

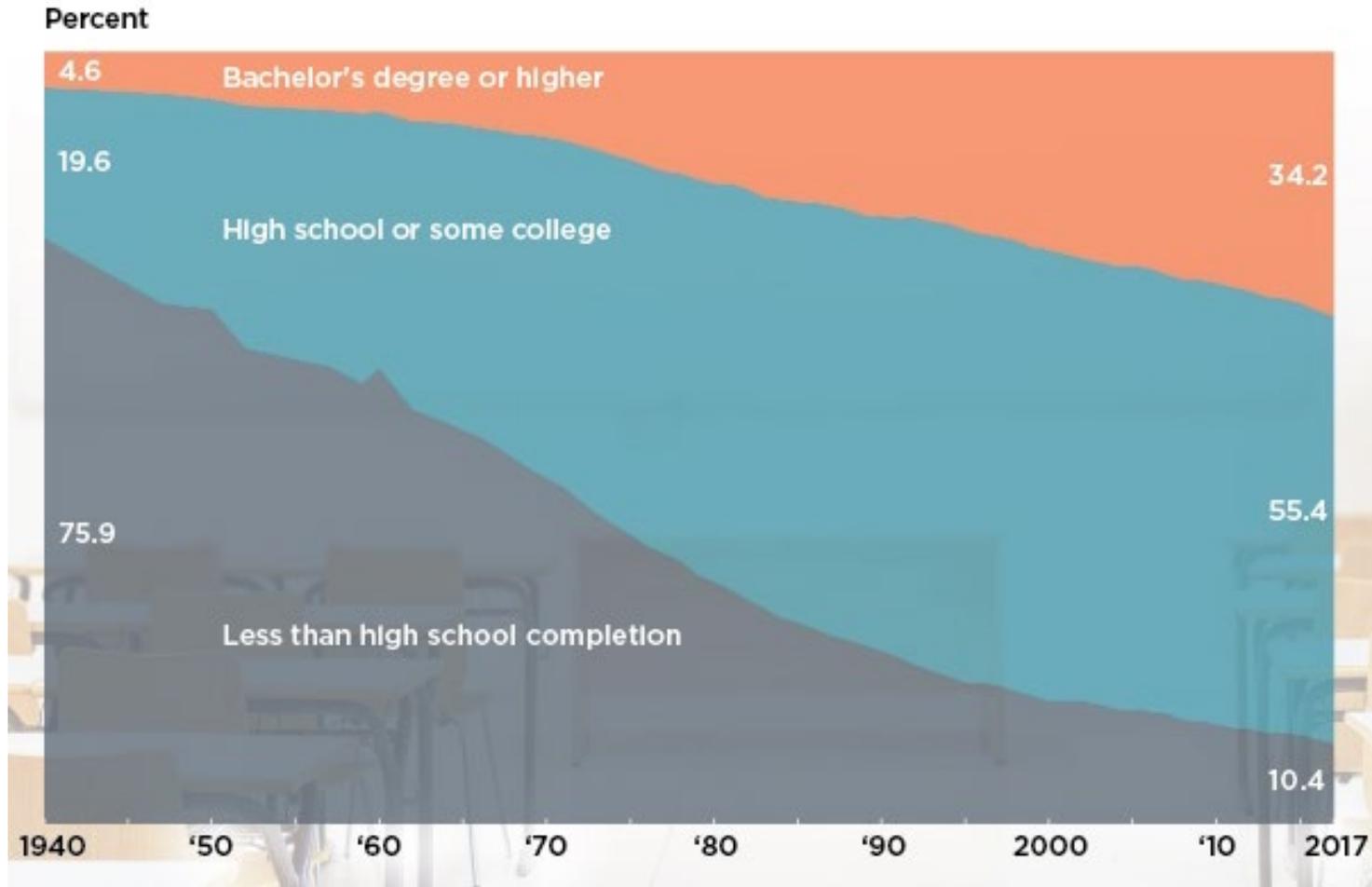


The Critical Role of the Business Community to Improving Education

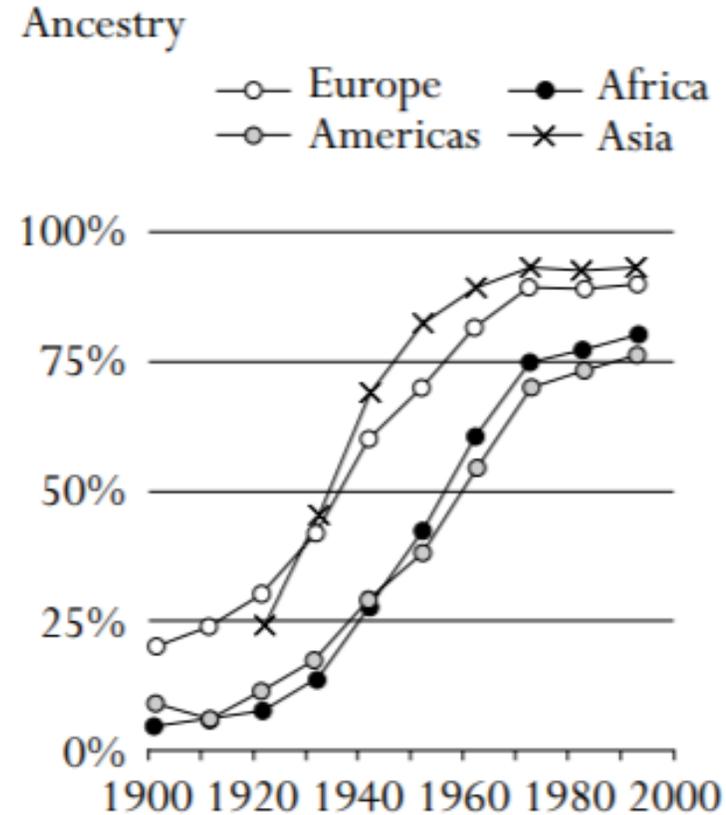
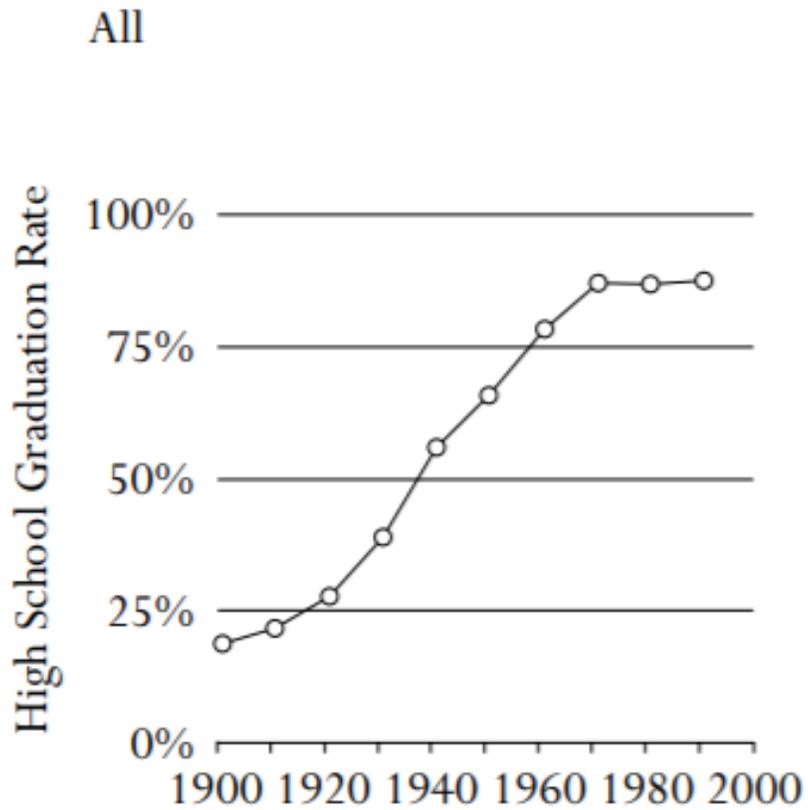
Aimee Guidera
President
Guidera Strategy

