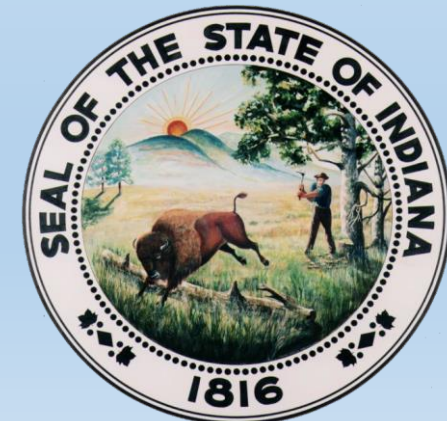


Governor's Workforce Cabinet

October 17, 2019



GWC's Mission

The mission of the Governor's Workforce Cabinet is to address current and future education and employment needs of both individuals and employers, strengthen Indiana's economy by integrating and aligning state and federal resources, and ensure a talent-driven education and workforce system.

GWC's Vision

The vision of the Governor's Workforce Cabinet is to create a talent system that provides all Hoosiers equitable opportunities for lifelong learning and employers the talent to grow and diversify their workforce.

GWC's Guiding Principles

The Governor's Workforce Cabinet is committed to:

- Ensuring quality pathways for all Hoosiers that provide opportunities for career advancement, personal prosperity and well-being.
- Partnering with Indiana employers and education and training providers to close skill gaps and meet emerging talent needs.
- Strengthening Indiana's economy by aligning programs and funding to meet current and future workforce needs.



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American Workforce Policy Advisory Board

- In February, Governor Holcomb was selected as 1 of 25 members to the American Workforce Policy Advisory Board to provide recommendations to the National Council for the American Worker on ways to encourage the private sector and education and training institutions to partner together to combat the skills crisis.



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Data Transparency Working Group

- The Governor and Bill McDermott, CEO SAP America, are co-leads on the Data Transparency Working Group.
- The working group established three primary areas to focus:
 - Breaking down workforce data sharing barriers
 - Building interoperable learning records
 - Improving skills-based occupational ontologies

What is an interoperable learning record (ILR)

- An ILR is a system that contains, and can manage communication of, credentials that describe an individual's skills and achievements.
- The potential audience for ILRs in the United States is enormous.
- 160+ million earners, more than six million employers, 700,000+ unique credentials offered, 23,000+ apprenticeship programs, and 7,000+ institutions of higher education.

How will an ILR make a difference in the career journey of an American worker?

- Unlike resumes, ILRs can provide a common approach to creating, maintaining and sharing skill-related credentials and validation of learning. - whether it's formal or informal, in-person or online, certification exams, single courses or full programs, discovery-based or training experiences, manager feedback or formal performance reviews, community-based library activities or non-profit experiences, and more.
- As a result, American workers would be able to share ILRs with employers to attain the best jobs that more directly match their skill sets.



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How will an ILR make a difference to employers?

- Opportunity to cut down on time to hire by better matching the skills required for the occupation and the skills of the individual.
 - Average time to fill a position nationally is 42 days (SHRM)
- Opportunity to cut down on the cost to hire by ensuring hiring managers and HR professionals are aligned on the skills necessary for a position.
 - Average cost to fill a position is nearly \$4200 (SHRM)



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What is the purpose behind our ILR white paper?

- The Interoperable Learning Records (ILR) white paper lays the first cornerstones for the development of tools that will enable adoption of ILRs across the U.S. education and workforce ecosystems.
- We included an overview of the key ILR terminology, the ILR ecosystem as well as lay out the core protocols that the system would require.
- The White Paper provides three recommendations for consideration by the American Workforce Policy Advisory Board for moving forward with demonstrating the viability of the ILR ecosystem and towards scalable ILR implementation.

Recommendations

- The National Council for the American Worker should by October 30, 2019 create and maintain a public inventory of ILR pilot projects that are currently underway or planned for the near future.
- The National Council for the American Worker should by December 5, 2019 convene experts in policy, governance, and technology to develop a turn-by-turn roadmap for ILRs in 2020.
- The National Council for the American Worker should by Q2 2020 champion partnership among stakeholders to quickly bring ILR minimal viable products to market.



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Indiana Story

Indiana is seen as a national leader in this space with the work done to date:

- e-transcript program
- Comprehensive Learning Record Program
- Scale up of Credential Engine
- Competency Alignment
- National Science Foundation Convergence Accelerator
- Skillful



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Next Steps

- Data Transparency Working Group met in Indiana on October 15th and 16th
- Work with Credential Engine, CHE, Lumina, and others to build a roadmap to create prototype and identify opportunities to pilot and scale this work
- Recommendations to AWPAB in December

Central Indiana Corporate Partnership

Value of Education: Strategy & Plan

Update to the Governor's Workforce Cabinet: Oct. 17, 2019



Empowering Hoosiers Through Education



Goal

Become a people and state that value education as essential to a prosperous and stable quality of life and Indiana's economic growth.

