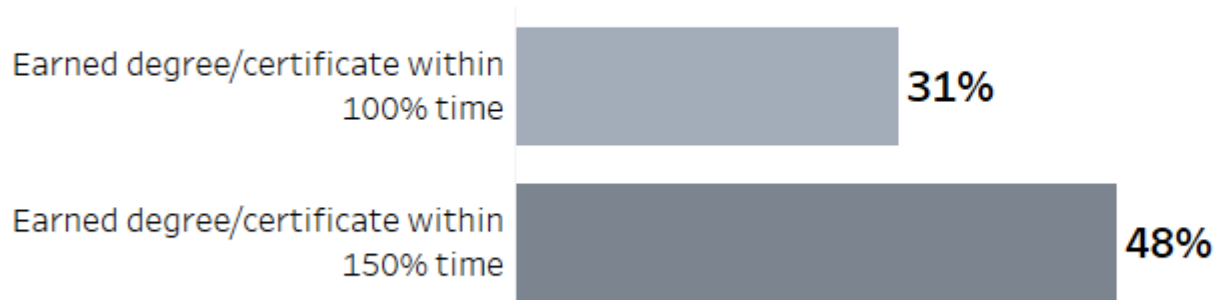**Debbie Ford, UW - Parkside**

Rob Ducoffe, UW – Parkside
Member of the Project Team

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On-Time Graduation

Graduation Rates for First Time Full-Time Students in the M7 Region, Fall 2012 Cohort

Earned degree/certificate within 100% time — **35%**

Earned degree/certificate within 150% time — **54%**

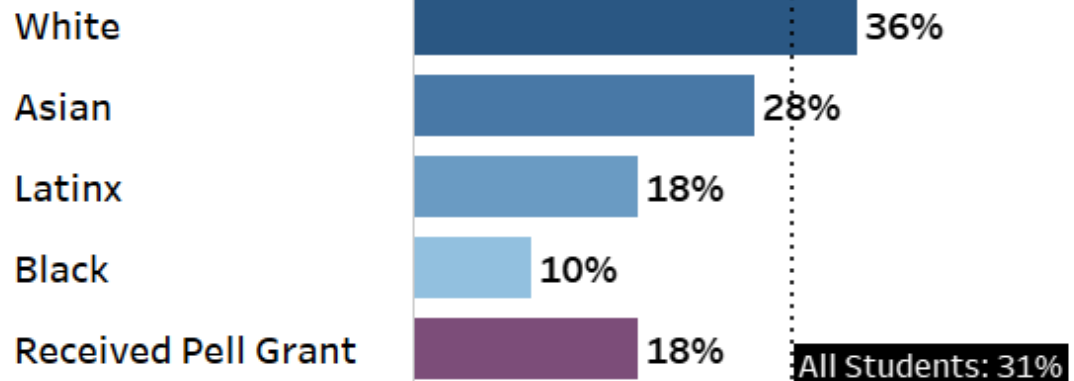## Graduation Rates for All Students (Full & Part-Time) in the M7 Region, Fall 2012 Cohort

