

# 1199C Training and Upgrading Fund

*Helping Today's Healthcare Workers Prepare for Tomorrow's Workplace*



**Moving Lower Skilled Workers  
Out of Poverty  
Through Education & Employer  
Engagement**

Because of you...

I'M ABLE TO PROVIDE FOR MY FAMILY.



*Quisha Howell, College & Career Readiness Department of District 1199C Training and Upgrading Fund*

*I was working for \$8 per hour in a boarding home as a residential advisor for mental health patients. Without a high school diploma, my career advancement was severely limited. I decided to come to the College & Career Readiness Department and, for the past decade, utilized its academic services to steadily build a career in behavioral health. After receiving my high school diploma, I returned for math classes as I worked my way through Community College of Philadelphia and Drexel University. Today, I'm working as a clinical therapist and am only a few classes away from receiving my master's degree from Widener University. My daughter is also in the program and will be receiving her high school diploma on the path to becoming a nurse. I know that my career would not have been possible without the classes at the Training Fund, made possible through United Way. My life, and my daughter's life, would be completely different.*

# Employer Leadership in Addressing Talent Needs

“As employers we believe that the creation of career pathways, linking industry-based technical training with college credits and industry recognized credentials, will result in a supply of the commodity we need - a high skilled workforce. We believe that our sector partnership provides the perfect framework for working together to address the talent needs of our industry, and thereby contribute to the economic health of our region.”

*Pamela Shadzik, Director, Learning Development Center  
Temple University Health System*



# Philadelphia Context

# 550,000

A majority of Philadelphia's working age-adults - about 550,000 people - are functionally low literate, and thus lack the basic skills needed to compete in an increasingly knowledge-based economy.

# 211,000

Only 3 in 10 Philadelphia jobs – about 211,000 – can be filled by a worker who is functionally low literate.

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More than half of Philadelphia adults compete for less than one-third of the available jobs in the economy.



# In the 21<sup>st</sup> Century American Economy, Skills are Essential

## Jobs yesterday

- Long-term
- Manual labor-based
- 27% of jobs were skilled (1950)
  - Moderate returns to education
- College grads earned 1.4x HS grads (1975)
  - Moderate wage differentiation
- 28:1 CEO:worker pay ratio\* (1970)

vs.

## Jobs today

- Short-term
- Knowledge-based
- 70% of jobs are skilled (2009)
  - High returns to education
- College grads earn 2x HS grads (2007)
  - Acute wage differentiation
- 369:1 CEO:worker pay ratio (2005)

## Keys to success in the 21<sup>st</sup> century American economy:

- **Tech expertise:** Workers must be able to operate industry-specific technology in areas from nursing to green building.
- **Ability to learn continuously:** Since businesses are constantly changing their models to adapt to the economy, staff need to be constantly learning as well.
- **Economic security:** Workers need income stability in order to deal with the more frequent shocks of the modern economy.



# Labor Management Partnership

- Sector-based initiative in healthcare founded in 1974
- 50 employer contributors and District 1199C, National Union of Hospital and Healthcare Employees, AFSCME
- Public private partnership: United Way; federal, state, city agencies; philanthropy; employers
- Workforce intermediary and educational provider serving union members and community residents