COHORT 5 **BUSINESS LEADS**
FELLOWSHIP PROGRAM

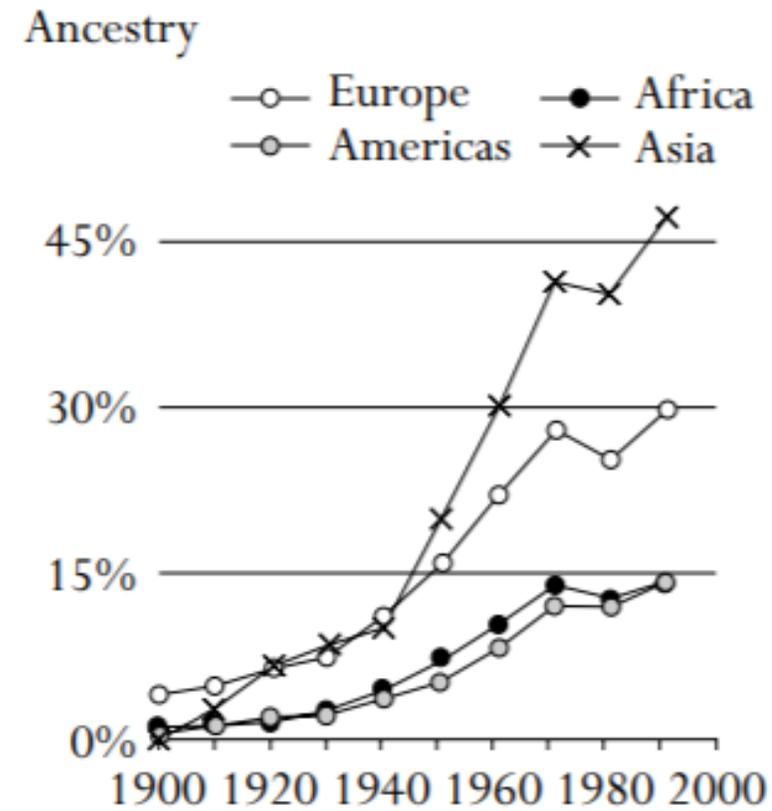
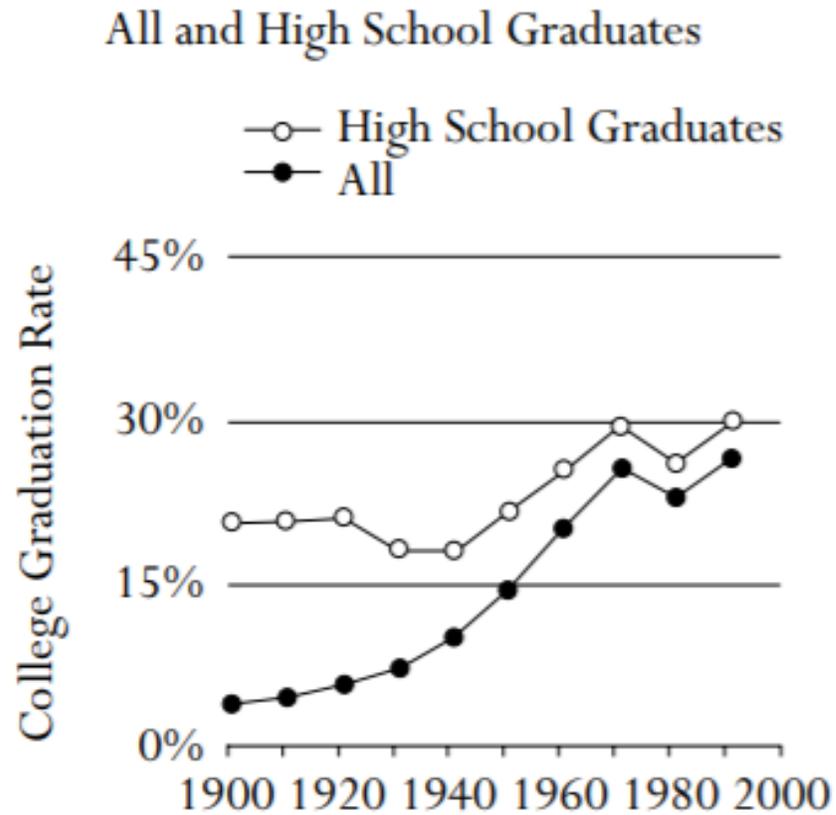
BIG PICTURE CONTEXT