Earned degree/certificate within 100% time — **31%**

Earned degree/certificate within 150% time — **48%**

Graduation Disparities

Earned degree/certificate within 100% time

White	36%
Asian	28%
Latinx	18%
Black	10%
Received Pell Grant	18%

All Students: 31%

Earned degree/certificate within 150% time

White	55%
Asian	51%
Latinx	33%
Black	20%
Received Pell Grant	34%

All Students: 48%
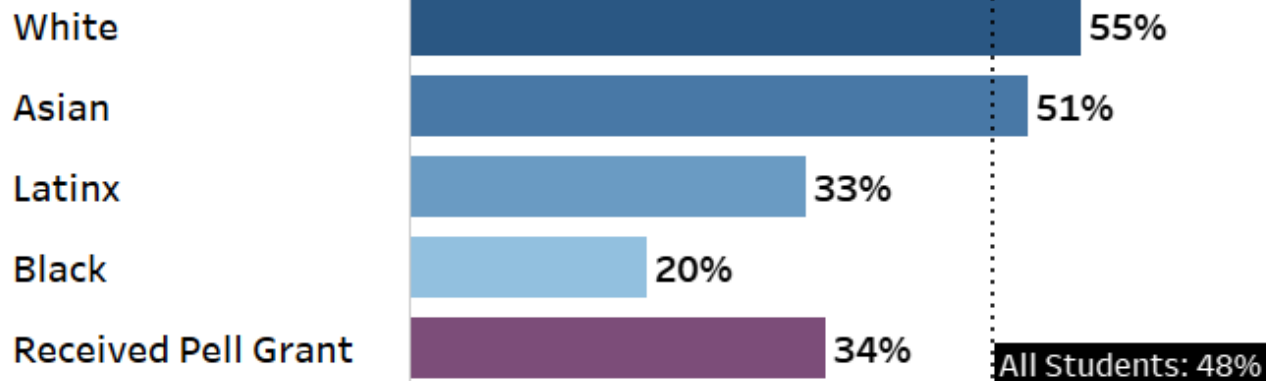
National Partner - CCA

Complete College America (CCA) created the Metro Momentum Pathways Initiative to bring evidence-based strategies for closing equity gaps to interested regions in 2018

Three metropolitan areas were selected to receive technical assistance and support for their work

Future & Next Steps

Implement specific strategies to close equity gaps

Establish disaggregated and overall completion targets for 2027

Host three action summits

Secure additional funding from philanthropic partners

HERA and our Community

Connect students at HERA institutions with existing supports

Ensure representation for all community members

Improve education outcomes for all students

Who are we currently serving?

White - 65%
(90,878)

Black - 11%
(15,904)

Latinx - 10%
(13,634)

Asian - 4%
(5,502)

35% Students of color
32% of undergraduate
students are Pell recipients

Goal 2:

INSTITUTIONAL PROGRAMS
Aligning, Evolving, Innovating

Co-Chairs: Christine Pharr, Mt. Mary University
John Walz, MSOE
Kaylen Betzig, WCTC

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Early Success

Strategies:
Matching Talent to Demand

Improved graduate forecasts by discipline, degree level and ethnicity

Expanding high demand programs

Increasing partnerships

Future & Next Steps

- Workforce Credentials and Badges

- More Educators in Areas of Need

- Improved Talent Matching

Employer Ready

Goal 3

EMPLOYERS
Expanding Talent Bridges

Co-Chairs: **Bryan Albrecht, GTC**
Mike Lovell, Marquette University
John Swallow, Carthage College

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Compelling Challenge:

- Career preparation on the part of students.

- The signaling and marketing of what occupations are and will be needed.

- The signaling of what preparation (skills, credentials, or otherwise) is needed for some or all occupations, and the offering of that preparation.

Career Awareness:

22%

Average percent of students who participate in networking/development programming.

Future & Next Steps

- Getting all students and employers on one of two job posting systems

- Piloting new systems to increase career awareness across the region.

- Building out systems that increase career awareness across the region.
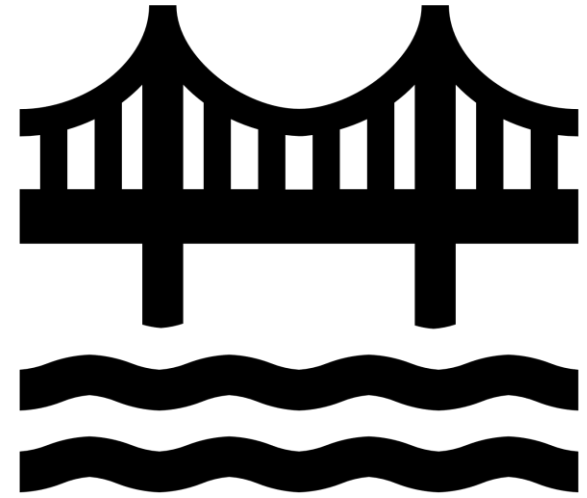
Reach ⟶ Recruit ⟶ Retain

- Connect with more than 150,000 post-secondary students by using one of two talent recruitment platforms; **Handshake and Purple Briefcase**.

