

Big Ideas for Transformation

The *Advocates Mission, Vision, Strategies, and Goals* define the long-term work of the organization. Further, they define how the Advocates will monitor and report progress toward the goals. This document defines the transformational ideas that will help leadership change the direction from the current path to a new trajectory that will lead to the accomplishment of the Lumina Big Goal with the certificate program as a cornerstone. The certificate is an alignment tool to help focus and align all adult learning activities to support entry and/or re-entry into postsecondary occupational training.

Strategic Leadership – Align the certificate to support Lumina’s Big Goal.

- Have a 15-year plan to hit the Lumina Big Goal; 2010 to 2025
- Calculate the return on investment (ROI) for success in building “Human Capital”
- Train every government leader on the ROI and gain their support for investing
- Connect the certificate movement to the achievement of Lumina Goals
- Recognize that two-thirds of the 2025 workforce is already in the workforce
- Segment postsecondary preparation for: (a) two-year schools including 3-month, 6-month, 1-year and 2-year programs, and (b) four-year and above schools.
- That is: align postsecondary preparation to middle-skill and high-skill programs
- Calculate the degree gap and the number of degrees needed per year
- Calculate the foundational skill gap and the number of certificates per year
- Calculate the postsecondary completion rate needed to achieve the outcomes
- Create a detailed vision of the Educational Attainment levels in 2025
- Make a detailed year-by-year plan and budget to hit the goal

Employers – Manage Employers as a valued customer group.

- Use terms employers understand like: Talent Supply Chain Management
- Don’t expect your employer customers to solve your system problems
- Don’t expect employers to all ask for the same solution
- Organize the Talent Supply Chain to meet the needs of the employers
- Engage key employers in the design of the regional Talent Supply Chains
- Use both data and emotion to engage advocates and employers
- Document employer commitments with Letters of Commitment on the website
- Document employer case studies, job ads, and news clips on the website
- Use the website to help employers see that others are on board
- Use the website so regional employer groups can be formed and find each other
- Learn and use best practices in sector strategies to help key industry sectors
- Advocates need to work to get employers to recognize certificates – just like advocates worked to get admissions offices to require the ACT – driving demand
- Stimulation and documentation of employer demand is a “start up” issue
- Recognize that employer demand is the only legitimate basis for sustainability

Learning – Design effective learning systems with essential foundations first.

- Make sure everyone understands that foundations are essential to skill building
- Plot the relationship between Locating Information, Reading for Information, Applied Math, and the composite score to course outcomes (A, B, C, D, F)
- Select top predictors of success and set level scores as prerequisites
- Allocate seats in classes first to those with the proper CRC-WKs prerequisites
- Understand WKs levels needed for proficiency in the occupation
- Profile postsecondary occupational course content
- Compare levels needed for course success to levels needed for work success
- Build essential skills first, then build occupational skills
- Build employability skills alongside essential cognitive skills
- Ensure individuals have self-understanding as a basis of career path selection and education path direction
- Make sure individuals fit to the career before they start the career education.
- Individuals need to understand self first, then options, then direction
- Doing something right the first time is always more effective than doing it over
- Everyone belongs as a productive member of society. The talent supply chain must help each individual find where they belong and help them get on the path
- Individuals with a good plan need to be recognized and supported
- Support people to get industry-recognized credentials and degrees

Certificates – Build regional Talent Supply Chains that focus on industry-recognized competency-based credentials.

- Focus on industry-recognized competency-based credentials
- Teach employers the value of competency models and certificate stacks
- Help employers use competency models for incumbent employee development
- Don't wait – start with the CRC and occupational credentials now
- Clarify the difference between WorkKeys and the certificate

Advocacy – This is a new social contract. Engage people everywhere.

- Build advocates in every county
- Train advocates to stimulate and document employer-demand
- See advocacy as building a new culture – a culture of competency building
- Embrace everyone – invite everyone to be an advocate
- Measure and report effectiveness in creating outcomes; certificates and degrees
- Be an important part of the national advocacy for competency-based credentials
- Create and energize regional teams
- Host an annual state-wide conference

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www.NationalCRCadvocates.org