

# Wyoming's Community Colleges

ENDOW Executive Council Meeting – Jan 25, 2018





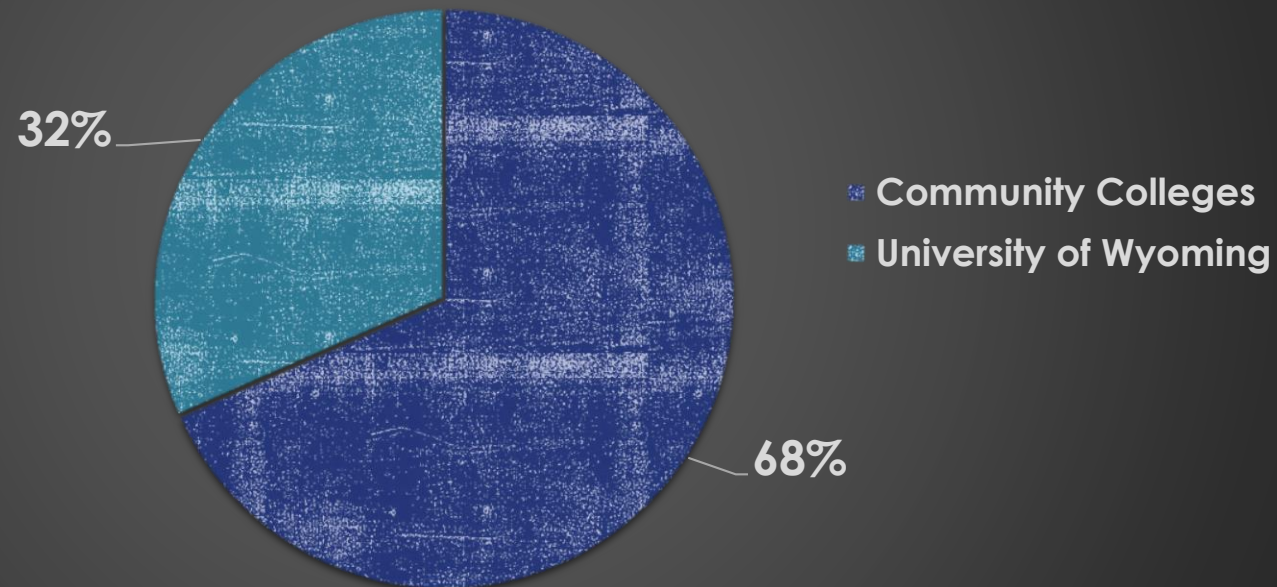
# Role of the Community College

- ▶ Four Pillars of the Comprehensive Community College
  1. Academic Preparation
  2. Workforce Development
  3. Transfer Preparation
  4. Community Development
- ▶ Wyoming is Fortunate - Seven Comprehensive CC's
- ▶ Responsive, nimble, and connected to our communities



