



Credential Design Lab: Serving Displaced Workers

September 3rd, 2020

Professional & Adult
Education Forum

Meet Our PAE Forum Expert Team



Max Milder
Director



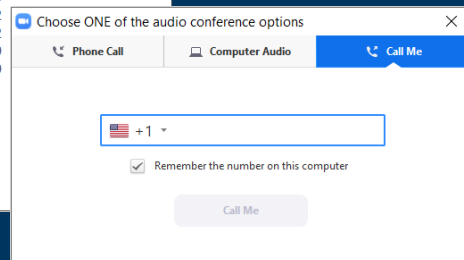
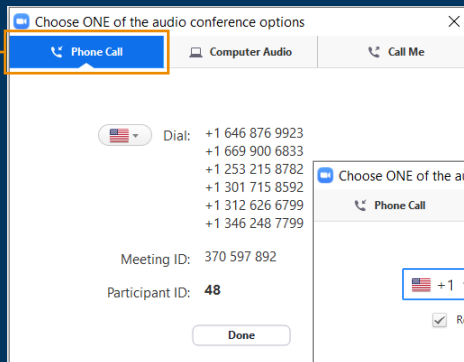
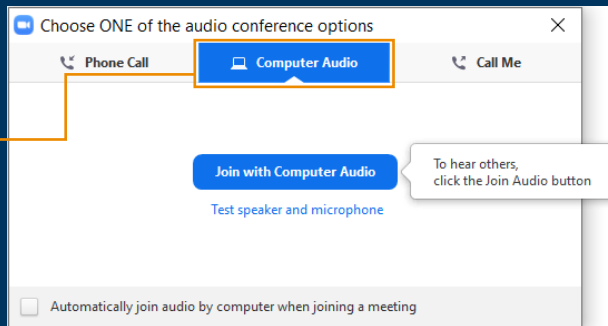
Lauren Edmonds
Director



Brynna Morgan
Analyst

Audio

- We suggest using your computer's audio and microphone through Zoom
- Or dial in using your phone
- Do not use both—it will cause feedback



Audio Mute/Unmute and Video Stop/Start

The screenshot displays a Zoom meeting window. At the top, the EAB logo is visible. The main content area shows the text "EAB Virtual Session" on a blue background with a geometric pattern. A large, semi-transparent black control bar is overlaid on the bottom half of the screen. This bar contains four icons: a microphone with a red slash, an up arrow, a video camera with a red slash, and another up arrow. Below these icons are the labels "Unmute" and "Start Video". A smaller, similar control bar is visible at the very bottom of the Zoom window, with icons for Mute, Stop Video, Invite, Participants, Share, Chat, Record, and a red "Leave Meeting" button. Two callout boxes with orange borders provide instructions: one points to the microphone icon with a slash, stating "Red slashes mean your microphone is muted and your camera is off"; the other points to the up arrow next to the video icon, stating "Access audio and video options by clicking the up arrow next to the Mic and Camera icon".

EAB

EAB
Virtual Session

Red slashes mean your microphone is muted and your camera is off

Unmute Start Video

Access audio and video options by clicking the up arrow next to the Mic and Camera icon

Mute Stop Video Invite Participants Share Chat Record Leave Meeting

EAB

Update Your Name

The screenshot displays a Zoom meeting window. The main content area shows a presentation slide with the EAB logo and the text "EAB Virtual Meetings 2020". On the right side, there is a "Participants (2)" panel. In this panel, the "Test Participant (Me)" entry has a "Rename" button next to it. An orange line points from this button to a separate "Rename" dialog box. The dialog box has a title bar "Rename" and a text input field labeled "Enter a new screen name:" with the text "Jane Doe - Institution" entered. Below the input field are "OK" and "Cancel" buttons. Another orange line points from the "Participants" icon in the bottom toolbar to a text box at the bottom of the slide.