CONTEXT MATTERS

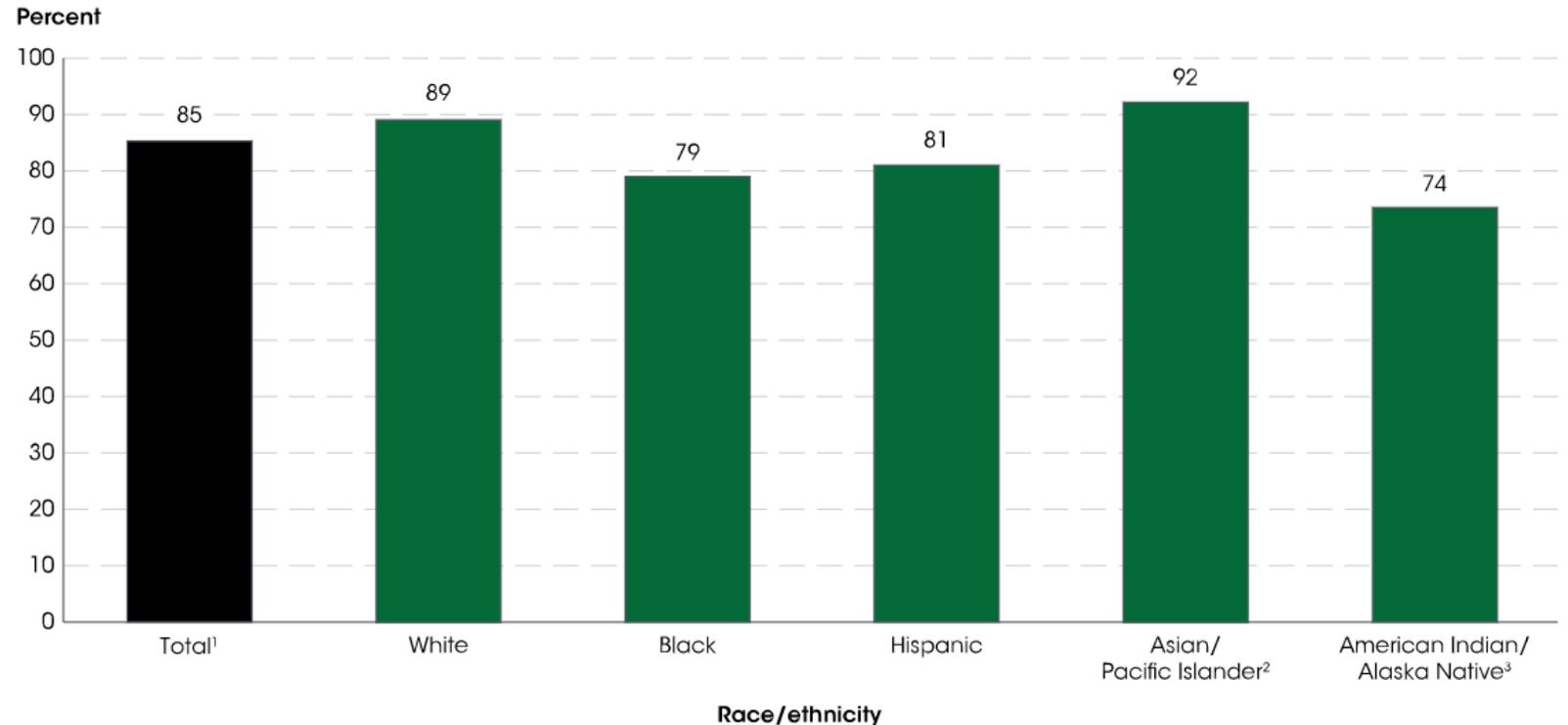


CONTEXT MATTERS



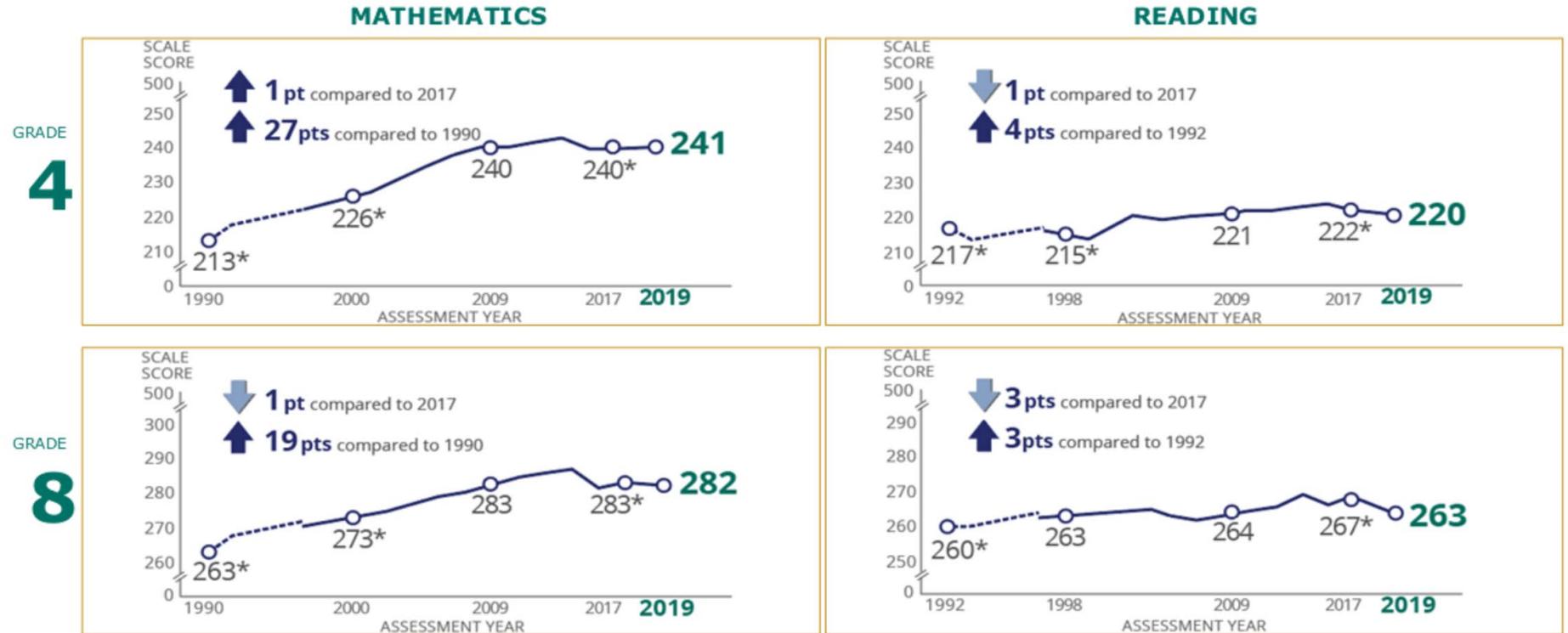
High school graduation rates are the highest ever.

- **2017-18:** Adjusted cohort graduation rate (ACGR) for public high school = 85%
- Highest since 2010-11 (79%)
- Gaps persist



Progress has stalled.

NAEP
average
scores
since
1990:



* Significantly different ($p < .05$) from 2019.

↑ Score increase

↓ Score decrease

---- Accommodations not permitted
— Accommodations permitted

2019 NAEP results – Groundhog day?

- Student achievement is flat.
- In 2019, Mississippi only state to show gains across the board.

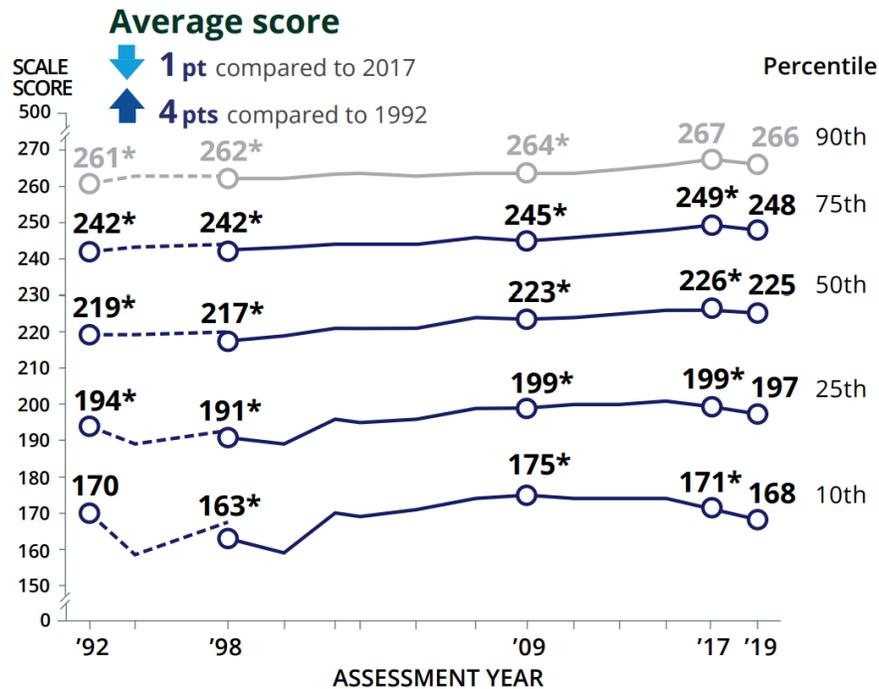
Table 1	Average Scale Score, National Public Schools	
Subject	2009	2019
Grade 4 Reading	221	220
Grade 4 Math	240	241
Grade 8 Reading	264	263
Grade 8 Math	283	282

Table 2	State Scale Score Trends from 2017 to 2019	
Subject	# Increased	# Decreased
Grade 4 Reading	1	17
Grade 4 Math	9	4
Grade 8 Reading	1	31
Grade 8 Math	3	6

Achievement gaps are increasing.

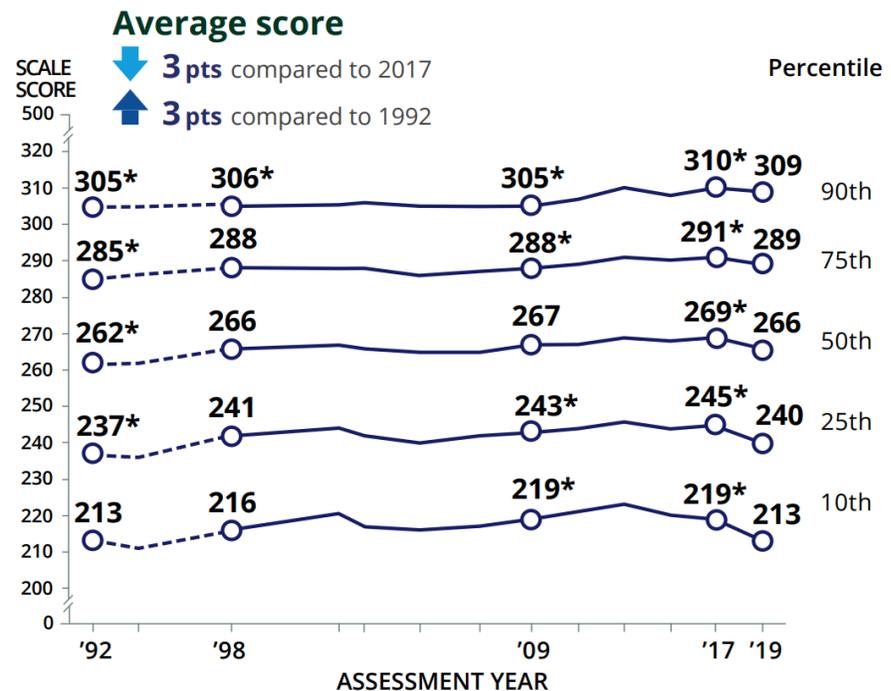
Grade 4 READING

Decreases across performance distribution except for the 90th percentile



Grade 8 READING

Decreases across performance distribution; greater decreases at the 10th and 25th percentiles



