

**KENTUCKY'S
PROMISE:
The Work
Ready
Scholarship**



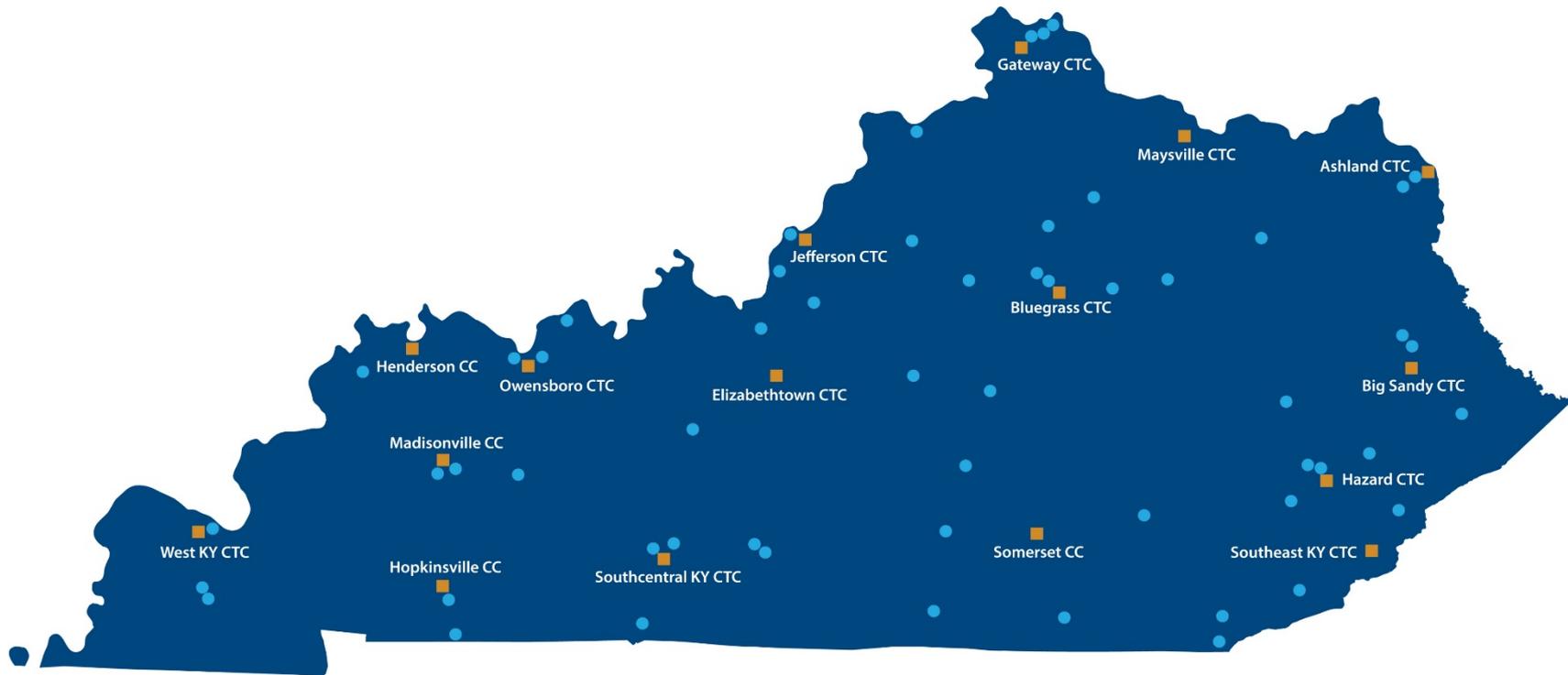
***Gloria McCall
Vice President
Kentucky Community &
Technical College System***

ADULT EDUCATION

*Better lives for students, communities and
the Commonwealth*



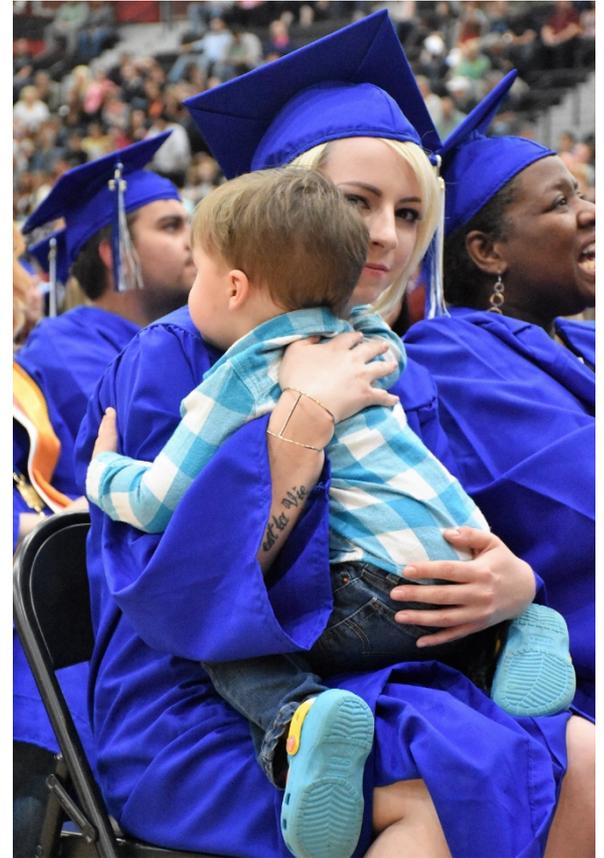
16 KCTCS colleges 73 locations



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About KCTCS

- Is **largest provider** of postsecondary education, online courses and workforce training
- Served more than **5,000 businesses** and nearly **110,000 workers** for workforce training and assessment in 2018-19
- Has **locations within a 30-minute drive** of 95 % of all Kentuckians



