THE ESSENTIAL EMPLOYABILITY QUALITIES CERTIFICATION – A MODEL FOR KENTUCKY?

Assuring Graduates Are Prepared for the 21st Century Workforce

Ralph Wolff, President, QA Commons
Joan Littlefield Cook, Director of Academic Assessment,
Univ. of Wisconsin, Whitewater
Niesha Ziehmke, Interim Assoc. Dean for Academic
Affairs, Guttman College

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THE QUALITY ASSURANCE COMMONS
for HIGHER *and* POSTSECONDARY EDUCATION

The Quality Assurance Commons for Higher & Postsecondary Education

MISSION:

To develop a new approach for quality assurance that responds to the changing landscape of higher and postsecondary education and will serve the needs of learners, employers, and the larger society.

The Problems We Are Solving

- Addressing the serious gaps between higher and postsecondary education and employers.

- Signaling to employers and prospective students that a program provides relevance and value.

- Identifying programs that may be "preferred providers" for employers.

- Encouraging the connection of academic learning to workforce needs and graduate readiness.

Gaps Between Higher Education & Employers

98% of Chief Academic Officers rate their institutions as very or somewhat effective at preparing students for the world of work,

BUT …

Only 11% of business leaders strongly agree that graduating students have the skills and competencies they need.

Source: 2015 Gallup-Purdue Index

Students' Perspectives

Only 25% of students **are in a major with established career paths at their institutions**

AND…

Only 40% of seniors **feel their college experience has been very helpful in preparing for a career.**

Source: McGraw Hill's 2016 Workforce Readiness Survey

Students Want Jobs!

Since 2010, 86% of incoming freshman have said that getting a job represents a critical factor in their decision to enroll in college, compared with 73% of incoming freshmen between 2000 and 2009 who said the same. (Gallup-Purdue Index, 2016)

3 DIMENSIONS OF THE GAP

1. Skills Gap

2. Documentation of Students' Abilities

3. Identification of /Alignment with Employer Needs

The EEQ CERT

In 2017-18, we partnered with 27 programs from 14 colleges and universities to co-design a certification for educational programs that:

- **Develop** essential employability qualities within students

- **Engage** students and employers in quality assurance

- **Assure** that graduates are prepared for the world of work after program completion

- **Communicate** openly and accurately with the public

THE EEQ CERTIFICATION

The Essential Employability Qualities Certification – or EEQ CERT – will certify programs that graduate individuals who have the essential qualities for 21st century employability.
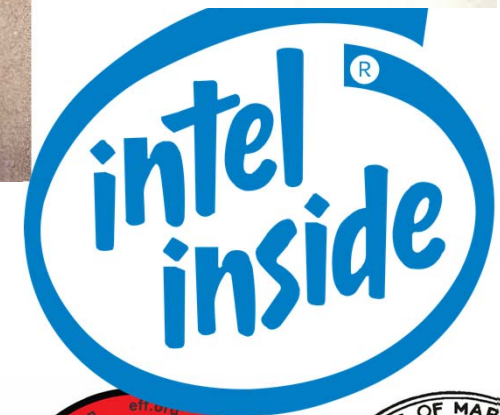
What is Employability?

Employability is the ability to find, create and sustain work and learning across lengthening working lives and multiple work settings.

http://developingemployability.edu.au/about/

We are interested in graduates' employability – not just in their employment (measured by job placement and salary).

EEQ Development & Validation Sources

The EEQs represent current and future employer expectations as reflected in numerous studies from:

- Burning Glass
- LinkedIn
- ACT
- Foresight Alliance
- Jobs for the Future
- Career Tech
- Business Roundtable
- O*NET
- third way
- National Network of Business and Industry Associations
- Institute for the Future
- And others…

Graduates of the EEQ Certified Program are:

- **Communicators**
- **Thinkers & Problem Solvers**
- **Inquirers**
- **Collaborators**
- **Adaptable**
- **Principled & Ethical**
- **Responsible & Professional**
- **Continuous Learners**

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Draft Criteria for Certification

1. **The Program Assures That Learners Graduate with the Essential Employability Qualities**

2. **The Program Prepares Students For Employability**

3. **Employers Are Engaged in Assuring Program Relevance and Quality**

4. **Students and Graduates Are Engaged in Assuring Program Relevance and Quality**

5. **The Program Provides Information to the Public Regarding Employability Preparation and Outcomes**

Pilot & Co-Design Process

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Partner Institutions include:

Partnering with 27 programs from 14 institutions to co-design the review process and to determine how a new approach can be feasible and add value.

We will also collect and disseminate evidence-based good practices to support program development and improvement.

- **Community College of Denver**
- **University of Central Oklahoma**
- **Texas Lutheran University**
- **IUPUI**
- **University of Wisconsin - Whitewater**
- **Guttman Community College**
- **Warren Wilson College**
- **Antioch University**
- **Strayer University**
- **Brandman University**

And others!