# Higher Education Enrollments in Wyoming

## 12 Month Unduplicated Headcount 2015-2016



Source: National Center for Education Statistics IPEDS

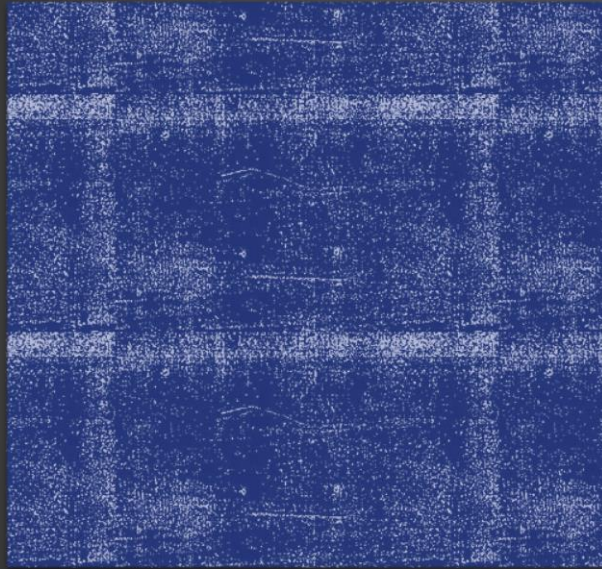


# Higher Ed Completions in Wyoming

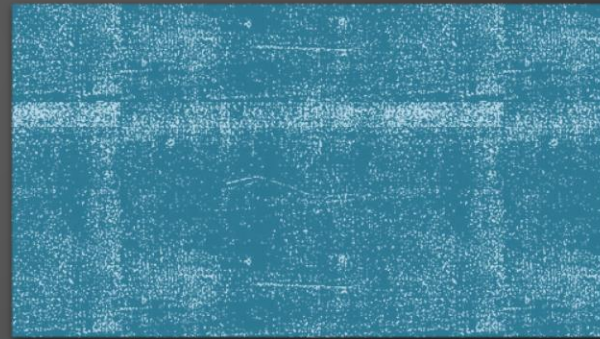
## Degrees and Certificates Awarded

2015-2016

3794



2860



Community Colleges

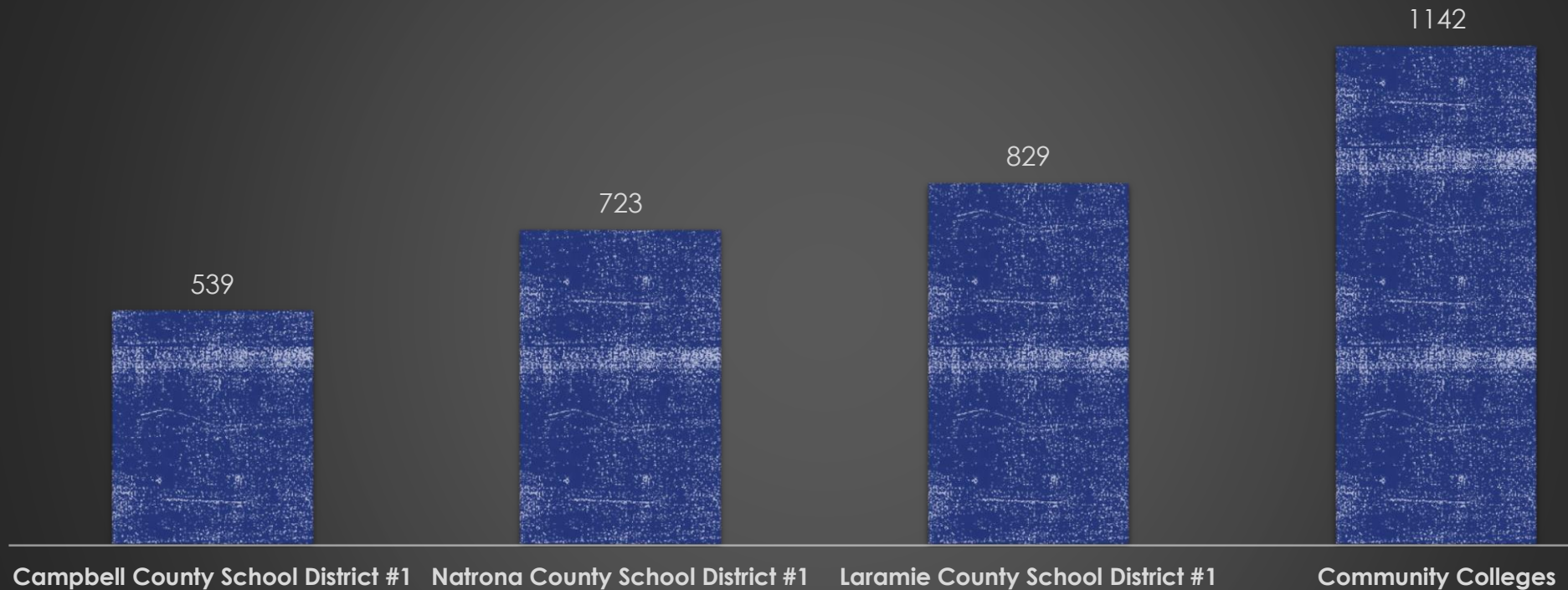
University of Wyoming

Source: National Center for Education Statistics IPEDS



# High School Equivalencies

## 2016 High School Graduates/Equivalencies



**Source:** Wyoming Dept. of Education; Wyoming Community College Commission



# What Makes a Healthy Economy?

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# Two Things that Define Healthy Economies

## 1. Talent

- ▶ Talent Development (Pipeline)
- ▶ Talent Acquisition (Recruitment)

## 2. Quality of Place

- ▶ Don't discount the impact Community Colleges have



# Quality of Place

## Knight Foundation/Gallop Study

- ▶ 3 year study of 26 communities
- ▶ Found a positive correlation between community attachment and local GDP growth
- ▶ Factors Affecting Community Attachment:
  1. Social offerings
  2. Openness
  3. Aesthetics