About KCTCS

- 106,874 students
- 60,738 enrolled in online courses
- 19,660 high school students in dual credit/dual enrollment

(2018-19)



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About KCTCS

- Since our creation, we have **increased enrollment by 111%** and **credentials awarded by nearly 300%**.
- KCTCS is **8th nationally** in the number of credentials awarded and **2nd based on population**.
- **79%** of credentials awarded in 2018-19 were in the state's top five job sectors.



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KCTCS has bettered the lives of nearly one million Kentuckians.



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The New World of Work

- Employer expectations
 - Industry credentials, not degrees; soft skills; quick training
- Competency-Based Education
 - Less seat time, different type of transcript
- Need workers NOW! Creating in-house training programs.



Work Ready Kentucky Scholarship

- For Kentuckians who have not earned an associate degree or industry-recognized credential.
- Covers programs in the state's top five job sectors
 - Healthcare
 - Construction/skilled trades
 - Advanced manufacturing
 - Transportation/Logistics
 - Business/IT

**WORK
READY**
SCHOLARSHIP PROGRAM

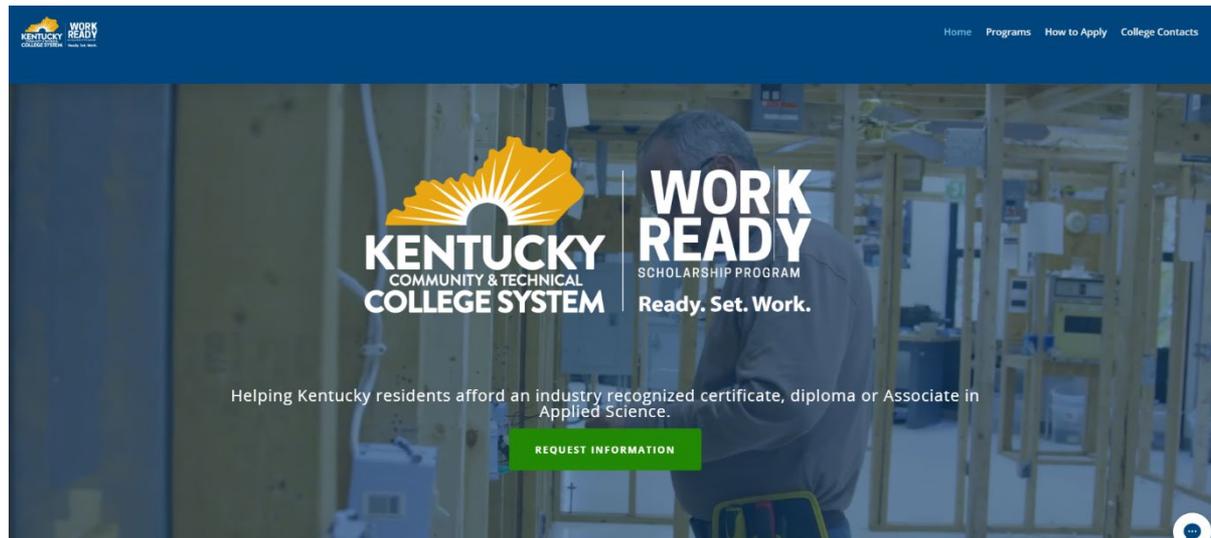
Ready. Set. Work.



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Get in. Get out. Get to work.

- KCTCS developed a logo, website and communication pieces.
- All advertising last year focused on the scholarship – TV, radio, digital



Work Ready Kentucky Scholarship

Number of students and amount awarded

2017-18	944 students, \$2.2M
2018-19	1,950 students, \$4.8M
Fall 2019	2,140 students, \$3.6M*

*2019-20 award expected to be at least \$7 million.

