

Colorado's Education Sector Partnership Initiative

Colorado Department of Education



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.



Students will earn a postsecondary credential, degree or certificate in or after high school.



Historically underserved students will achieve academic expectations.



Education is Colorado's 4th largest employer



COLORADO
Department of Education



Top Colorado Industries by Employment

1

**Health Care &
Social Assistance**
343,108 Employees

Retail
269,302 Employees

3

2

**Accommodation &
Food Services**
279,364 Employees

Educational Services
225,070 Employees

4

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

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



COLORADO
Department of
Higher Education



CAREERS IN
COLORADO

POWERED BY talent **FOUND**



COLORADO
Department of
Labor and Employment



COLORADO
Governor Jared Polis



TEACH



COLORADO
Department of Human Services



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.

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





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%)

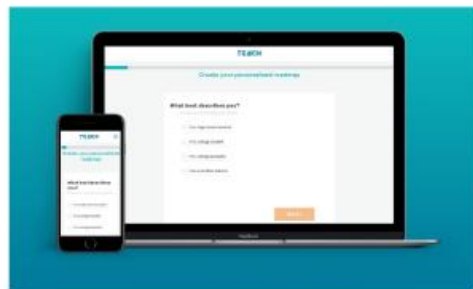
Increased Interest in
Teaching

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](https://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.