**Source:** Knight Foundation Soul of the Community Survey available at <https://knightfoundation.org/sofc/>



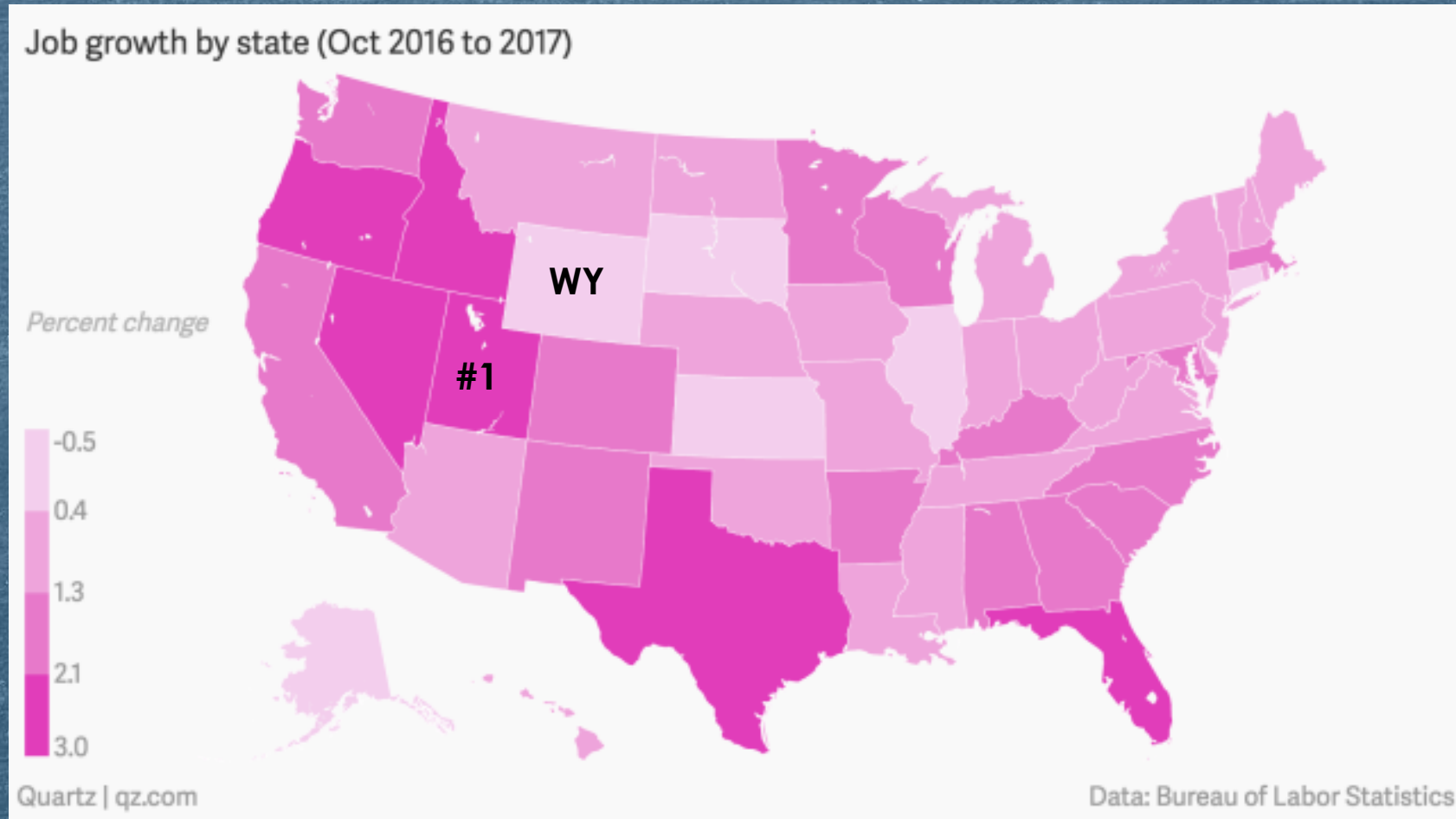
# The Talent Pipeline – Why it Matters

- ▶ From 1970's to the early 2000's, our nation's working age population (ages 16 to 64) expanded by nearly 200,000 individuals each month.
- ▶ In the last two years, monthly workforce growth is down to around 70,000
- ▶ The Census Bureau projects that number to fall to roughly 50,000 per month over the next 15 years
- ▶ Net international immigration to this country has accounted for 61% of our nation's population growth in the last ten years.
- ▶ All of this is happening at a time when we are experiencing one of the longest expansions in our nation's history and we are near full employment.