# Employers Determine Training Deliberately Based on Workforce Needs

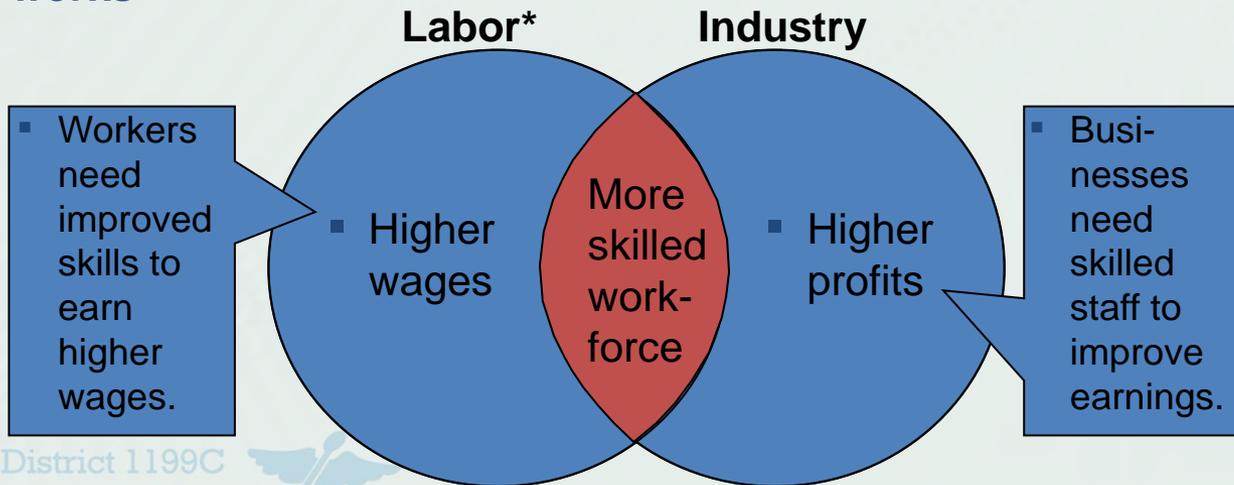
## Key features

### Sector-based partnerships...

- Bring together **multiple employers** in the same industry.
- Identify and address common **workforce needs**.
- Train low-skilled workers for **higher-wage jobs**.

