



2011-15 Strategic Agenda Focus on Research, Economic, and Community Development

Goal: Kentucky will be stronger by generating new knowledge and research investments, producing high-demand degrees, increasing the educational attainment of its workforce, and improving its communities.

Policy Objective 7: Increase educational attainment and quality of life in Kentucky communities through regional stewardship, public service, and community outreach.

Strategy 7.1 - Strengthen and expand partnerships with business, industry, government, non-profit, and other educational entities to meet Kentucky's workforce and community needs.

- Kentucky was one of six states last year to receive funding from the **National Governor's Association** to improve the state's capacity to gather and analyze postsecondary performance data. Funds were used to hire a consultant to develop the state's capacity to analyze the alignment and gaps between credentials produced and current and projected workforce needs, and to further develop and refine common workforce and education-related metrics and goals. The work has been guided by the **Kentucky College-to-Career (C2C) Study Group**, which is comprised of representatives from the CPE, campuses, the Governor's office, the Chamber, and various state agencies. This state leadership group will continue to meet in the coming year to examine and make recommendations about strengthening the ties between higher education, the workforce, and economic development initiatives.
- **CPE's academic program approval process** was amended in 2010 to emphasize the need to tie academic programs to workforce needs in the state. The process now requires all new programs to evaluate specific workforce demands for new program graduates as well as document available internships and clinical experience agreements. For example, Eastern Kentucky University used extensive survey data to determine the need for a new applied doctorate in occupational therapy. A questionnaire was sent to 272 practicing clinicians in the region, with 82 responses received and 86 percent indicating interest in pursuing a locally available OTD within the next one to three years. Institutions also use Bureau of Labor Statistics data and various analyses of emerging workforce trends to help determine workforce needs in the state when developing new academic program proposals.
- Kentucky's new **P20 Data Collaborative**, led by CPE, KDE, EPSB, and the KY Workforce Development and Education Cabinet, has initiated a range of projects this year to help Kentucky more fully understand the state's education and workforce challenges and opportunities. The **2012 Kentucky County Profiles**, first produced by the Council several years ago, are now available. The profiles contain education, population, employment, and other data about each of the 120 counties, Area Development Districts, and Workforce Investment Boards.



2011-15 Strategic Agenda

Focus on Research, Economic, and Community Development

Upcoming P-20 Collaborative research projects include analyses related to the education-to-workforce pipeline, which will help regional and community leaders better understand workforce supply and demand and inform policy decisions.

- **The National Career Readiness Certificate (NCRC)** is a credential that documents employment skills critical to workforce success: applied mathematics, reading for information, and locating information. Kentucky Adult Education (KYAE) provides instruction and assessment leading to NCRC attainment for eligible students and has partnered with the Department of Workforce Investment to implement statewide. More than 2,221 KYAE students earned an NCRC last year.
- Over the past year, Kentucky Adult Education has partnered with KCTCS and the Education and Workforce Development Cabinet to restructure the highly successful **SkillUp Kentucky**, an instructional program that combines GED attainment with stackable certificates and an opportunity to earn college credits toward a certification or degree program, to reach more students. Now known as **Accelerating Opportunity**, the program is intended for adult education programs that may not be in proximity of or affiliated with an institution that offers technical/occupational skills, but that can prepare students to embark on further education leading to family wage employment. The program is offered in areas of high demand, growing industry sectors so that students are working toward credentials leading to employment.
- **KCTCS' Workforce Solutions** is a one-stop-shop for Kentucky business and industry that addresses a full spectrum of workforce needs, including anytime, anyplace customized training and support services, community education, regulatory training, team leadership training and certification, and workforce assessments. The **Kentucky Workforce Investment Network System (KY WINS)** is a key part of this work, providing funding to companies to assist with the cost of workforce training and assessment services to current as well as potential employees. KY WINS funds are distributed on a project basis and require a company cash match of 35 percent. The KCTCS Workforce Solutions staff assists companies in developing training plans and applying for KY WINS funding. Companies may apply individually or as a training network with other companies. To date, KY WINS has funded 1,276 programs (1,149 completed, 127 active) and served over 200,000 participants.



2011-15 Strategic Agenda

Focus on Research, Economic, and Community Development

Strategy 7.2 - Support collaborations among postsecondary education providers to serve regional needs and planning efforts to raise the educational attainment level of the Commonwealth.

- **Project Graduate**, a collaborative effort between the Council and the campuses to recruit and graduate former students who have earned 80 or more credit hours from a Kentucky institution, continues to make an impact. Since its start in 2007, over 700 students had earned their degrees at public institutions through Project Graduate, nearly 2,000 students have been or are currently in the program, and it has generated \$11 million in tuition revenue for participating campuses. The program was recognized nationally in July of this year by Noel Levitz, one of the premiere higher education consulting firms in the country, as “one of the most successful, state of the art retention programs in use today.”
- During its last legislative session, the General Assembly called on the Council to work with one or two public universities to **develop an adult-friendly college** within an existing university to award bachelor’s degrees in several high-demand fields. This new educational model will incorporate various practices that research has proven to be effective with adults juggling the competing demands of work and family: online or hybrid learning, convenient student support services, career counseling tailored to the individual’s needs, credit for prior learning, flexible payment plans, and modular instruction. The goal is to help more adults earn a bachelor’s degree by shortening their time-to-degree, providing more individualized counseling and guidance, and making a college degree more affordable.
- Last year, the Council worked with KCTCS to secure a **\$1 million grant from Complete College America’s Innovation Challenge** to fully implement online, modular developmental education courses in mathematics, reading, and writing for KCTCS students enrolled in Learn on Demand, home of KCTCS’ online degree programs and credentials. With support from the grant, KCTCS is working with several vendors (Pearson, Starfish, Brainfuse, and High Monkey) to integrate online advising and tutoring services into Learn on Demand, so students can seamlessly chat with online advisors, schedule appointments, receive 24/7 tutoring services, and enjoy a more high-touch academic experience. Also, grant funds are supporting a targeted online and direct mail marketing campaign to raise awareness of Learn on Demand and increase enrollment. The project recently garnered national attention in a feature story in Inside Higher Education, and many other states have expressed interest in creating similar programs.



2011-15 Strategic Agenda Focus on Research, Economic, and Community Development

- Kentucky' **Regional Stewardship Program**, established in 2008, continues to help support regional and statewide workforce and economic development and a range of public engagement activities initiated by comprehensive universities. Its purpose is to link the resources and knowledge of the universities to the needs and challenges of their respective regions. For example, this past year Morehead's Center for Regional Engagement assisted regional non-profit health care institutions in developing community needs assessments, as required through new federal legislation. The Center also provided disaster relief for the communities affected by the spring tornados in eastern Kentucky. Murray State has focused deeply on projects to improve and support K-12 education in the region, including school leadership development, math and science professional development for teachers, and training on the new common core standards.