**Source:** Analysis and Summary from Market Street Services, Inc. 2018

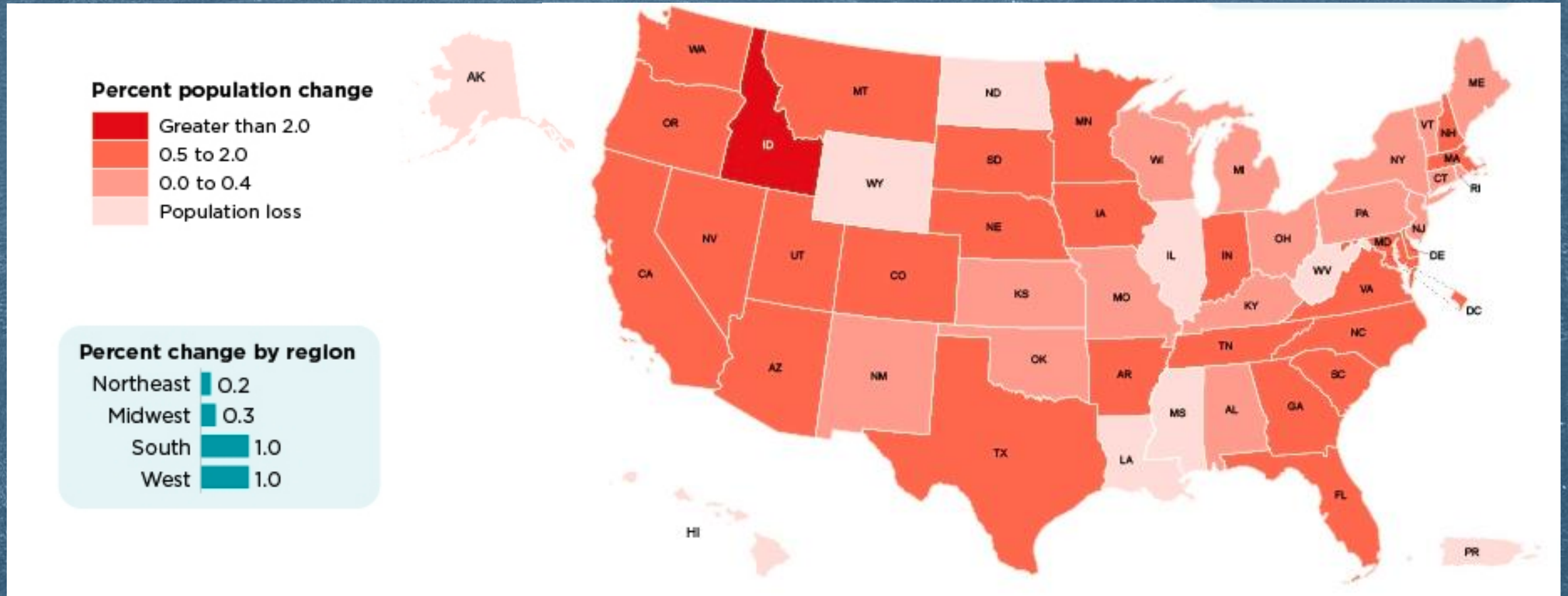


# Talent Pipeline and Job Growth





# Population Growth July 1, 2016 – July 1, 2017



Source: US Census Bureau 2017 Population Estimates



# What Corporate Execs Say

- ▶ Area Development's 31<sup>st</sup> Annual Survey of Corporate Executives
- ▶ Availability of Skilled Labor:
  - ▶ #1 in 2015
  - ▶ #2 in 2016

Source: Area Development available at:

<http://www.areadevelopment.com/Corporate-Consultants-Survey-Results/>

## COMBINED RATINGS\* CORPORATE SURVEY 2016

Site Selection Factors	2016	2015
<b>RANKING</b>		
1. Highway accessibility	94.4	88.0 (2)**
2. Availability of skilled labor	89.8	92.9 (1)
3. Labor costs	89.6	80.8 (6)
4. Occupancy or construction costs	86.0	85.4 (4)
5. State and local incentives	84.0	75.8 (9)
6. Corporate tax rate	82.3	78.8 (7)
7. Tax exemptions	79.7	74.7 (11)
8. Energy availability and costs	78.5	75.3 (10)
9. Proximity to major markets	78.1	76.3 (8)
10. Quality of life	76.4	87.6 (3)
11. Available buildings	75.5	83.7 (5)
12. Available land	75.3	73.9 (13)
13. Expedited or "fast-track" permitting	71.7	74.2 (12)
14. Environmental regulations	70.8	69.8 (14)
14T.Low union profile	70.8	66.3 (18)
16. Right-to-work state	70.1	67.7 (16T)
17. Inbound/outbound shipping costs	69.1	64.6 (19)
18. Training programs/technical colleges	66.7	68.7 (15)
18T.Availability of long-term financing	66.7	67.7 (16)
20. Proximity to suppliers	66.0	64.3 (20)
21. Raw materials availability	53.7	52.6 (24)
22. Accessibility to major airport	52.4	58.6 (21)



# Why Increase Attainment?

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# Talent = Higher Education Attainment

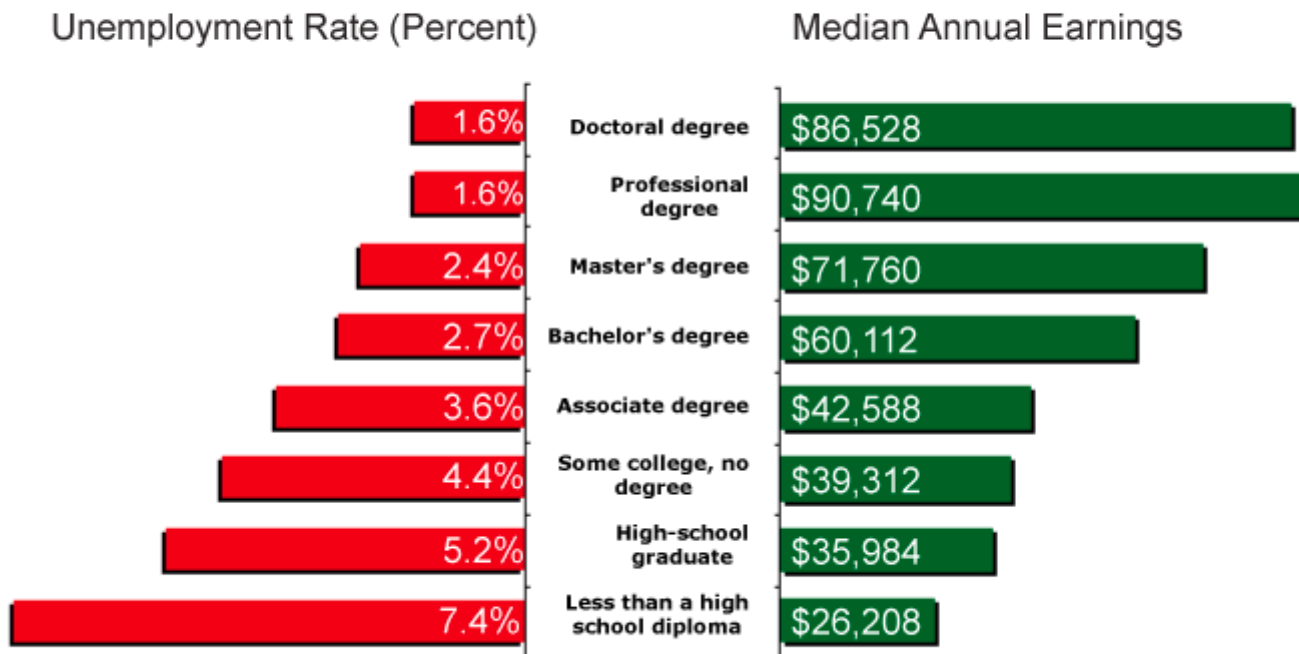
- ▶ Jobs of the Future Require Something Beyond High School
- ▶ Setting an Attainment Goal is Important (Kudos)
- ▶ Why, specifically, do we want to increase attainment?
  1. Fill Current Jobs that are in Wyoming unfilled because of lack of qualified college-educated workers.
  2. Bring new, desirable jobs to Wyoming that require a college-educated workforce.
  3. Create new jobs (as a result of college-educated entrepreneurs, researchers, etc.)