## Why it works

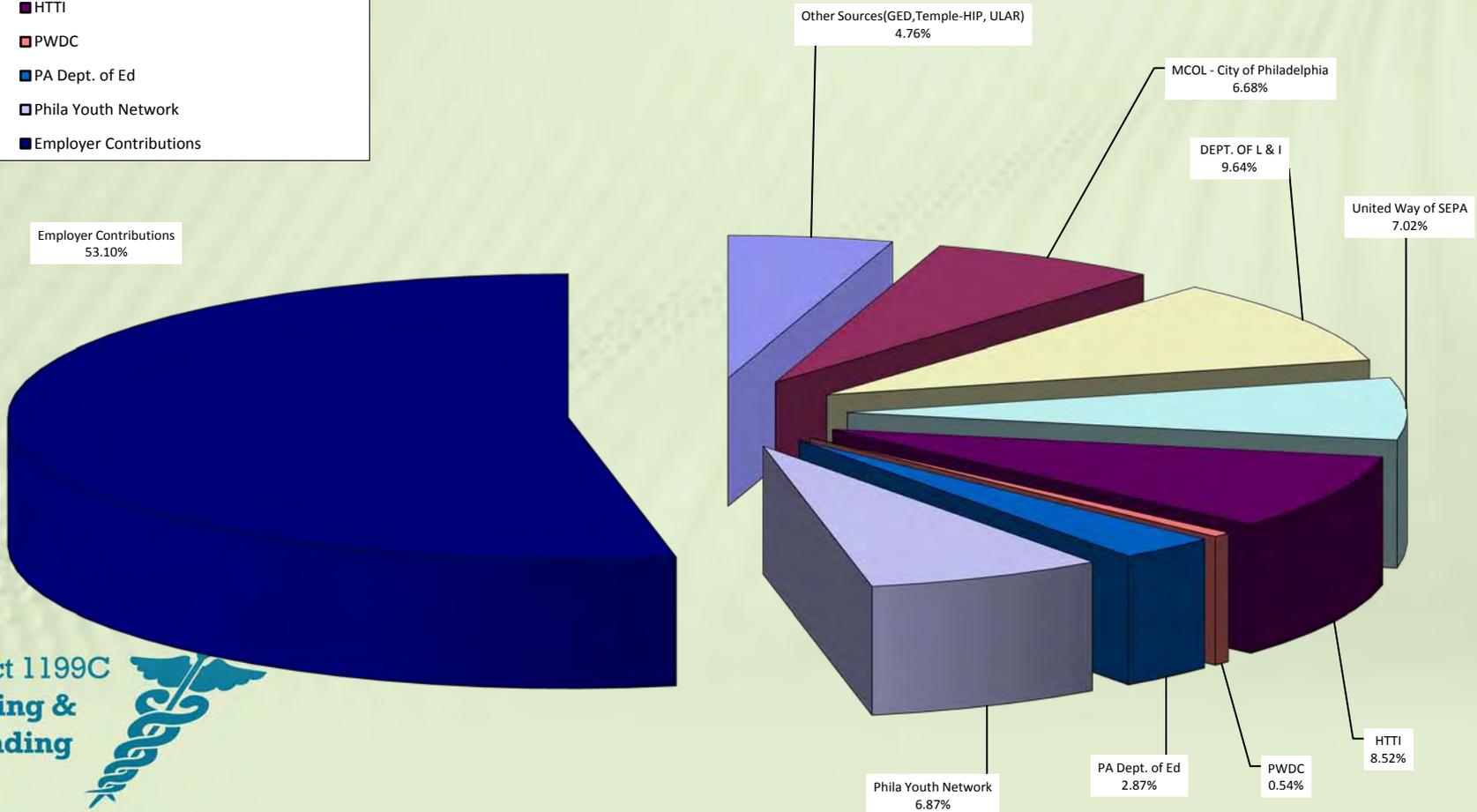
### Venn Diagram of interests



- Sector-based partnerships are **mutually beneficial**:
  - **Businesses** build their talent pipelines for the future.
  - **Workers** realize their skill and income potential.

# Leveraging Private & Public Funding Sources: 2010-2011

- Other Sources(GED, Temple-HIP, ULAR)
- MCOL - City of Philadelphia
- DEPT. OF L & I
- United Way of SEPA
- HTTI
- PWDC
- PA Dept. of Ed
- Phila Youth Network
- Employer Contributions



# Training Fund Participants 2009-2010

<u>Total Number Served:</u>	<b>16,785</b>
<u>District 1199C Members:</u>	<b>1,726</b>
- Full Time Scholarship Students	19
- Tuition Reimbursement Students	1,261
- Continuing Education Students	725
<u>Tuition Students:</u>	<b>219</b>
<u>Grant-Funded Students:</u>	<b>1,893</b>
<u>Total Students:</u>	<b>4,117</b>
<u>Total Career/Community Services:</u>	<b>11,724</b>



# Increased Funding = Increased Students

Fiscal Year	Grant Funds	Students Served
2008-2009	\$2.8 million	3,207
2009-2010	\$3.3 million	3,557
2010-2011	\$3.6 million	4,117



# Career Pathway Strategy

Career Pathway: series of connected education and training programs and student support services that enable individuals to secure a job or advance in a *demand* industry or occupation. Career Pathways focus on easing and facilitating student transition from:

- High school to technical diploma or community college
- Pre-college to credit postsecondary
- From community college to university

Each educational step connects to employment



# Career Pathways Education Model

*Workers and job seekers can enter the system at any point based on educational skill needs*



Career Pathways	Semi-Skilled Position	First Level Certification	Mid-Level Certification	Professional Certification
Nursing <i>(Pathway Example)</i>	Home Health Aide	Nursing Assistant	Licensed Practical Nurse	RN/BSN
Allied Health <i>(Pathway Example)</i>	Restorative Aide	Physical Therapy Aide	Physical Therapy Assistant	Physical Therapist
Behavioral Health <i>(Pathway Example)</i>	Peer Support Specialist	Behavioral Health Tech	Counselor	Therapist
Health Information <i>(Pathway Example)</i>	Unit Clerk	Medical Billing Clerk	Medical Coder	Health Information Manager