- A solution to address the "many-to-many" type of problem we encounter when hundreds of employers seek students that are spread across multiple institutions.
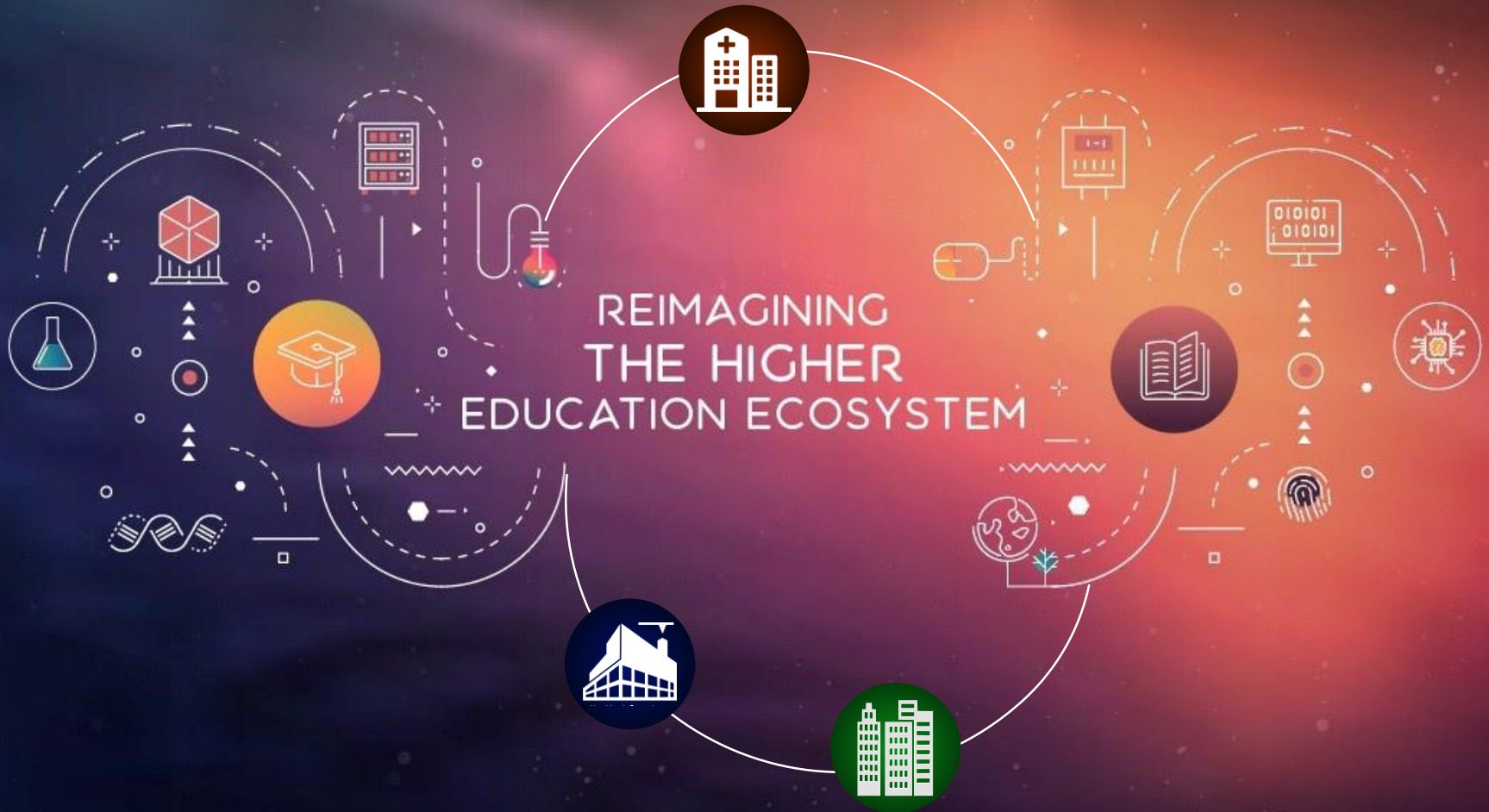
CONNECT WITH 150,000 STUDENTS!

If everyone is moving forward together, then success takes care of itself.

~ Henry Ford

REIMAGINE

Together, people and connected, intelligent technologies are reinventing business.