# Education and Wealth

## Education & Training Pays, 2016

Unemployment & earnings for workers 25 & older by educational attainment;  
earnings for full-time wage and salary earners



Source: U.S. Bureau of Labor Statistics ([http://www.bls.gov/emp/ep\\_chart\\_001.htm](http://www.bls.gov/emp/ep_chart_001.htm))

"Professional degree" includes lawyers, physicians and surgeons, and dentists

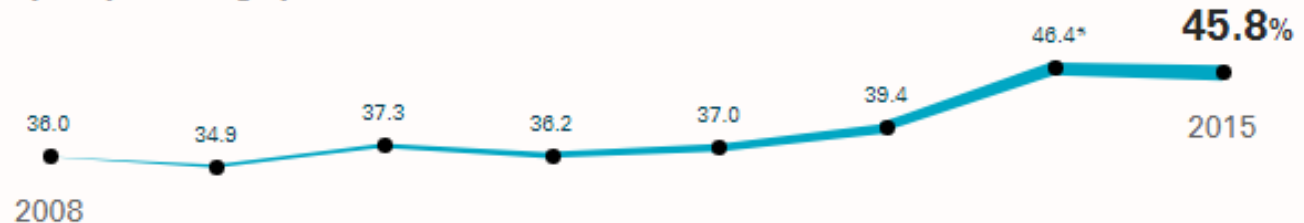


# Higher Ed Attainment Today

Wyoming's  
higher  
educational  
attainment has  
increased 9.8%  
since 2008



programs and earn all types of credentials beyond high school. With the inclusion of workforce certificates (beginning in 2014), **Wyoming's overall rate of educational attainment has increased by 9.8 percentage points since 2008.**



\*Since 2014, workforce-relevant certificates have been included in the total of postsecondary credentials.

Source: Lumina Foundation



# Attainment - Comparing Western States

- ▶ Colorado - #2 (54.7%)
- ▶ Utah - #15 (48.1%)
- ▶ Nebraska - #20 (47%)
- ▶ Wyoming - #26 (45.8%)
- ▶ South Dakota - #32 (43.8%)
- ▶ Montana - #38 (42.9%)
- ▶ Idaho - #46 (38.7%)

**Source:** US Census Bureau 2016 American Community Survey; Estimates of population age 25 years and over.



# Wyoming Attainment by Level of Education

- ▶ High School Graduate or Higher = #1
- ▶ Percent of Population with Associate's Degree = #2
- ▶ Bachelor's Degree or Higher = #41
- ▶ Percent of Population with Bachelor's Degree = #38
- ▶ Percent of Population with Graduate/Professional = #37

**Source:** US Census Bureau 2016 American Community Survey; Estimates of population age 25 years and over.



# How Do We Raise Attainment?

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# How Do We Raise Attainment?

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1. Educate the people already here in Wyoming
2. Bring people to Wyoming, educate and keep them
3. Recruit college-educated people to Wyoming



# 1. Educate Who We Have

- ▶ High School Graduation Rates: WY = 80.2%, US = It's Higher
- ▶ High School Projections

	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>	<u>2025</u>	<u>Total</u>
New Grads	100	200	100	400	400	700	900	1100	3900

- ▶ Wyoming College Going Rate = 55%
- ▶ College Completion Rate = 50%
- ▶ Wyoming Retention Rate = 50%

Source: WICHE Knocking at the College Door: Projections of High School Graduates, 2017





**3,900**  
HS Grads



**2,145**  
Go to College



**1,073**  
Graduate



**536**  
Stay in WY

Those 536 College Grads  
would raise our Attainment  
rate to just 48.68%

70/70/70 = Attainment rate to 54%  
by 2025.



# 1. Educate Who We Have

## Wyoming's Workforce (Residents Age 25-64)

- ▶ **87,034** Working Adults with just a high school diploma.
- ▶ **56,149** Working Adults with some college, but no credential.

