

Invest in Education Pathways to Good Jobs

Education For All ARPA Initiative



CITY OF CLEVELAND

Mayor Justin M. Bibb

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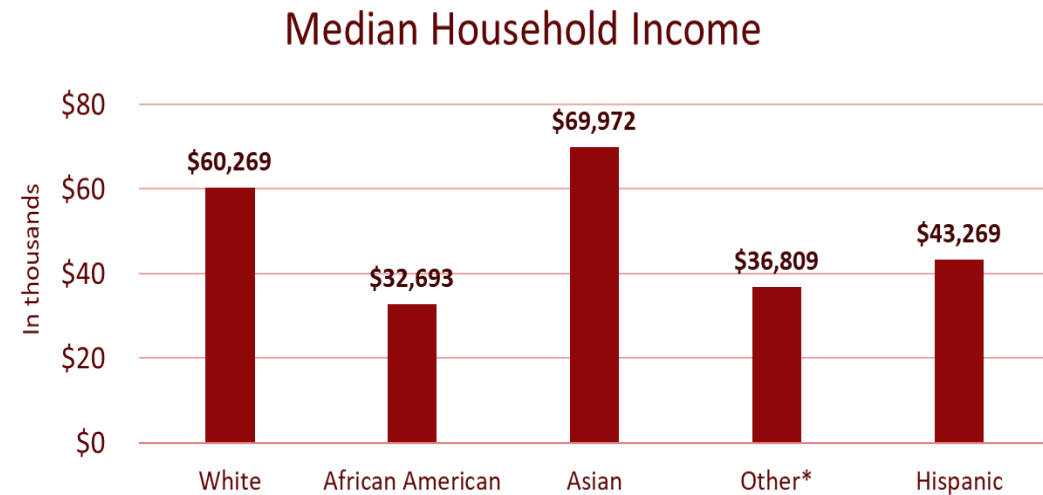


The Need for Education Pathways to Good Jobs

Unless Clevelanders are offered expanded affordable education offerings, they will continue to be shut out of the high-pay, high-growth jobs available in Northeast Ohio

There are wide disparities in median income by race.

This is partly due to racial disparity in education levels, with white Northeast Ohioans achieving 4-year degrees at significantly higher rates than Black and Latinx citizens in the region.



Investments to Re-engage Adult Learners

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Initiative Overview

To increase the number of Cleveland adults with living wage jobs, we will create learning opportunities and programs for adults, seniors, and others who need non-traditional learning pathways through:

- Pathways to a diploma, GED, and/or industry-recognized certifications for young adults who did not graduate from high school
- Informing adults who recently earned high-school equivalency about courses that provide skills and certifications for adults looking to transition careers and/or improve their job prospects to secure a living wage
- Communications campaign to inform Cleveland citizens of comebacker opportunities that provide support to adults looking to return to college to complete their degrees **This is the initiative from this package is being reviewed by City Council committee on January 24, 2023.*

Impact Measures

- Increased enrollment in courses that provide skills and certifications
- Increased enrollment in college of adults returning to finish their degrees

Key Partners

- College Now
- Higher Education Compact
- Ohio Means Jobs
- Seeds of Literacy



Comebacker Campaign

Cleveland has a population of approximately 60,000 residents who began higher-education but were unable to complete their degree. Through a "comebacker" campaign, we can recruit these adults to join programming that will allow them to finish their degree and access higher-quality and better paying employment. The focus of these funds would be on communications to elevate and leverage existing investments in college-debt forgiveness totaling \$2,190,000.

Delivery Model	Key Partners	Cost (over three years)
<p>Provide funding to College Now to hire a communications consultant to:</p> <ul style="list-style-type: none">• Design comebacker campaign• Purchase ads• Engage in outreach	<ul style="list-style-type: none">• Higher Education Compact• College Now• Ohio College Comeback Compact	<ul style="list-style-type: none">• \$300,000 for communications, materials, and advertising
		Leverage
		<ul style="list-style-type: none">• \$1M in Cuyahoga County Funding for student debt forgiveness• \$1.19M in National Private Philanthropy for student debt forgiveness



Pathways to GED & Industry Credentials

To allow more citizens access to a living wage, it is imperative that systems and effective outreach are in place to create pathways for those without high school diplomas or industry certifications to receive them. Therefore, this programming and communication campaign will create opportunities to provide these credentials to adult job seekers.

Evidence-Base

- Adults without a high school diploma have the greatest risk of unemployment
- Earning a diploma can lead to an average increase in annual income of more than \$9,000 with greater job security (Northeastern, 2020)
- There is a need to expand access to workforce credentials in key sectors.

Delivery Model

- Provide financial supports for GED courses and credential to adults.
- Partner locally to increase access to in-demand industry credentials specifically for recent GED graduates.
- Conduct communication research and campaign to advertise access to programming locally.

Cost (over three years)

- \$100,000 to Seeds of Literacy to support GED preparation and testing
- \$200,000 to Seeds of Literacy to support communications, outreach, and market research to increase enrollment and completion in GED courses
- \$100,000 to Ohio Means Jobs to support communications and outreach about industry recognized credentials and related employment opportunities.



Questions?



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