14

Our Partner Programs Represent …
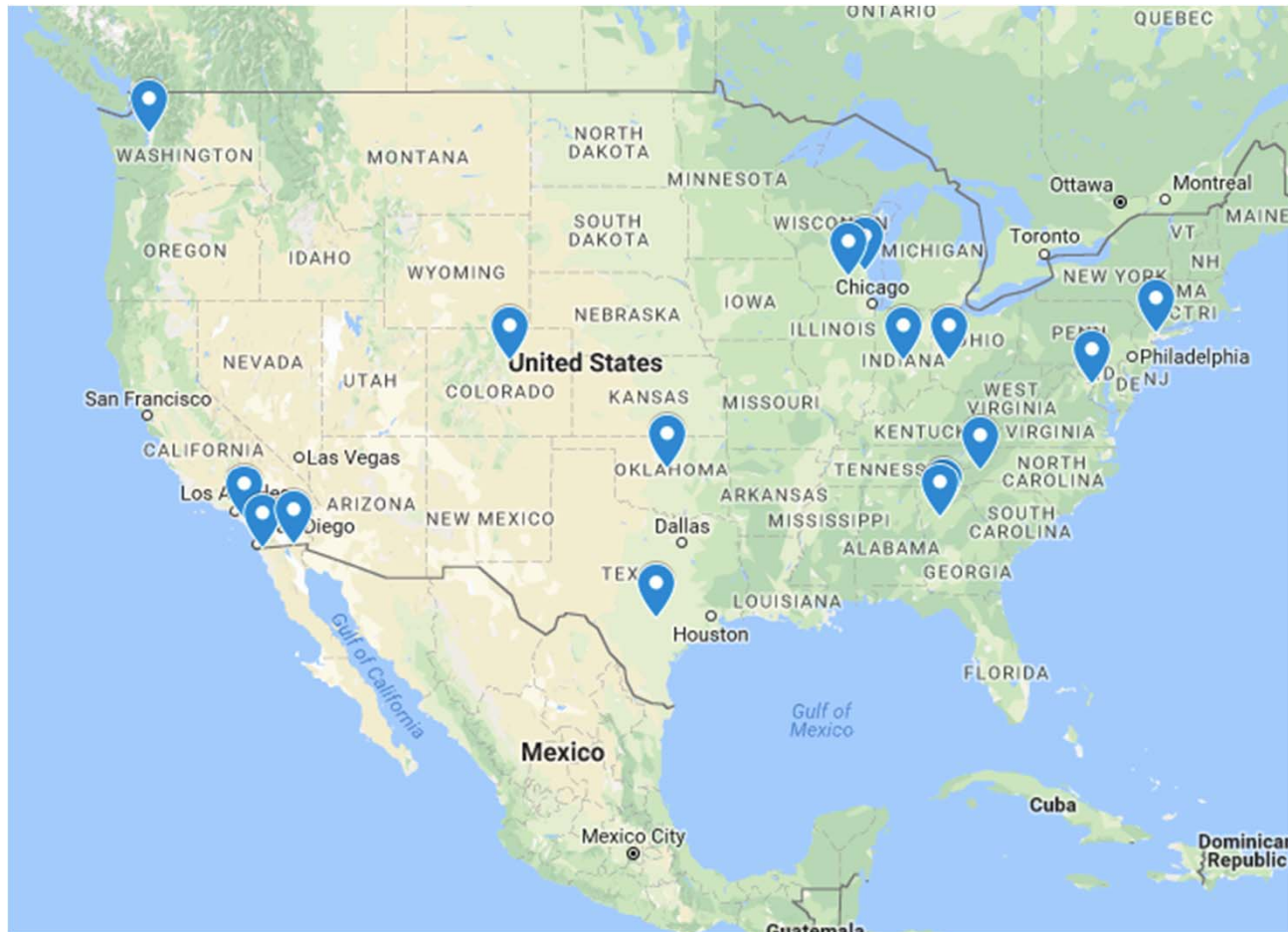
Institution Types

- Community college: 2

- 4 year public: 3

- Private non-profit: 6

- For profit: 2

- International: 1

Degree Types

- Associates: 6

- Bachelors: 19

- Institution-wide (STLR, Applied Learning Program): 2

They Are Geographically Dispersed…

They Represent Diverse Majors & Disciplines…

- Business (Business Administration, International Business): 5

- Liberal Studies: 3

- Criminal Justice: 2

- Education (Early Childhood Education, Special Education): 2

- Info Tech/Computer Info Systems: 2

- Across all degrees (STLR, Applied Learning Program): 2

- Forensic Science: 1

- Philanthropic Studies: 1

- Industrial Engineering: 1

- Sociology: 1

- Radiology: 1

- Medical Assisting: 1

- Law: 1

- English: 1

- Applied Physics: 1

- Political Science: 1

- Accounting: 1

Their Students Are …

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AGE

- **Majority of students 18-25: 19 programs**

- **Majority of students 26+: 8 programs**

More than 35,000 total students represented by these programs!