**If Wyoming got just 25% of this population to earn a college credential... Attainment = 60.29%**

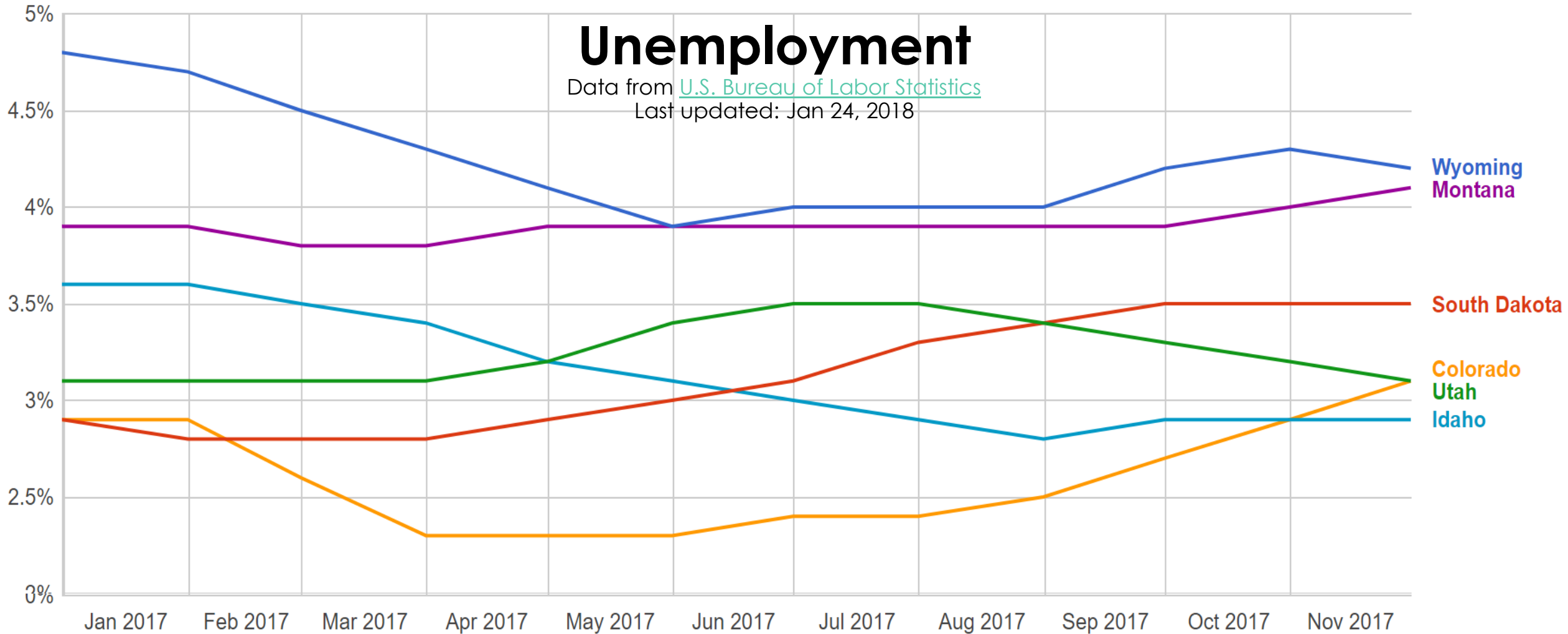
Source: Lumina Foundation



# Unemployment

Data from [U.S. Bureau of Labor Statistics](https://www.bls.gov/)

Last updated: Jan 24, 2018





The State of Wyoming's Economic Development Agency

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**Wyoming has largest share of good-paying jobs for noncollege workers, report shows**

Wyoming has the country's largest share of good jobs for workers without a four-year degree, according to a Georgetown University Center on Education and the Workforce report released Wednesday.

Half of Wyoming jobs provide living wages of \$35,000 or better for high school graduates without a bachelor's degree, according to the Center on Education and the Workforce's 2015 data.

(<https://goodjobsdata.org/>).

**“Wyoming has largest share of good-paying jobs for noncollege workers, report shows.”**



# Our Competition

Targeting High School Graduates

Starting Wage = \$17.85/hr

*"Get paid to work out!"*

*"...added shift bonus for evenings"*

*"4 days off per week"*

*"... variety of benefits"*

**Walmart Hiring Recent High School Graduates!**  
(And anyone over the age of 18)

## **Cheyenne, WY Walmart Distribution Center**

### **Orderfiller positions**

**Pay Starts at \$17.85!**

**3 day weekend schedule - 4 day weekday schedule**

Saturday/Sunday/Monday

Tuesday/Wednesday/Thursday/Friday

### **Day and evening shifts**

Get paid to work out! Our Associates fill grocery orders for our Walmart Supercenters. Drive a forklift and manually lift and stack boxes of freight to service our stores. As an Associate with Walmart, you will receive competitive wages starting at \$17.85/hour (plus added shift bonus for evenings), 4 days off per week, and eligibility for a variety of benefits that enhance your career, compensation, home and life.

**Potential start dates include: 6/13, 6/27, 7/11, 7/25**

Please apply online at:

[wmtcareers.com/WTE](http://wmtcareers.com/WTE) and specify interest in DC #7077

**Walmart** 

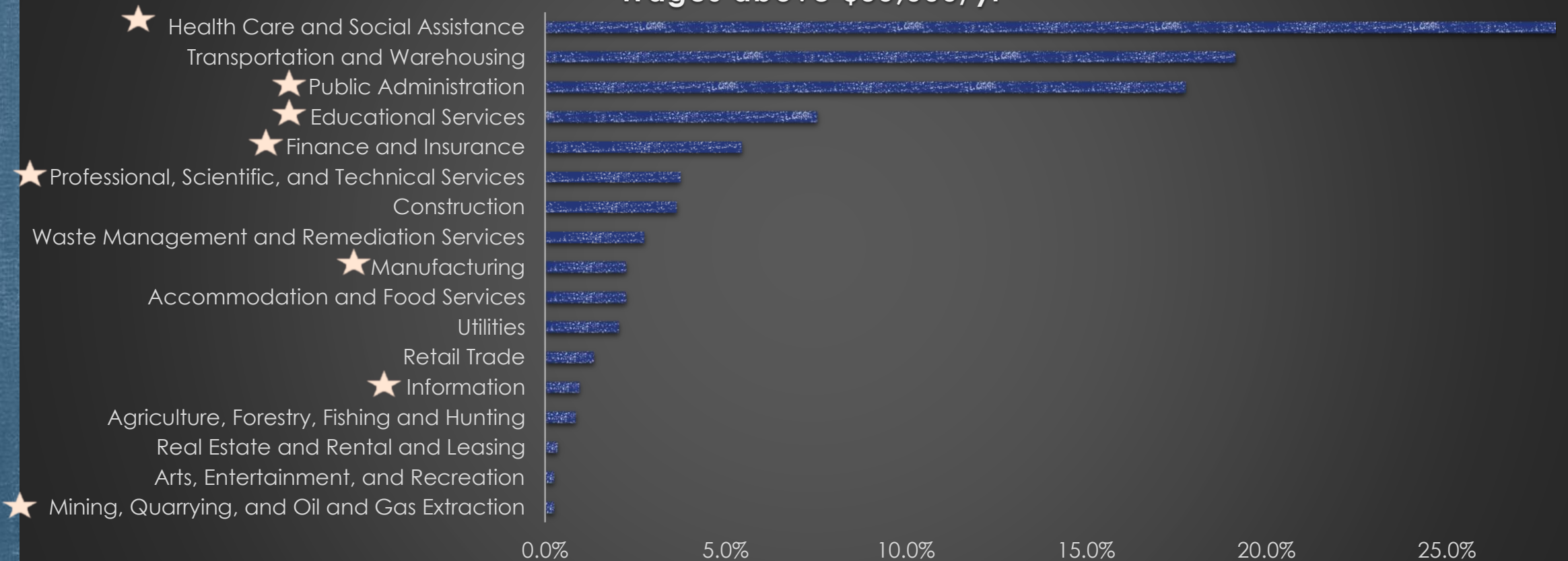
Walmart Distribution Center #7077  
462 Logistics Dr, Cheyenne, WY 82009

Walmart Store, Inc. is an Equal Opportunity Employer - By Choice.



# Wyoming Jobs for the College Educated

## Job Postings by Industry Past 6 Months Wages above \$35,000/yr



Source: Labor Insight Jobs (Burning Glass Technologies)



# High-Demand Programs at the CC's

Programs with strong workforce alignment & opportunity.

- ▶ Healthcare/Social (Nursing, Lab Techs, Radiography, Physical and Occupation Therapist Asst., Dental Hygiene, etc.)
- ▶ Business, Management, Finance, Accounting, etc.
- ▶ Education, Early childhood, etc.
- ▶ Mechanical, Electrical, Automotive/Diesel, Compression Technology, Welding and Metals, etc.