Partners

- Richard M. Fairbanks Foundation
- Indiana Commission for Higher Education
- Governor's Workforce Cabinet Staff
- VOX Global

A New Strategy



Strategy

Create an awareness and behavior change campaign that makes more Hoosiers aware of their educational options and convinces them to take advantage of those resources.

Priority Audiences

- Non-credentialed adults
- Current high school students



Create an awareness and behavior change campaign that makes more Hoosiers aware of their educational options and convinces them to take advantage of those resources.

Campaign Guideposts

- ▶ Research: Surveys + focus groups + consumer insights platform
- ▶ Applied Behavioral Science
- ▶ “What if you knew someone had your back -- so you could pave your *own* way to success?”
- ▶ State assets as important resources + delivery mechanisms



Creating a Personalized Experience



Create an awareness and behavior change campaign that makes more Hoosiers aware of their educational options and convinces them to take advantage of those resources.

Tactical Highlights

- ▶ Earned + social media, digital advertising
- ▶ Direct engagement
- ▶ State communication assets + channels
- ▶ “Future Finder” chatbot
- ▶ Social referent testimonials (video)
- ▶ Paid media

Starting in January 2020



Create an awareness and behavior change campaign that makes more Hoosiers aware of their educational options and convinces them to take advantage of those resources.

Phase 1: Mid-January to Mid-February	Phase 2: Mid-February through December
Finalize campaign creative	Launch microsite, chatbots
Build microsite, chatbots	Post balance of social referent videos
Begin earned, social media push	Ongoing earned, social media push
Create, post early social referent videos	Ongoing direct engagement (external partners)
Launch initial ad buy (digital + traditional)	Ongoing ad buys (digital + traditional)
Host direct engagements (key agencies)	Measure success (July + December)
	Planning campaign years 2 + 3

Budget: \$1,629,000

Making It Happen



Create an awareness and behavior change campaign that makes more Hoosiers aware of their educational options and convinces them to take advantage of those resources.

Handoff to Governor's Workforce Cabinet

- ▶ Determine funding sources
- ▶ Engage external marketing + communications partner
- ▶ Create staffing + operational plan
- ▶ Activate strategy + plan

Thank you



Thoughts + questions?

Elizabeth Lerch
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Workforce Ready Grant Goals & Progress to Date

- Goal: Meet every Hoosier where they are with the education and training they need to secure a high-demand job and improve their lives.
- Workforce Ready Grant = Tuition-free certificates in high demand sectors
- Outcomes to Date:
 - **456,574 unique visits** to NextLevelJobs.org
 - **62,987 leads routed** to Ivy Tech, VU, WorkOnes, etc.
 - **20,826** Hoosiers have enrolled in high demand certificate programs at Ivy Tech, Vincennes or other eligible training providers.
 - **8,957** Hoosiers have completed a Next Level Jobs Workforce Ready-eligible certificate program.

Workforce Ready Grant Marketing Phase 1 & 2

- Phase 1: June 2017 to May 2018
 - Total Spend: \$485,000 (CHE)
 - Focus: Initial Design Materials, Website Development, Digital Ads, Billboards, Radio and Traditional Earned Media
- Phase 2: June 2018 through June 2019
 - Total Spend: \$1.1M (DWD & CHE)
 - Focus: Website Refresh, TV Advertising, Radio, Updated Design Materials, Social/Digital Advertising, Employer Perspective

Workforce Ready Grant Marketing Phase 3

- Phase 3: July 2019 to Present

- Total Spend: \$750,000 (provided by Legislature in 2019 budget)
- Focus: Targeting and Retargeting Known Populations, Strictly Digital and Data Driven Marketing

- Early Phase 3 Insights

- Health & Life Sciences sector has seen the greatest interest, with Pharmacy Technology programs garnering the most online engagement.
- Top Cities by Online Applications: 1. Indianapolis; 2. Kendallville; 3. Decatur & Hamilton; 4. Auburn
- More women are completing online applications than men overall, but more of the men who visit the website are completing applications.
- Those age 25 to 34 and 18 to 24 are most likely to complete online applications
- More than 80% of the people who complete an online application do so within 24 hours of visiting the NextLevelJobs.org website, and most are using a mobile device.

Workforce Ready Grant Marketing Phase 3

- What's Next?

- Continual fine-tuning of digital ads
- Potential new populations to target
- Audit & revamp NextLevelJobs.org
- Potential chatbot to help users better understand and navigate the site
- Refresh print material
- Gathering and sharing stories from Hoosiers who used the grant to secure a high-demand job and improve their lives