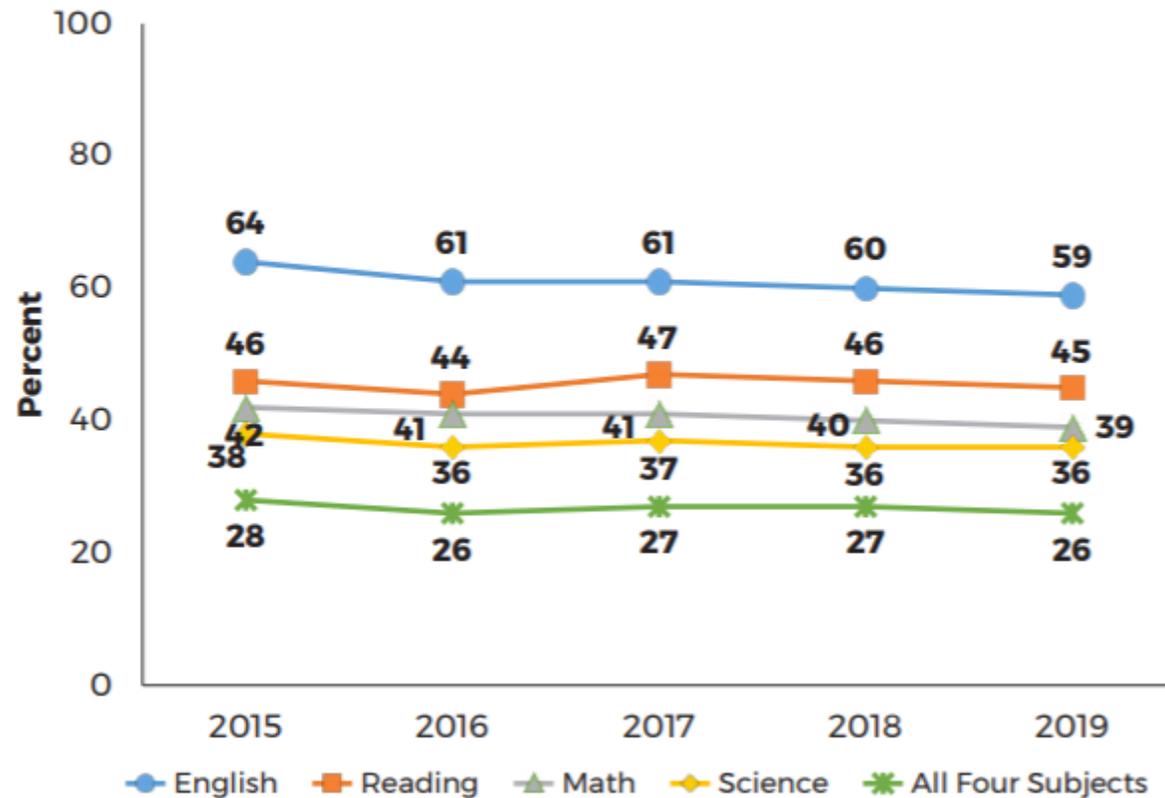
* Significantly different ($p < .05$) from 2019. --- Accommodations not permitted — Accommodations permitted

Proficiency rates in K-12 education are worrying.

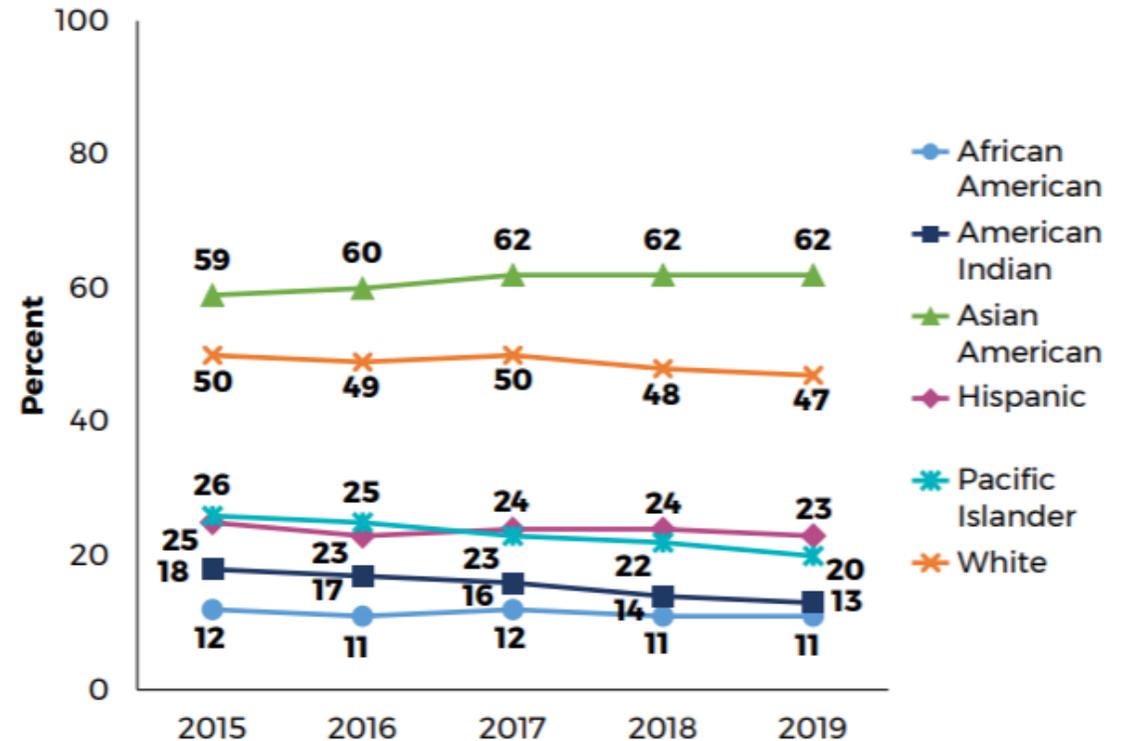
	PERCENTAGE OF STUDENTS AT OR ABOVE <i>NAEP Proficient</i>						
	Grade 4	Grade 8	Grade 12				
ARTS: MUSIC	—	—	—	MATHEMATICS	41	34	24
ARTS: VISUAL ARTS	—	—	—	READING	35	34	37
CIVICS	27	24	24	SCIENCE	38	34	22
ECONOMICS	—	—	42	TECHNOLOGY & ENGINEERING LITERACY	—	46	—
GEOGRAPHY	21	25	20	U.S. HISTORY	20	15	12
				WRITING	28	27	27

Students are not leaving high school College & Career Ready

Percent of 2015–2019 ACT-Tested High School Graduates Meeting ACT College Readiness Benchmarks

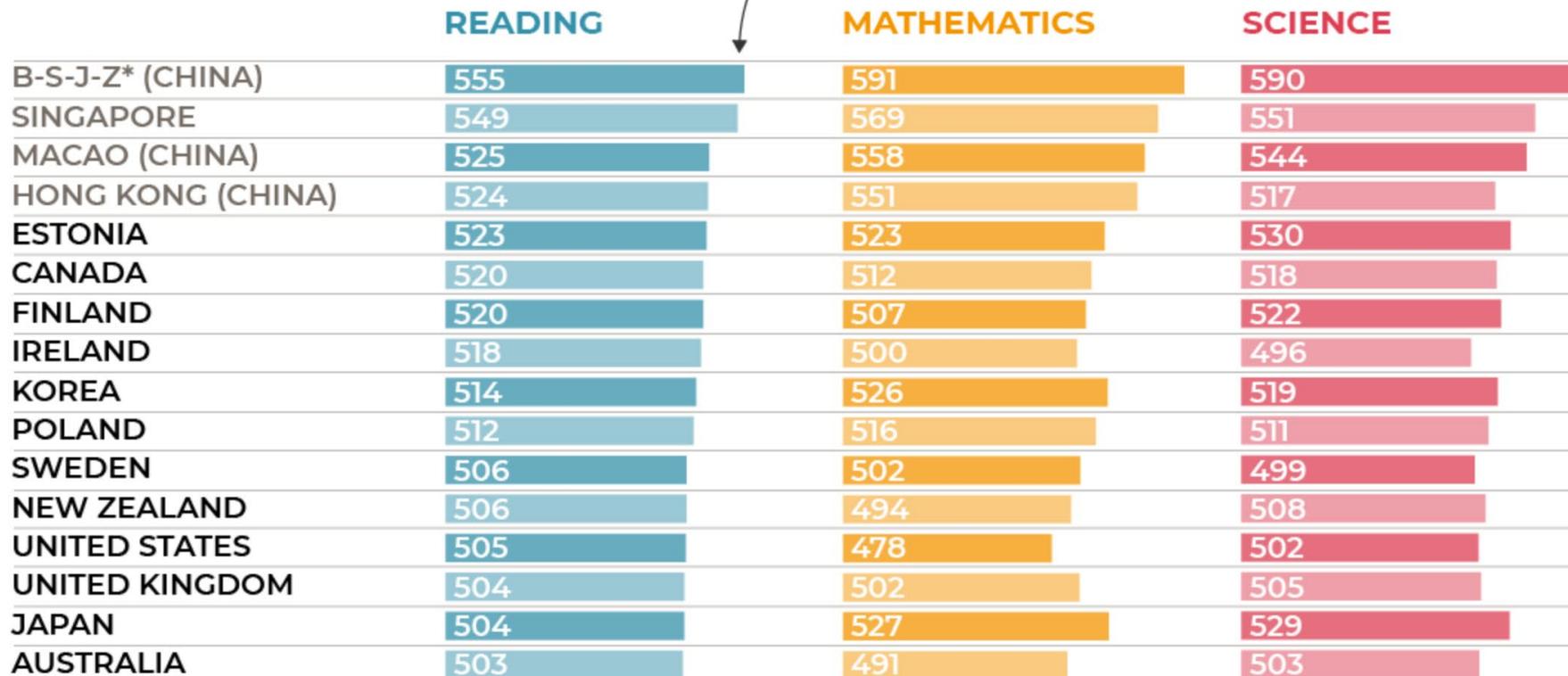


Percent of 2015–2019 ACT-Tested High School Graduates Meeting Three or More Benchmarks by Race/Ethnicity



By every standard, we are off pace.