FULL-TIME / PART-TIME

- **Majority of students full-time: 24 programs**

- **Majority of students part-time: 3 programs**

INSTITUTIONAL ENROLLMENT

- **>1000 students: 4 institutions**

- **1,000-5,000 students: 3 institutions**

- **5,000-10,000 students: 3 institutions**

- **10,000+ students: 4**

4 Focus Areas for 2018-2019

1. Launch the Beta phase of Certification – Summer 2018

- Invite programs to apply for Certification
- Continue to iterate and improve the Certification criteria and process
- Continue to build the EEQ CERT value proposition for employers, programs, institutions, and students

2. Implement focused demonstration projects in specific industries and with particular institutions

- Example: Partnership with Center for Energy Workforce Development

3. Develop and share evidence-based practices to support program improvement.

- Educational programming; faculty development resources; institutional planning guides; etc.

4. Develop operational infrastructure to support the initiative.

LESSONS LEARNED – VALUE GAINED

- Guttman Community College, CUNY

- University of Wisconsin, Whitewater

- Recent Portfolio Review

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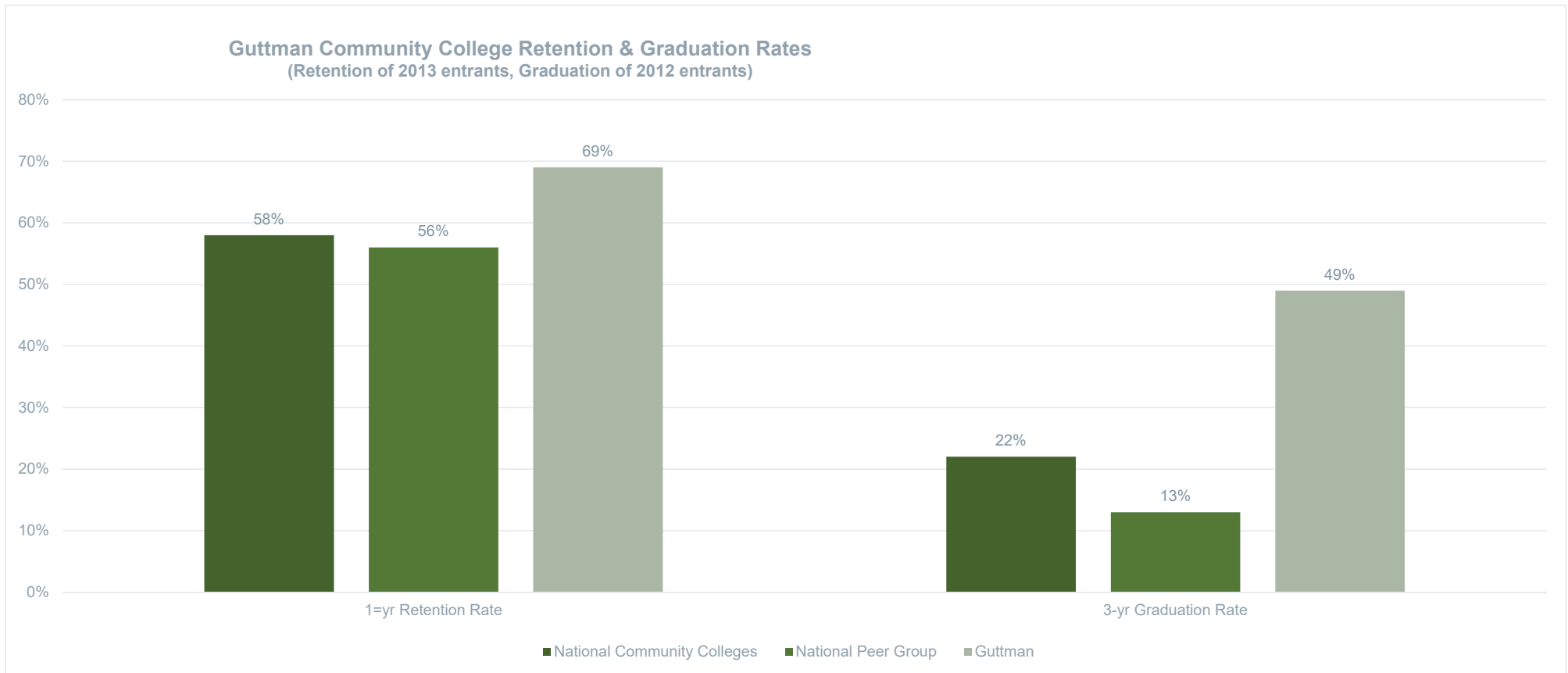
About Guttman