Zoom Meeting ID: 841-573-482 You are viewing Meeting Host's screen View Options

Speaker View

Participants (2)

Test Participant (Me) Mute Rename

Meeting Host (Host)

Rename

Enter a new screen name:
Jane Doe - Institution

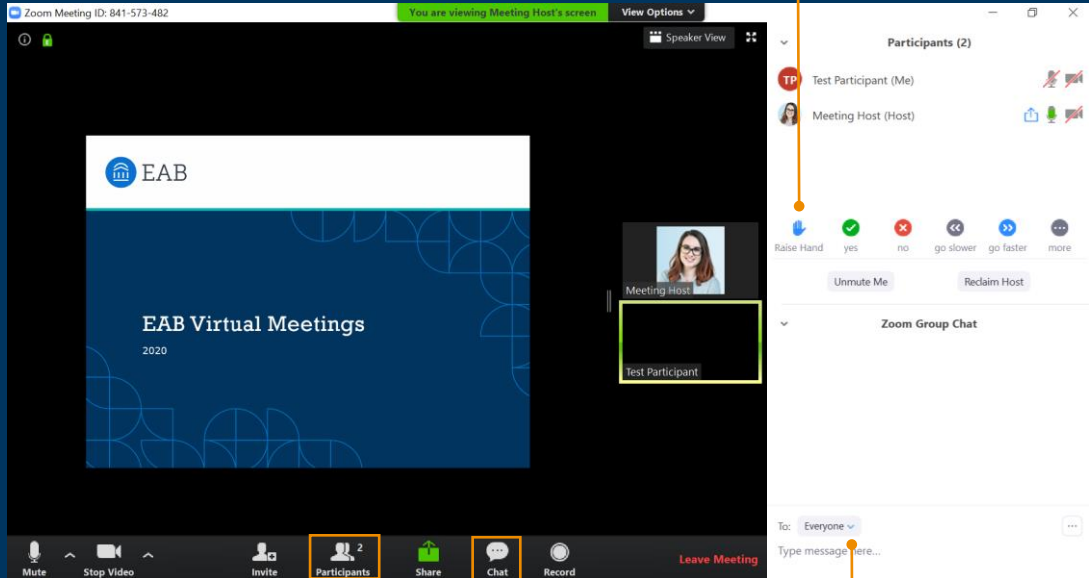
OK Cancel

Mute Stop Video Invite Participants Share Chat Record Leave Meeting

Open Participants menu

Chat and Nonverbal Feedback

Use icons to communicate answers and signals to presenter



Open Participants and Chat

Select whether you want to chat with everyone or a specific person

Introduction

What opportunities do you have for positioning existing programs to serve displaced workers in your region?



Major Industries See Steep Decline in Hiring

Unemployed Workers Must Transition Skills to New Applications

Industry

*Decline in Job Postings,
Feb-Jul 2020*

*Top Requested Skills,
Aug 2019-Jul 2020*

**Leisure and
hospitality**

-4.3M

- Profit & Loss Management
- Customer Satisfaction
- Customer Experience
- Selling Techniques

Retail

-913K

- Merchandising
- Selling Techniques
- Customer Satisfaction
- Customer Experience

Manufacturing

-740K

- Warehousing
- Forecasting
- Computer Science
- Automation

Top Skills Can Apply to Other Industries and Roles

1

Sales Skills

- Selling Techniques
- Point of Sale
- Merchandising

2

Customer Service Skills

- Customer Experience
- Customer Satisfaction
- Customer Relationship Management

3

Data Analytics Skills

- Automation
- Computer Science
- Forecasting

Top Jobs

- Insurance Sales Agents
- Account Executives
- Sales Managers

Top Jobs

- Customer Service Representatives
- Marketing and Account Managers
- Sales Representatives