Countries are ranked in descending order of the average reading score (focus of PISA 2018)

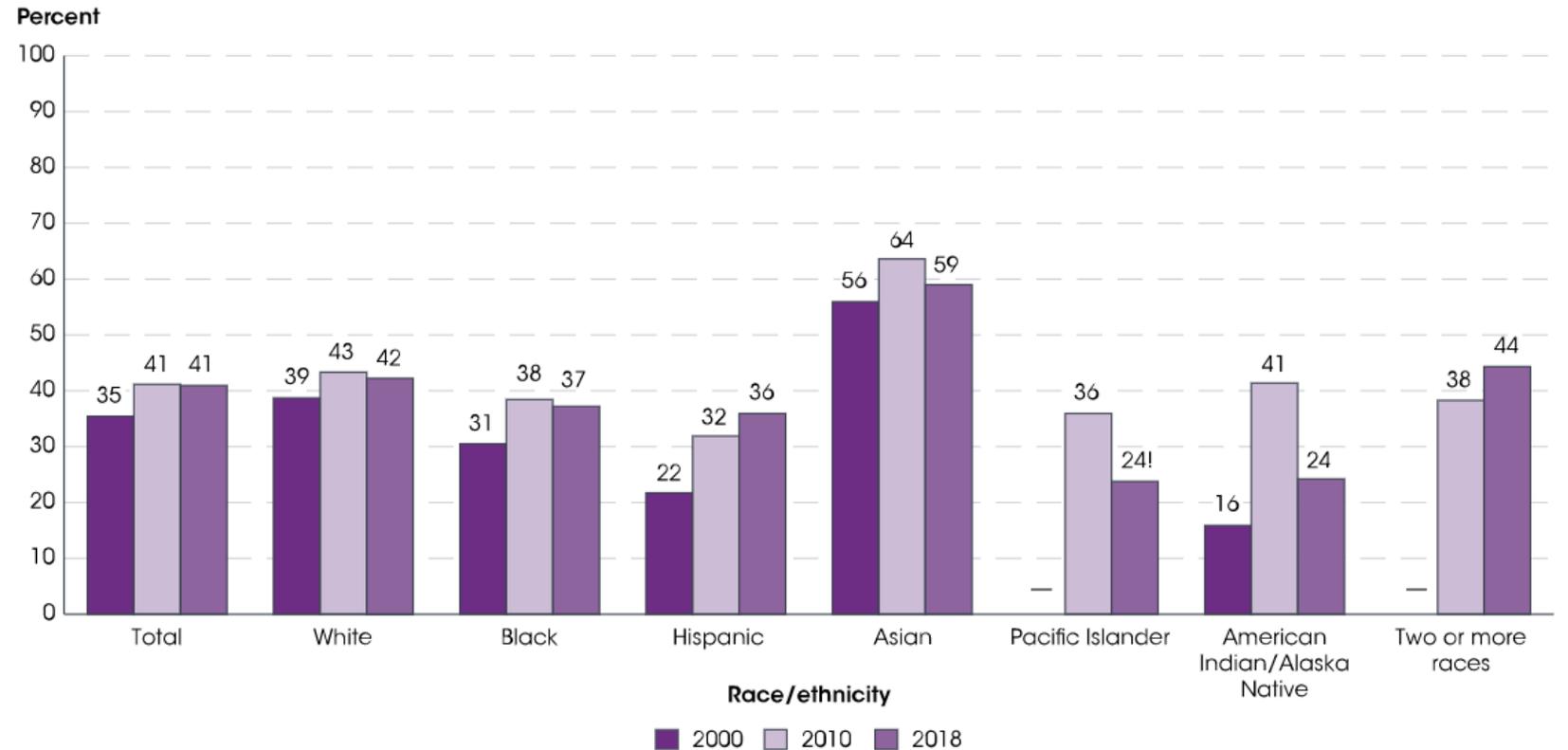


2018 PISA
results for
reading,
math, and
science

College student enrollment rate is up.

- 35% in 2000
- 41% in 2018

Figure 2. College enrollment rates of 18- to 24-year-olds, by race/ethnicity: 2000, 2010, and 2018



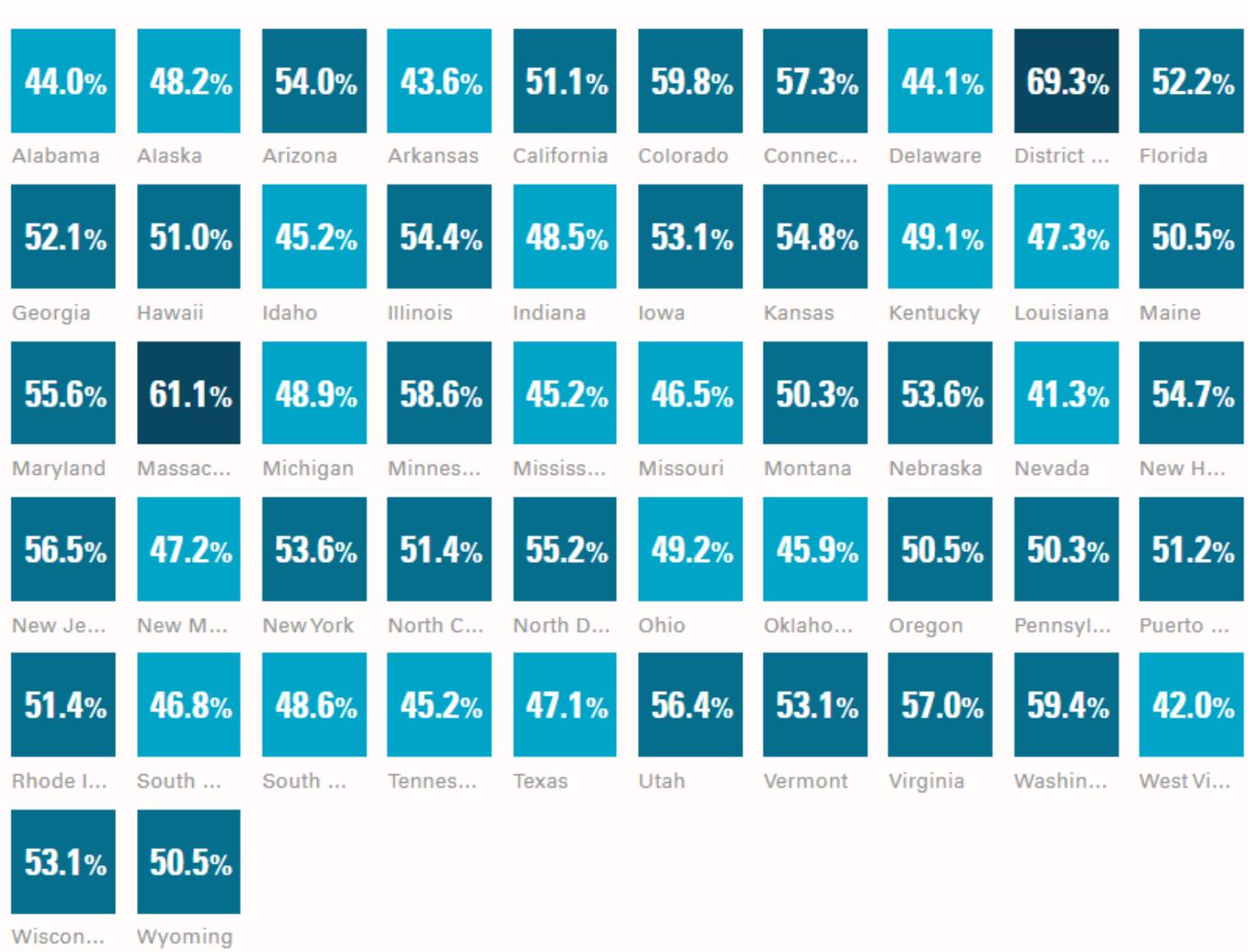
Good news with college attainment.