Guttman Model

- High Impact Practices

- Mandatory Bridge & LCs

- Intrusive Advisement

- Guided Pathway Model

- Experiential Learning

- Coordinated occupational & Academic Learning

Student Demographics

- 60% Hispanic

- 27% African American

- 5% Asian or Pacific Islander

- 8% White

- 73% Pell Grant recipients

Graduation Rates

Guttman Community College Retention & Graduation Rates
(Retention of 2013 entrants, Graduation of 2012 entrants)

Legend: National Community Colleges, National Peer Group, Guttman

1=yr Retention Rate: 58%, 56%, 69%

3-yr Graduation Rate: 22%, 13%, 49%

Guttman's EEQ Pilot Lessons

- EEQs are easily mapped to curriculum:
  - Institutional Learning Outcomes
  - Program Learning Outcomes
  - Course Learning Outcomes
- EEQ learning in work-relevant contexts is still emerging.

Guttman's Experiential Learning Opportunities

ELO PATHWAY

	FIRST YEAR				PROGRAM OF STUDY	
	BRIDGE	**ETHNOGRAPHIES OF WORK**	**OTHER**		**COMMUNITY ENGAGEMENT, SERVICE LEARNING**	**INTERNSHIP**
REQUIRED	▸ ELO Pedagogy ▸ Neighborhood project	▸ **EOW Weekly Field Work** ▸ **EOW Project** ▸ **LABS**	▸ Arts in the City ▸ City Seminar ▸ Embedded Community Days	**REQUIRED**	▸ **2 Classes designated ELO with units including ELO in the discipline.**	▸ **Required Internship (IT) Clinical Preparation/ Practica (HS)**
OPTIONAL	▸ **OPCE Career Services: Resume Building, Career Counseling, Career Panels, Voluntary Internships.** ▸ **Campus-based work** ▸ **Chase Job Training** ▸ Undergraduate Research ▸ Campus Leadership - Student Government, United Men of Color, Women of GRIT ▸ Global Guttman			**OPTIONAL**	▸ **OPCE Career Services: Resume Building, Career Counseling, Career Panels, Voluntary Internships.** ▸ **Campus-based work** ▸ **Chase Job Training** ▸ **Career Strategist Events and Meetings** ▸ Undergaduate Resarch ▸ Campus Leadership - Student Government, United Men of Color, Women of GRIT ▸ Global Guttman	

GUTTMAN COMMUNITY COLLEGE

Guttman's Next Steps

- Define and elevate EEQs in the ELO Pathway

- Communicate EEQ expectations with students

- Develop a system to capture EEQ experiential learning that is student facing and facilitates assessment and improvement

About UW-Whitewater

- 4-year comprehensive

- 50 UG, 14 graduate majors

- 78.2% retention

- 61.3% graduation

- Total enrollment: 12,430

- Student demographics (UG)
    - First Generation: 40%
    - URM: 13%
    - Pell Grant recipient: 30%
    - With Disabilities: 9%
    - Veterans: 3%

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UW-Whitewater and LEAP

- A LEAP campus, in a LEAP state https://www.uww.edu/leap/

- ELOs adopted as institutional baccalaureate outcomes

- A grassroots approach

- University Strategic Plan goals

  - Transform Lives and Society (including HIPs)

  - Partnerships and Relationships (including with employers)

- *QA Commons, EEQs are a natural extension*

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QA Commons: What Does It Add?

- Builds on, extends ELOs
  - *Intentional and systematic* connections to employment settings

- Telling our story: Demonstrates skills
  - To employers, legislators, parents, students
  - Verifiable records

- Self-study process for programs
  - Encourages evaluation, discussion, connections
  - Identify what is, what isn't, what could be

QA Commons: What Have We Learned?

- EEQs map to and build on existing ELOs
- Ways to build on existing tools and processes
  - Curriculum maps, rubrics
  - Internships, Advisory Boards
- Challenges to providing verifiable records
- QA CERT of particular value for programs with less defined career paths?
- Takes time and effort

UW-Whitewater's Next Steps

- Build on, build into existing processes and initiatives
  - LEAP: Workshops, projects
  - Strategic Plan: HIPs best practices guidelines
  - ePortfolio project: Verifiable records
  - Internships, work-based learning projects

- EEQs in General Education program, additional majors

- Address practical issues:
  - Align with campus program review, program accreditations?
  - Data issues

FOR FURTHER INFORMATION

- Ralph Wolff ralph@theqacommons.org

- Joan Littlefield Cook cookj@uww.edu

- Niesha Ziehmke Niesha.Ziehmke@guttman.cuny.edu

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