Colorado’s Education Sector Partnership Initiative

Colorado Department of Education
Colorado Department of Education’s Strategic Plan

- Students will read at grade level by the end of third grade.
- Schools needing academic improvement will raise and maintain their performance.
- Historically underserved students will achieve academic expectations.
- Students will earn a postsecondary credential, degree or certificate in or after high school.

Key areas:
- Reading by Third Grade
- Schools Improving
- Postsecondary Attainment
- Achievement Gap

- Strong Foundations
- More Options
- Educators Matter
- All Means All
- Quality Schools
Education is Colorado’s 4th largest employer
Top Colorado Industries by Employment

1. Health Care & Social Assistance
   343,108 Employees

2. Accommodation & Food Services
   279,364 Employees

3. Retail
   269,302 Employees

4. Educational Services
   225,070 Employees

https://www.colmigateway.com/vosnet/analyzer/results.aspx?enc=jaHZmiTull9VphauVQ7dVg==
The Impact of Education Industry

Educational Services is **8.6%** of all jobs in Colorado

More than 60 occupations measured in the sector

Education, Training and Library Occupations are projected to have annual openings of **16,000** composed of growth, transfers and exits

Payroll was **$10.3 billion** for the 2017-18 academic year

Employment in this industry is captured by the Quarterly Census of Employment and Wages (QCEW) in the Educational Services Sector (611)
The Statewide Education Sector Partnership

- Representatives of the education sector
  - Based on the 2017 Educator Shortage Report and Action Plan
  - Agreed that the opportunities and challenges we are facing are not isolated within education systems
  - Identified priorities that we must work on together in an all systems approach
Priorities of the Statewide Sector Partnerships

1. Pathway and Skill Development
2. Mapping the Education System
3. Policy and Legislation through Awareness
4. Creating a PR Campaign and Recruiting Platform (TEACHColorado.org)
5. Compensation
WHAT DO PARTNERSHIPS ACCOMPLISH?

Education and training
- Definition and resolution of key talent issues
- Short-term training
- Consortia training
- Incumbent worker training
- Long-term training and education programs (including career pathways)
- Work based learning

Non-training
- Improved HR practices
- Third party screening and assessment
- Hire local campaigns
- Career awareness campaigns
- Aligning job descriptions with actual KSAs

Economic Development
- Shared marketing and branding of the region and industry
- Supply chain mapping and coordination
- Shared transportation costs
- Infrastructure improvement
- Regulatory or permitting process streamlining
- Company-to-company networking
What are Sector Partnerships:

industry-led effort that collectively defines common opportunities and challenges, and connects these businesses with workforce, education, and economic development partners to create solutions that improve the business’s bottom line.
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TEACH Colorado
Purpose of TEACHColorado.org

• To create a one-stop-shop
• that ignites interest and
• guides people into the profession of teaching.
Multi-touch recruitment process

**Identify**
- Find
- Subscribe

**Cultivate**
- Persuade
- Track

**Convert**
- Reduce friction
- Convert to apply

**Example - TEACH Dallas Year 1 Results**
- 3,000 Subscribers to Platform
- 1,800 (60%) Increased Interest in Teaching
- 380 Applied to Education Prep Programs
Outreach Campaign & Tools

- Personalized Roadmap
- Talk to a Teacher
- My Application Coach

Digital & Social

TV

Audio
An Example: DallasFtWorth.teach.org

- Teach.org’s multi-touch recruitment model is proving effective in other states and regions. For example, over the past year, TEACH Dallas Fort Worth reported:
  - 60% of its 3,000 subscribers reported a moderate or significant increase in their interest in teaching.
  - Subscribers who used TeachDFW’s “Become a Teacher” tools and services were 39% more likely to submit an application to an educator preparation provider (EPP).
  - 380 submitted applications to EPPs.