# Career Pathways Vision

- Mapping competencies and credentials for career ladder steps
- Contextualized, accelerated preparatory classes
- Articulation
  - LPN to RN (Community College of Philadelphia)
  - Behavioral Health Technician to Certificate, Associate Degree & Bachelor Degrees (Philadelphia University)
  - EHRC to Coding Certificate & Associate Degree: Health Information (Camden Co Community College)
  - Child Development Associate to Associate Degree in Early Childhood Education (CCP)



# Strategies to Enhance Credential Attainment

- Accelerated learning: blending adult ed and occupational skills credential attainment
- Stackable credentials
- Modularize curriculum into smaller portions that are linked and stackable, culminating in a credential
- Support services and career coaching



# Employer Engagement

- Governance
- Technical Advisory Role
- Subject Matter Experts
- Identification of incumbent up-skilling needs and career advancement opportunities
- Identification of new hire needs, required credentials and skills

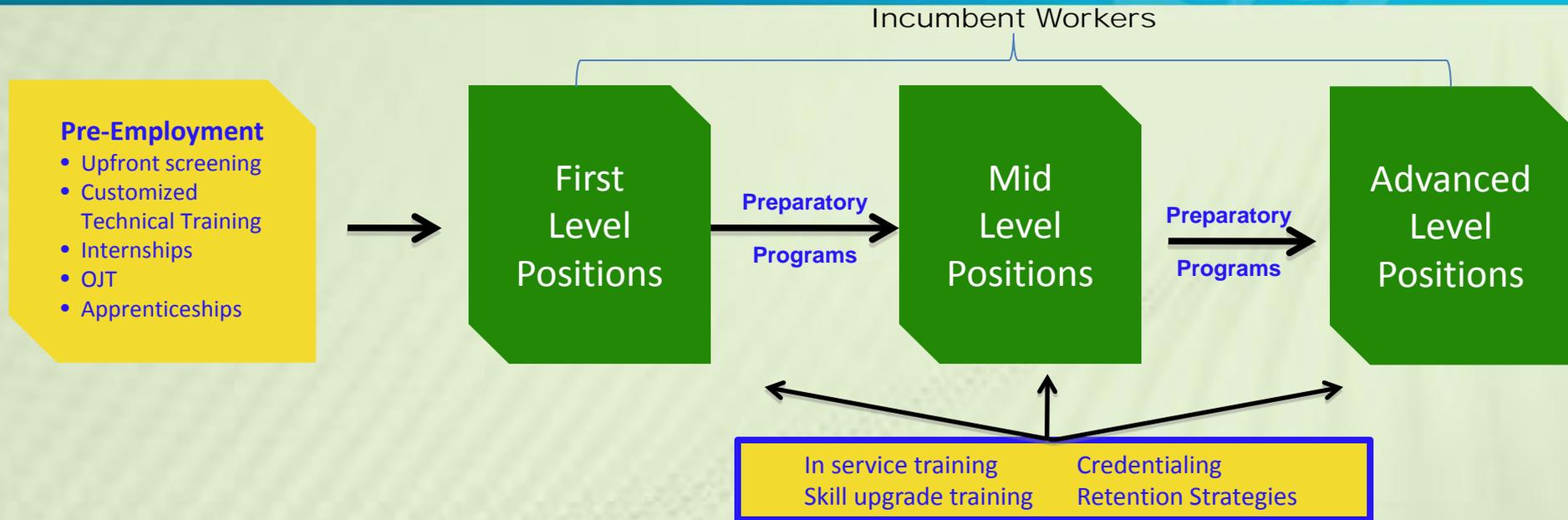


# Pre-Employment Model

- Customized training
- Apprenticeship
- On the Job training
- Student internships



# Employer Based Training Model



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# Return on Investment

- Aggregated training lowers training costs to each employer
- Discounted rates negotiated by Fund due to large number of student users
- No internal management costs when training is organized by the Training Fund
- Training Fund successful in raising and leveraging grant funds to support incumbent skill development and prepare new workers with specific skills



# Contact Information

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