Post-secondary educational attainment of Americans age 25-64 has increased 10% since 2008

National average is 51.3%; far cry from goal of 60% by 2025 embraced by most states

All states have seen modest/moderate increases in higher ed attainment

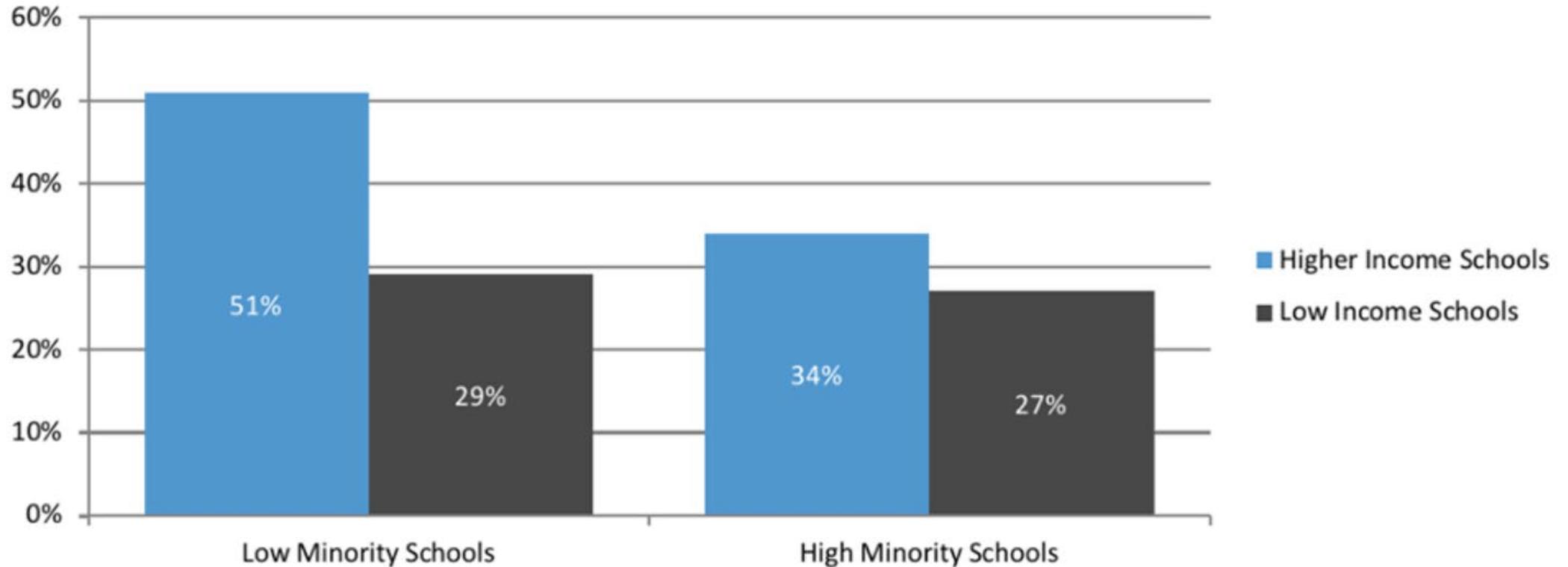
College attainment varies by state and region.



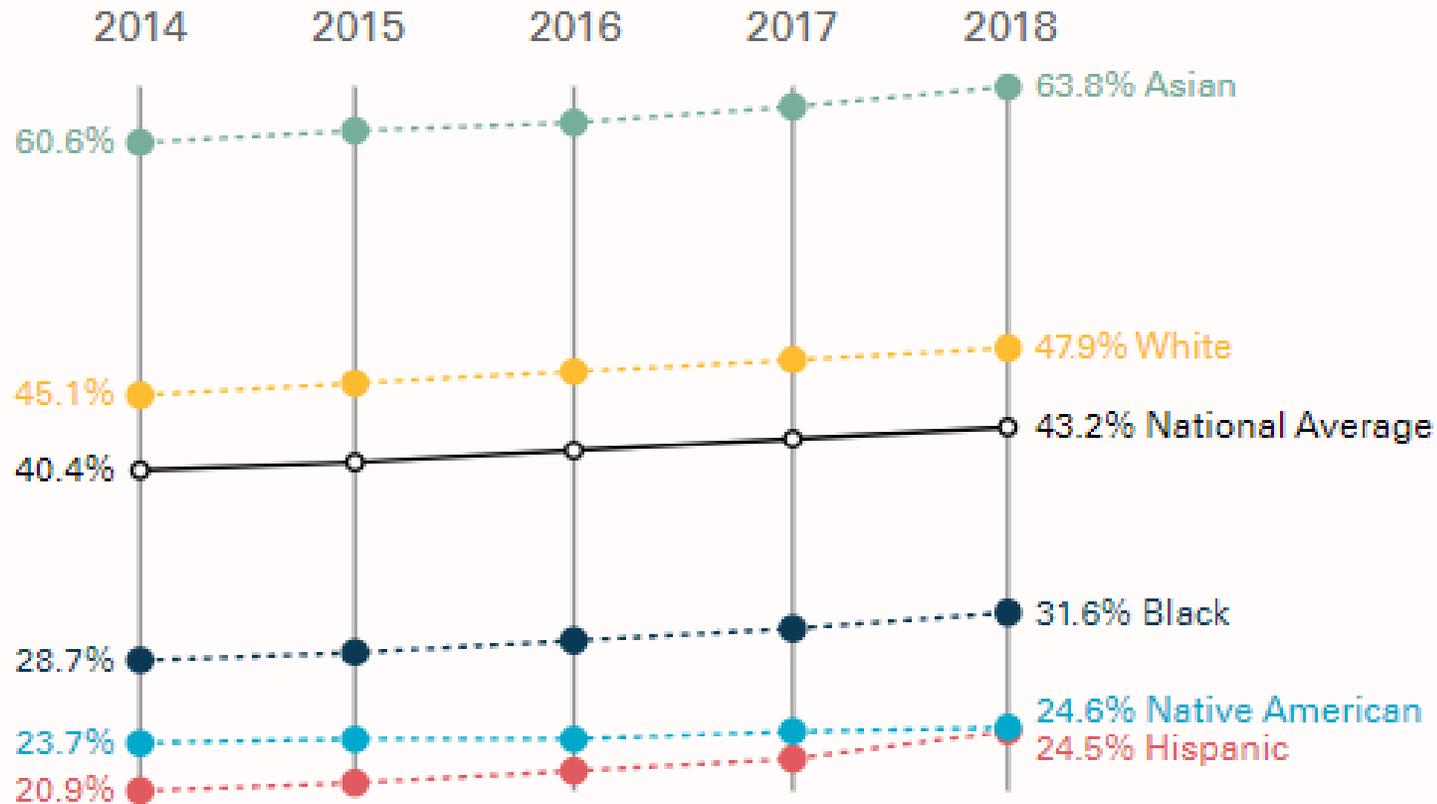
2020 attainment by state (workforce-relevant certificates and degrees)

Still, too many students don't complete degrees.

Figure E. College Completion Rates Six Years after High School Graduation, Class of 2012, Public Non-Charter Schools, by Minority and Income Levels



Attainment varies widely by race and ethnicity.



Values above do not include short term credentials, only achievement of associate degree or higher.

Black, Native American, and Hispanic achievement rates are far below the national average.