Top Jobs

- Software Engineers
- Systems Engineers
- Business Analysts

Accelerated Programming Serves Dislocated Workers in Your Region Quickly



Bootcamps Meet Fast-Changing Employer Needs

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Speed is the Advantage

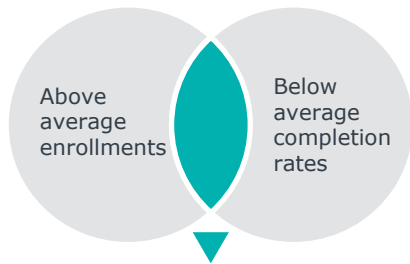


- Require minimal time away from work / ideal for out of work professionals
- Professionals willing to pay for quick completion



A portfolio or other demonstration of skills at the end of the bootcamp is more important than a credential

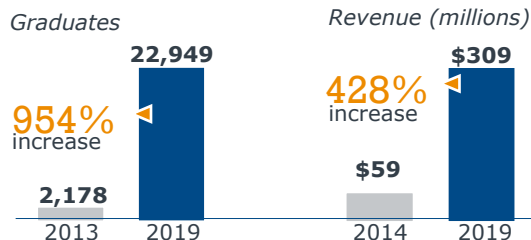
Building Bootcamps from Existing Programs



Ideal for bootcamp creation

Bootcamps Aren't Just for Tech Subjects

Dramatic Growth in Coding Bootcamps Alone



Family Business Bootcamp Draws National Attention

Next Generation Leadership Bootcamp



- Tuition: \$6,995 - \$7,995
- Monday-Friday, 8:30-5:30 (one cohort per year)
- Advertised in *Family Business* magazine

Sample modules

Family Systems, Communication, and Conflict

Finance and Wealth Management

Redefining “Entrepreneurship”

Inclusive Language Draws a Diverse Crowd

Building a Dream Team



Ideas2Action Bootcamp

Leeds School of Business

\$5,000; 10 courses over 5 days

8:30am-8pm

15 Question Application and 2 Interviews:

- *What areas/industries/sectors are you most interested in working in and learning about?*
- *What is your motivation for learning an entrepreneurial skillset?*
- *What would you like to achieve from Ideas 2 Action?*



53

Applicants

1.5

Months to market
first cohort

4.8%

Growth in applications for new businesses between the first and second quarters of 2020

Attracting Every Shade of Entrepreneur

Sector

Blogging Finance
Technology Manufacturing
Nonprofit

Age

17-60 Age range of
first cohort

Idea Maturity

- 1) Launch a Business
- 2) Grow an Existing Business
- 3) Accelerate and Raise Funds

Education

47% Bachelor's degree

24% PhDs

Longer Bootcamps Can Teach Complex Skills



Third-Party Vendor Partnerships Allow for Established Curriculum on In-Demand Topics



12-Weeks to Complete



Online and Asynchronous

Topics include:

- Data analytics & visualization
- Cybersecurity
- UX/UI design



Serve Primarily Career Changers

Institutions Seeing Increased Inquiries and Enrollments in Bootcamps During COVID-19

70

Enrollments in digital marketing bootcamp at a large public university launched in April 2020

+27%

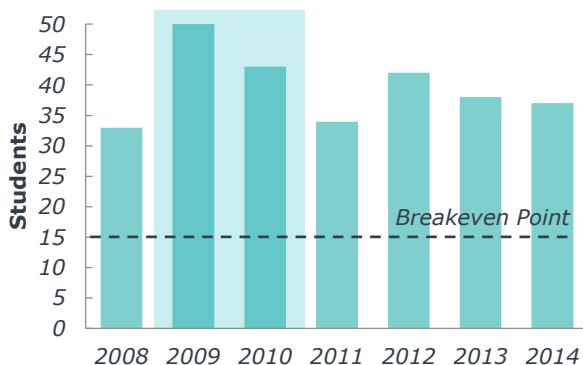
Increase in bootcamp enrollments at a large public university since the start of COVID-19 in March 2020