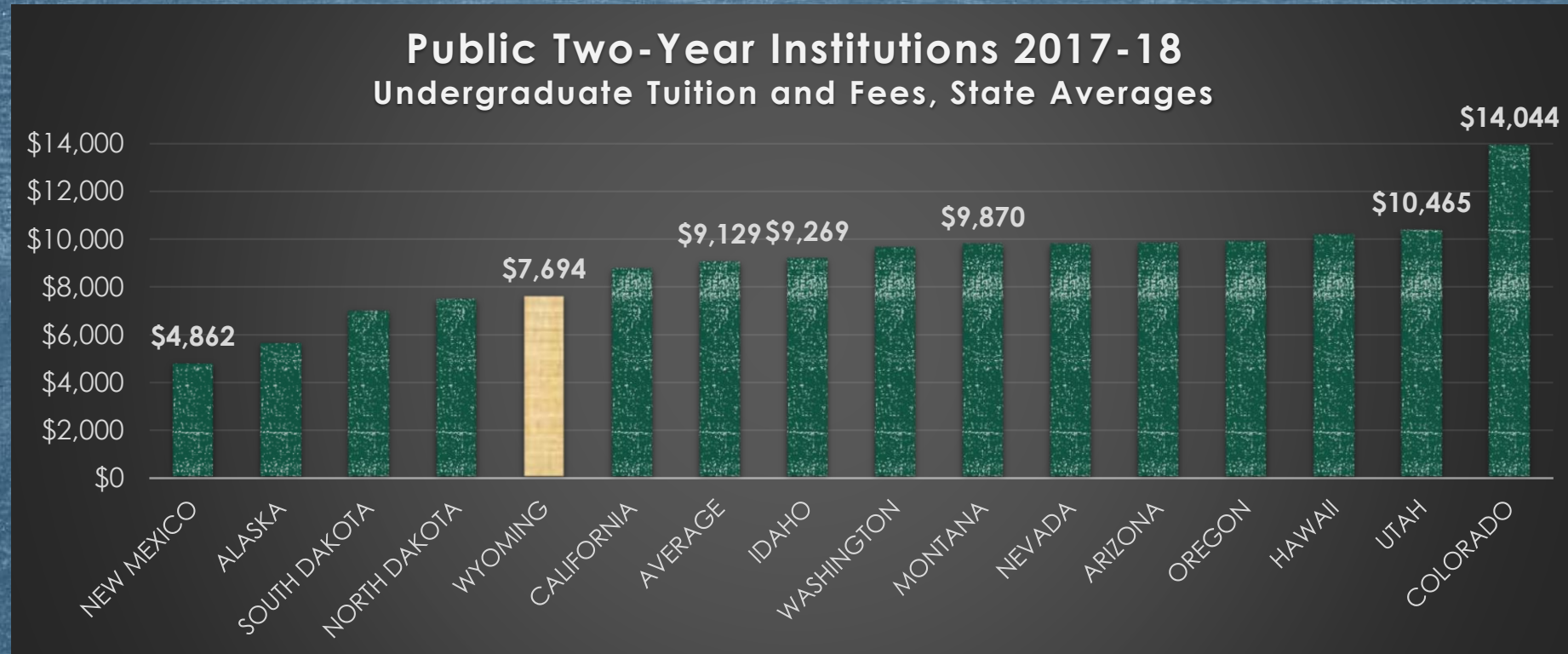
# Key Points

- ▶ Where there are good paying, high-demand job opportunities that require a college credential, adults participate in higher education.
- ▶ There simply aren't enough of these in Wyoming – as many similar paying opportunities exist for non-college educated individuals.
- ▶ Adults are not in a position to take risks (e.g. leave a good paying job to participate in College in hopes of something better after)
- ▶ Most of the best opportunities do not lead to diversification (ex. Laramie County)



## 2. Bring People to WY, Educate & Keep

### ► Wyoming's Higher Education is a Tremendous Asset



WY 5 Year  
% Change:

**28.4%**

Source: Western Interstate Commission for Higher Education, *Tuition and Fees in Public Higher Education in the West, 2017-18*



### 3. Recruit College-Educated People to WY

- ▶ Student Loan Debt - \$1.4 Trillion in 2017
- ▶ Average Debt is \$38,000
- ▶ Leveraging this to recruit college-educated individuals:
  - ▶ Maine's Tax Credit Program
    - Up to \$4,500 tax credit per year to grads with degrees from out of state.
  - ▶ Kansas Rural Opportunity Zones
    - Kansas income tax waivers for up to five years
    - Student loan repayments up to \$15,000
  - ▶ Other Cities: Columbus, OH, Philadelphia, Detroit, etc.
    - Internships
    - Housing Subsidies and
    - Student Loan Reimbursements



# Curricula Emphases

## “We won’t recruit our way to diversification.”

- ▶ Developing Entrepreneurs and Innovators will be essential for Wyoming’s long-term path to diversification.
- ▶ CWC’s Start-Up Intensive in Jackson
- ▶ WWCC & CWC Commitment to NACCE - Grow the community college’s role in supporting job creation and entrepreneurs in their local ecosystem
- ▶ LCCC’s Entrepreneurship Initiative



# Our Recommendations

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# 1. Social Norming Campaign

- ▶ We need more high school graduates to go to College.
- ▶ Launch a state-wide social norming campaign to encourage college-continuation.
- ▶ Broaden focus beyond just the University
- ▶ Contemplate the Impacts of Hathaway's Structure
  - ▶ Wyoming only has 55% College-going rates, most are likely Hathaway students – does it discourage the other 65%?
- ▶ Explore state “Promise Programs” – Free Community College tuition. Is it worth it?



## 2. Create an Adult-Focused Financial Aid Program

- ▶ Pell is the only real need-based aid for adults in WY. Many do not qualify.
- ▶ Establish a program that incentivizes adults to go or return to college.
- ▶ Minimize the risk when they forego wages to go to school.
- ▶ Tennessee's Reconnect
  - ▶ TN Adults can enter higher education tuition-free
  - ▶ Cannot have an associates or bachelor's degree
  - ▶ TN resident for at least one year



### 3. Focus and Direction – Priority Sectors/Jobs

- ▶ There is no clear path to diversification – no clear path to what programs/training we should be offering
- ▶ Critical for ENDOW or the State to identify priority sectors and priority types of jobs.
- ▶ Set clear direction for what level of educational attainment we need to focus on – redesign as necessary.



## 4. Resident Tuition for Non-Residents

- ▶ Make Wyoming more appealing to non-resident students by offering in-state tuition rates to non-residents.
  - ▶ Chadron State – non-residents pay just \$1 more than residents
  - ▶ Minot State University – In-state tuition to all students
- ▶ Consider tuition forgiveness grants.
  - ▶ Similar to WWAMI
- ▶ Support building capacity for student housing.



## 5. Provide Resources & “Cover” to Take Risks

- ▶ Establish a fund for start-up of new programs at Community Colleges aligned with priority sectors
- ▶ Establish a priority sector workforce training fund to provide resources through collaboration (e.g., community colleges, local economic development orgs, DWS, etc.)
- ▶ Make it expected that Higher Ed will need to take risks on the future to build capacity, infrastructure, workforce, etc.



## 6. Incentivize Coordination on Key Topics

- ▶ Entrepreneurship Skills for All
  - ▶ Statewide expectation for the embedding of innovation or entrepreneurship skills development in all programming
  - ▶ Creating a fund (or changing the rules for the DOE Workforce Training Fund) to pay for courses that directly provide entrepreneurship education and start-ups.
  - ▶ Broaden the concept of an entrepreneurial ecosystem to include community colleges.
- ▶ Information Technology/Computer Science
  - ▶ Opportunities exist, student pipeline is lacking.
  - ▶ ENDOW is on track.