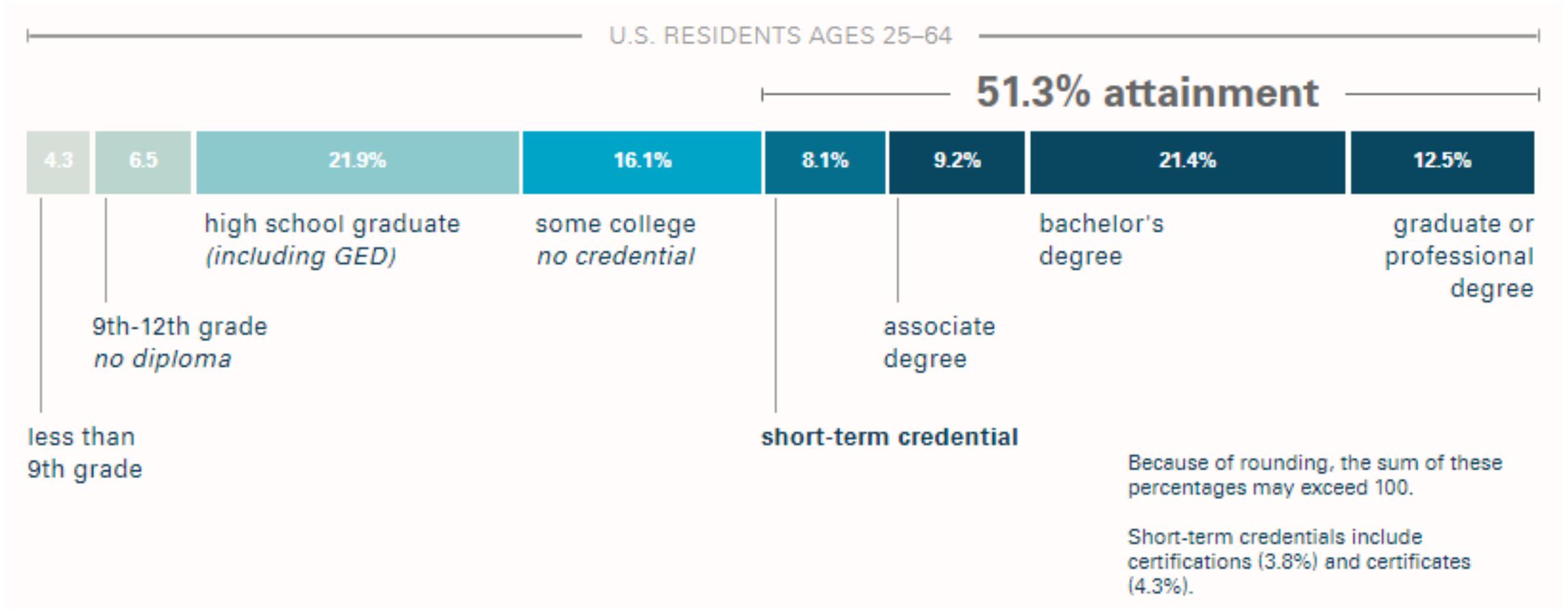
College students are taking on debt.

- \$1.5T total owed by 45M loan borrowers
- 11.4% of borrowers are 90+ days delinquent
- Highest debt per student: Connecticut (\$38,510)
- Lowest: Utah (\$18,838)

Distribution of student loan borrower by balance

Student Loan Balance	Number of Borrowers
\$1 - \$5,000	8,547,500
\$5,000 - \$10,000	7,425,400
\$10,000 - \$25,000	12,277,200
\$25,000 - \$50,000	8,609,700
\$50,000 - \$75,000	3,681,000
\$75,000 - \$100,000	1,612,600
\$100,000 - \$150,000	1,347,400
\$150,000 - \$200,000	604,900
\$200,000+	609,800
TOTAL	44,715,500

U.S. education levels are rising.

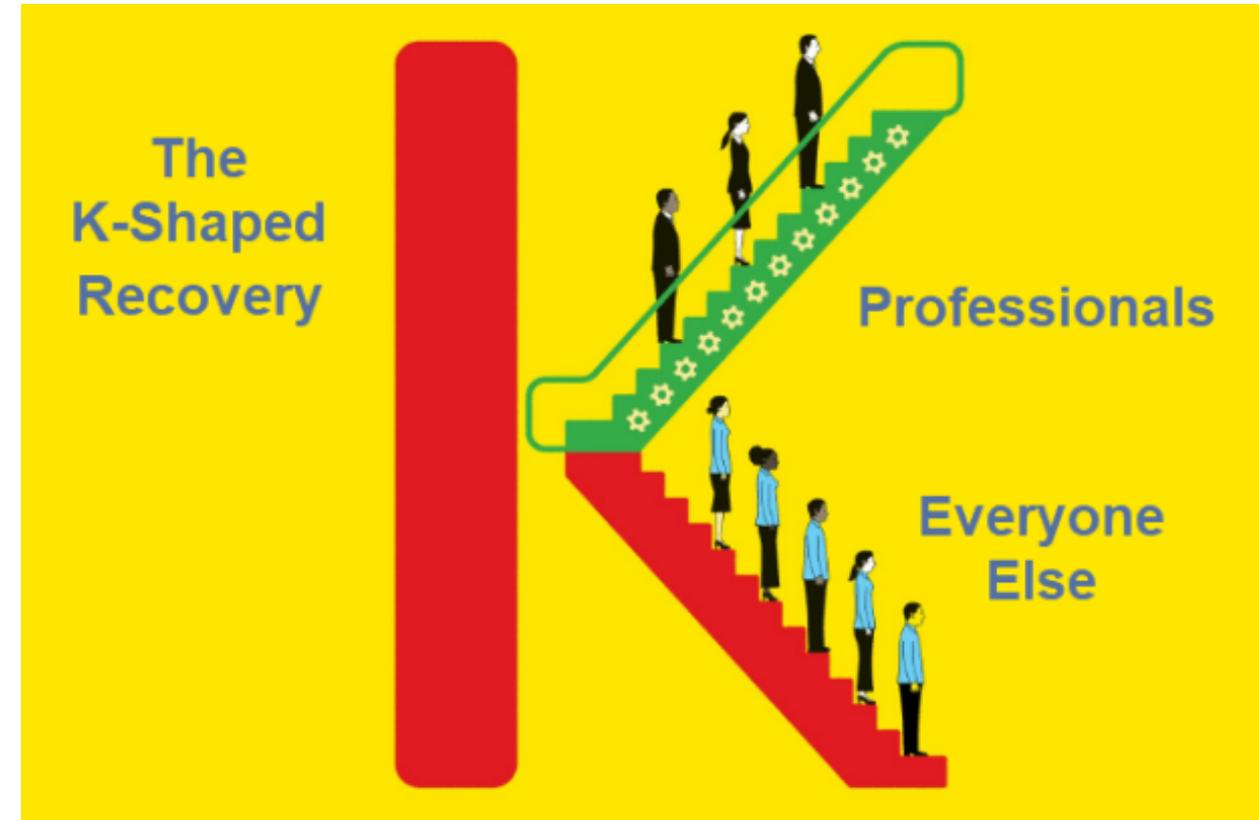
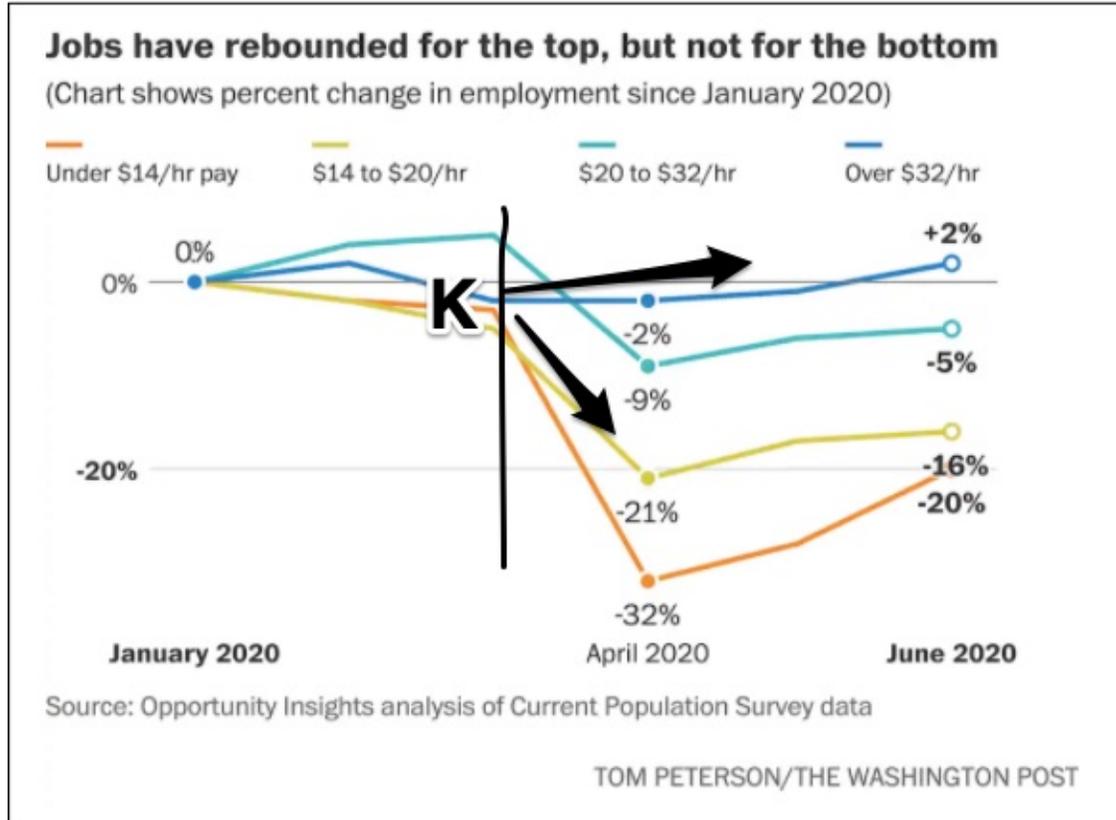


Only half of Americans hold a credential beyond a high school diploma.