Stable Enrollments Remain Through Recession

Long-Term Benefits for Institution Beyond Essential Revenue Now

Stable Enrollments Even in Hard Times

Mini MBA® Enrollment, 2008-2014



Record Interest at Height of Recession

- Fast, affordable training option for laid-off workers with limited severance packages
- Marketed via LinkedIn, online banner ads, and local newspapers

Target Population and Beyond



Late Millennial Career Advancers

Right MBA audience, no time or interest



Career Starters

Marketable skills for first post-grad job



Self-Starters

No bachelor's degree required for entry



Building a Lasting Legacy

\$2.1M in revenue from **600** alumni

50% of students receive employer reimbursement

25-35% enroll in other executive education programming

MBA Basics in a Fraction of the Time

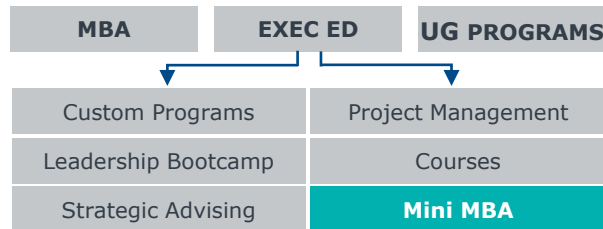
Condensed Format Offers Critical Skills to New Audiences

High-Need Skills for Underserved Markets



The Mini MBA®

University of Richmond
Robins School of Business
\$3,850; 14 Weeks



Launched
in 2002



Targets
students with
little interest
in MBA



Taught by full-
time MBA
faculty

Courses Condensed for Maximum Impact

Week 1

Orientation



Week 2-13

Marketing
Strategic Human Resources
Project Management
Accounting
Finance
Negotiation Strategy

*Four-hour
modules of
12 core
MBA
courses*



Week 14

Case Presentations

Funding Complicates Displaced Worker Education

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Dislocated Worker Funds Could Offer Opportunity

Student Self-Pay funding may struggle as displaced students experience financial problems and are price-sensitive

Employer Partnerships may be difficult to establish as employers decrease education support during recessions

Government-Funded Opportunity

Funding Determinations



Number of COVID-19 cases, initial claims to unemployment insurance, and population data in each state, ranging from \$200K to \$12M.

Who Can Apply?



Eligibility varies by state, but workers laid off due to quarantine orders, business closures, or missing work to care for a family member.

Economic Recovery Initiatives



Supported industries vary by state, but largely focus on redirecting workers to high-need fields, including medicine, logistics, and technical support.

University of Arkansas Dislocated Worker Training Program



- Free online training programs for underemployed and unemployed workers
- 75+ courses, including C++ programming certification, project management essentials, and digital marketing strategy
- Courses range in time commitment required, from 19 to 780 course hours

Three Funding Models

We Know There's a Need for Workforce Training, But How to Fund?

Objective: With your group, create the outline for a workforce training program that you would aim to launch *before January 2021* to serve the needs of today's displaced workers in your region. You'll have 20 minutes in your group to consider how students will pay for this credential and design a program to that resulting audience's needs.

1

Direct from students (e.g., tuition)

2

Direct from employers (e.g., industry partnerships)

3

Federal or state assistance (e.g., loans, dislocated worker funds)

What to Consider

Program Characteristics

- Title
- Format/Structure
- Length
- Delivery
- Price
- Topics covered
- Expertise needed

Who Pays for This?

- Direct to students
- Direct to employers
- Government-supported

Hearing from Your Colleagues

Moving to Break-Outs

Momentarily, we will move into breakout rooms

You will see a message that looks like this



Your screen will flicker for a moment and then you will be in a different “virtual” room with an EABer and just a handful of other attendees.



Consider While We Move to Break-outs:

Program Characteristics

- Title
- Price
- Format/Structure
- Topics covered
- Length
- Expertise needed
- Delivery

Who Pays for This?

- Direct from students
- Direct from employers
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Quick Poll

Which funding model would you most likely use to serve displaced workers in your region?