REIMAGINING
THE HIGHER
EDUCATION ECOSYSTEM

By 2022, no less than

54%

of all employees will require significant…

Reskilling
Upskilling
Newskilling

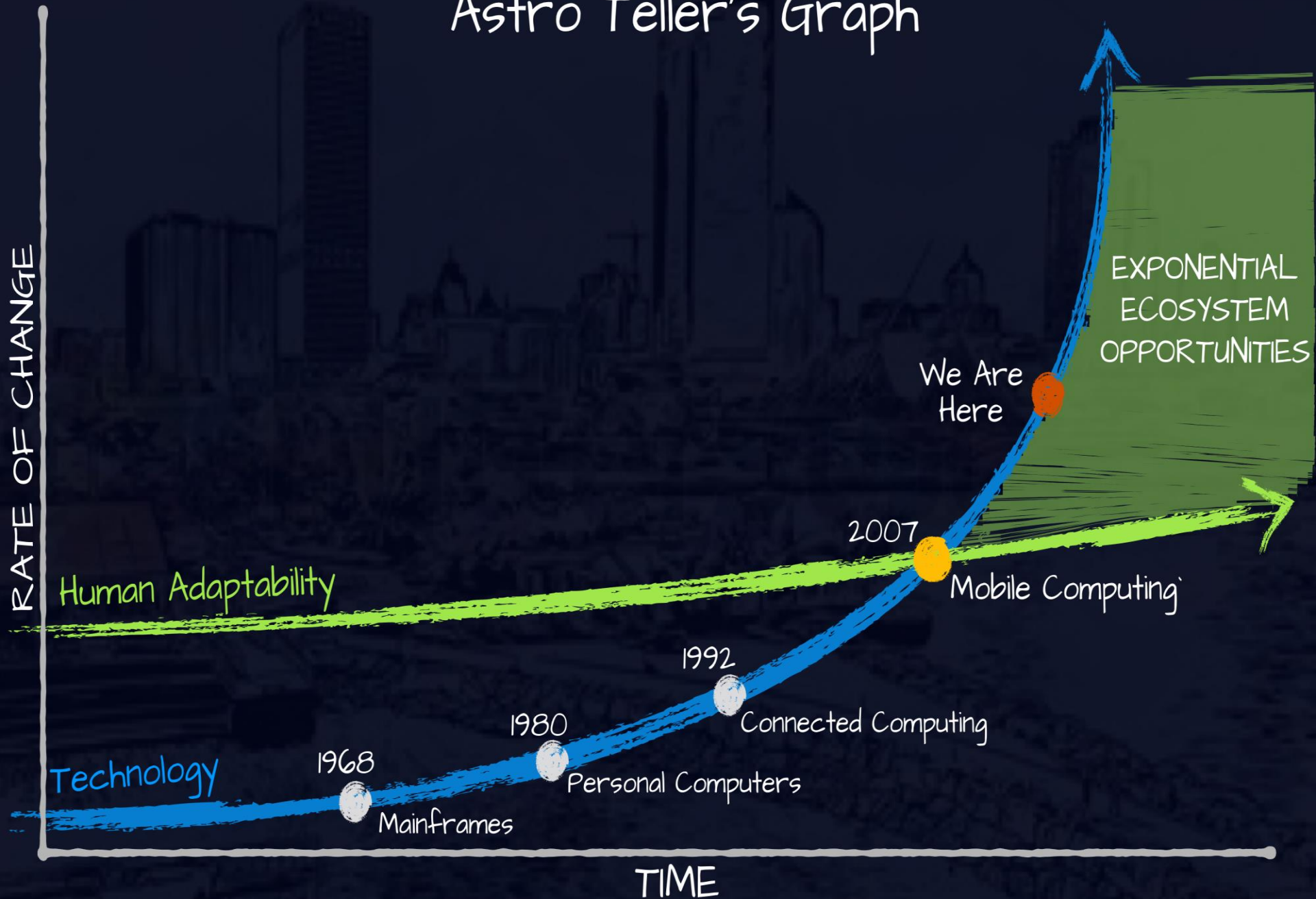# Old Paradigm

Learn

Work

Retire

The old model of front-loading education early in life needs to give way to lifelong learning.

McKinsey&Company

New Paradigm:

Astro Teller's Graph

Nursing Collaborative

Southeast Wisconsin Alliance for Nursing (SWAN)

- Critical Nurse Shortage

- Clinical Placement Limitations

- Collaborative Response Required

How can you get involved?

- **Students**

- **Institutions of Higher Education**

- **Employers**

HERAwisconsin.org

Closing Thought:

"Community change cannot take place without internal institutional transformation...Institutions must be a part of shaping a movement for change..."