Cumulative Credentials

- All credentials: 3,066
- Degrees: 340



Work Ready Kentucky Scholarship

2018-19 Awardees

<u>Gender</u>	<u>Headcount</u>	<u>Percent of total</u>	<u>Amount Awarded</u>
Female	811	40.9%	\$ 1,702,478
Male	1,172	59.1%	\$ 3,138,745
Unknown	0	0.0%	\$ -
Grand Total	1,983	100.0%	\$ 4,841,223

<u>Age Group</u>	<u>Headcount</u>	<u>Percent of total</u>	<u>Amount Awarded</u>
<25	1,283	64.7%	\$ 3,287,911
25+	700	35.3%	\$ 1,553,312
Grand Total	1,983	100.0%	\$ 4,841,223



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Work Ready Kentucky Scholarship

2018-19 Recipients by Sector

<u>Industry Sector</u>	<u>% of Total</u>
Healthcare	30.9%
Business & IT Services	24.8%
Advanced Manufacturing	24.6%
Construction	9.5%
Transportation & Logistics	5.3%
Other Sector	4.8%



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- Collaboration with SkillsU.
- Using the WRKS, GED students can take a short-term **college course simultaneously with GED** classes.
- KCTCS provides **\$400** to **cover other expenses.**
- 330 scholarships awarded in first year.
- Radio and digital ads, web inquiry forms answered by navigators who provide **one-on-one support.**



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GED+PLUS

▶ ACCELERATE YOUR PATH TO A CAREER ▶

Elizabeth Willis

- Earned GED in fall 2019.
- Enrolled in classes at Jefferson Community and Technical College.
- 4.0 GPA
- Plans to earn nursing degree.



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GED+PLUS

ACCELERATE YOUR PATH TO A CAREER

Tim Stockwell

- Earned GED and completed two welding classes at Jefferson Community and Technical College.
- 4.0 GPA

“This program has meant the world to me.”



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Lumina Foundation Grant: The Graduate! Network

- Community Ambassador program pilot at three colleges – Hazard, Jefferson, Madisonville
 - 45 ambassadors contact 45 prospective adult students.
- Marketing campaign targeting adults
 - Age 19-45
 - Unemployed/underemployed
 - High school grad or working toward GED
 - Household income under \$60,000
 - Underrepresented populations



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Lumina Foundation Grant: The Graduate! Network

- Hazard Community and Technical College – Tuesday Night Live
 - College provides family meal followed by children's activities while parent is in class.
- Jefferson Community and Technical College – Code bootcamp transition, WRKS awareness, word-of-mouth network
- Madisonville Community College – MCC Accelerate
 - For working adults – 1 class at a time; 1 night a week for 5 weeks
 - WRKS eligible

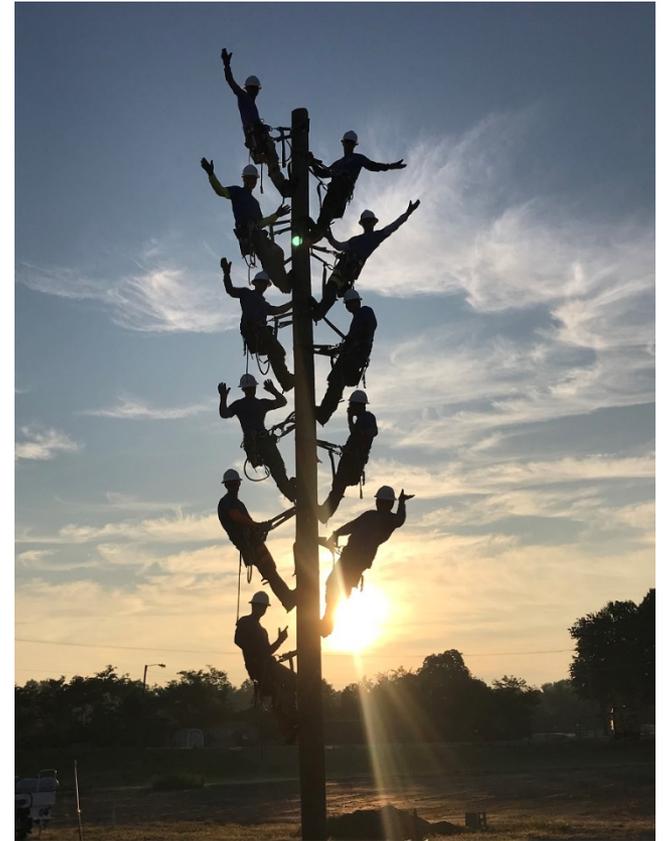
Comebacker Brian Jones

- WRKS recipient, MCC Accelerate student
- Credits ambassador outreach for his college enrollment.
- Works for the City of Madisonville.
- Plans to get a bachelor's degree.



Programming & Services for Adults

- **All 16 colleges** added new programs, services and outreach to adults.
 - More advisors and navigators
- More **evening and Saturday** classes.
- **Flexible** class schedules – Online classes with open labs.
- Adding more **short-term** classes like CDL and lineman.



Programming & Services for Adults

- **Adult student hotline** – Fall 2020
 - Call center to provide one-on-one support.
- **Web chat** to assist with inquiries added to websites.
- **Marketing campaign:** radio, digital, public relations
- **Partners** participating: SkillsU, Cabinet for Education and Workforce Development, KHEAA, Kentucky Lottery

Removing Barriers

- **Childcare** offered on some campuses through third party.
- Agreements with bus companies for student **transportation** to classes.
- **Food and necessities** pantries



Putting People to Work

- **Partnerships** with businesses; **custom training**
- **Experiential learning:** KY FAME, apprenticeships
- Classes completed in **weeks, not months or years.**
- KCTCS is putting people to work quickly!



Thanks!



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