Increased attainment but need alignment with careers.

- 40% of students in 4-year colleges don't graduate within 6 years
- 32% of college grads end up in jobs that don't require a college degree
- Nearly 60% of U.S. employers had job openings remaining vacant for over 12 weeks, and 74% agree there is a skills gap
- Only 33% of businesses believe that educational institutions are graduating students with the skills and competencies their businesses need
- 62% of executives believe they will need to retrain more than a quarter of their workforce between now and 2030 (pre-covid)
- Unfilled positions cost the U.S. an estimated \$160b annually

COVID's Impact: Accelerating trends that already existed



What changed? What do we know now?

- Expanded access and increased expectation at all levels of education, but results are flat or mixed
- Across the board, American students aren't doing as well as their global peers
 - We are especially failing students of color at all levels
 - Used to be #1 in postsecondary attainment, now #11
- Learning needs to be a lifelong exercise; we know that “good jobs” require some training/education post high school

Pause for Reflection....

- What surprised you in this data?
- Did the data presented align with your experiences in your work?
- What does this data inspire you to explore more in your own community or NC?
- How can this data help inform your efforts to create the workforce of today and tomorrow that your community needs?
- What else do you want to know more about?



The Critical Role of the Business Community to Education & Workforce Development

TIMELINE: BUSINESS HAS BEEN HERE THROUGHOUT

1965

Higher Education Act,
Elementary and
Secondary Education
Act Passed

Business serves, leads
school boards

1989

Governors' Education
Summit provides
momentum to standards-
based reform movement

National business
organizations prioritize
education, training

1983

A Nation at Risk Report
Published

Business uses the bully
pulpit to raise the
alarm and tie
education to economy

1999

National Education
Summit identifies key
challenges in education

Business leaders from
across the country
attend, contribute

TIMELINE: BUSINESS HAS BEEN HERE THROUGHOUT

2001

No Child Left Behind Passed

Business community launches ADP and Achieve (College and Career Readiness expectations for each student)

2015

Every Student Succeeds Act gives control of accountability back to states

Business not as vocal due to scars from Common Core pushback

2006-2010

Perkins Passed, HEA Reauthorized, Race to the Top, Common Core Standards

Business voice strong and unified, focused on results, gaps, and alignment

2018

Perkins Reauthorization
Business more vocally supportive on CTE, a less politicized issue

EMERGENT BELIEFS (1983-2015)

- All students can learn
- Every student should graduate from high school College & Career Ready
- Growing awareness that we have not served all students
- One Size Fits All doesn't Work—Need to Personalize Learning
- Learning never ends – Lifelong and 24/7, 365
- Need better alignment across the P-20W sectors to have an effective human capital development system

BUSINESS LEADERSHIP IS CRITICAL

- Offer exposure to the workplace and labor market demands
- Provide feedback for continuous improvement
- Serve as a critical ally/supporter/champion
- Use the bully pulpit to ensure education and workforce is a priority in communities and national conversation

Where do we go from here?

- Leadership Matters--must prioritize investing in people
- Civil Rights Community and Business Community Partnership: Building a Bigger Tent
- Equity-Centered approaches
- Information as a tool of improvement
- Re-think accountability to get the incentives right for continuous improvement

Where do we go from here?

- **Student-centered approach** (money follows student, families choose learning style/schooling approach from greater number of quality options, competency-based models rather than time/age based)
- **More connections between education/training and the workplace throughout schooling**; need better alignment and connections across P20W; break down the silos to respond to how people live, study, work
- **Calls for racial justice and equity**--important that this underscores the importance of high expectations for all rather than lowering expectations to reduce "gaps"/ opportunity gaps vs. achievement gaps

WHERE DO WE GO FROM HERE?

Business leadership is critical to all of these conversations.

Pause for Reflection.....

- Do you think these “emergent beliefs” over the past 30 years are now widely held in your community?
- Do you think North Carolina business leaders embrace investment of time, energy, and money in education and workforce as central to their long-term success?
- What can YOU do to nurture business support of education & workforce development?

WHERE DO WE GO FROM HERE?

Business leadership is critical to all of these conversations.

Education for all learners, from early childhood to postsecondary training, is critical to the health of America's economy, democracy and security. The business community cannot sit aside. YOU must be involved as a critical stakeholder in this work.

WHERE DO WE GO FROM HERE?

Questions & Discussion

Early Childhood Education

- Brain research has reinforced the critical role of early childhood education; students who enter kindergarten behind are highly unlikely to catch up
- First 1000 days (birth to age 3) are critical: 1.2 million neural connections are formed every second during this period, leading to a strong or weak foundation for learning
- Equitable access to high-quality early education can help to close opportunity gaps
 - Average math achievement for black students entering kindergarten are 21% lower than scores for their white peers
 - Fewer than half of low-income 5-year-olds enter school ready to learn, and some are up to two years behind their peers

Standards, Assessments, and Accountability

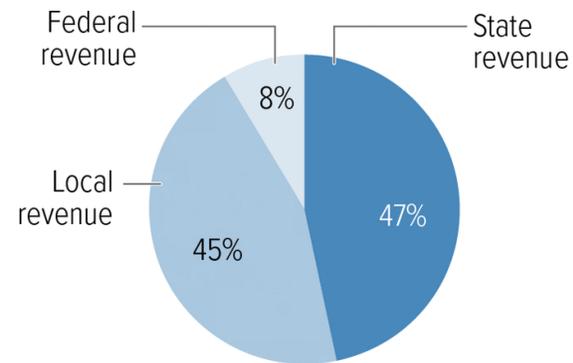
- High expectations and Common Core standards are in place
- 46 states originally adopted; 4 "withdrew," but most states are aligned with these higher standards
- Better than ever assessments, but need to make them work better for parents, teachers, and students
- Accountability isn't working as well
- State accountability plans vary widely; still a backlash against testing results used to hold schools/teachers accountable

K-12 Education Funding

- Federal, state, and local governments spend \$720.9 billion annually on K-12 education, or \$14,840 per pupil
- This varies widely by state – New York spends over \$24,000 per pupil but Utah spends only \$7,628 per pupil, nearly three times less
- Education spending isn't increasing as quickly as GDP – our national GDP grows 71.6% faster than public education spending

States Provide Nearly Half of Public School Funding

Share of total K-12 education funding, 2016



CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG

Quality Teaching and Effective Teachers Matter

- Teachers have 2-3 times the effect of any other school factor on student math/reading test performance (Rand)
- Students assigned to high-value-added teacher are more likely to graduate from high school, go to college, be employed and earn higher wages (Chetty)
- Efforts to measure, report and use teacher "Value Add" to student achievement, while well-intentioned, backfired and field still struggling to use data on teacher impact as a tool for continuous improvement
- Growing priority to diversify the educator profession; fewer than 20% of teachers are minorities compared to more than half of students

Creating Multitude of Choices for Families & Opportunity Seekers

- There are more quality options in where and how education is delivered and how it is paid for
 - Charters (7400 charter schools serving 3 million students; 7% of schools)
 - Vouchers/Scholarships (25 programs in 14 states)
 - Education Savings Accounts (6 states provide \$\$ to families who withdraw their child from public schools; pilots starting across the country to invest public \$\$ in ESAs for children born into poverty)
 - Increasing number of states offering free community college (and now a Biden administration proposal)
 - Online schooling for all levels of schooling/blurring the lines with dual-enrollment
 - Covid-fueled innovations: pods, hybrid learning; families realizing different learning styles and formats work differently for different kids

Whole Child Focus & Personalized Learning

- Increasing recognition that students' learning is shaped by their life both in and out of the classroom
- Increasing calls for personalizing learning to meet every student where they are (moves to get rid of age cohorts and set time on "units" and instead focus on competency, mastery of topics/skills)
- COVID illuminated the critical hub of community that schools play; Schools increasingly provider of meals, health screenings, counseling

Whole Child Focus & Personalized Learning

- Social and emotional learning (SEL)
 - 6 out of 10 skills identified by the World Economic Forum involve social and emotional competence
 - 92% of surveyed executives say skills such as problem-solving and communicating clearly are equal to or more important than technical skills
- Increasing calls to have schools focus on character and civics education

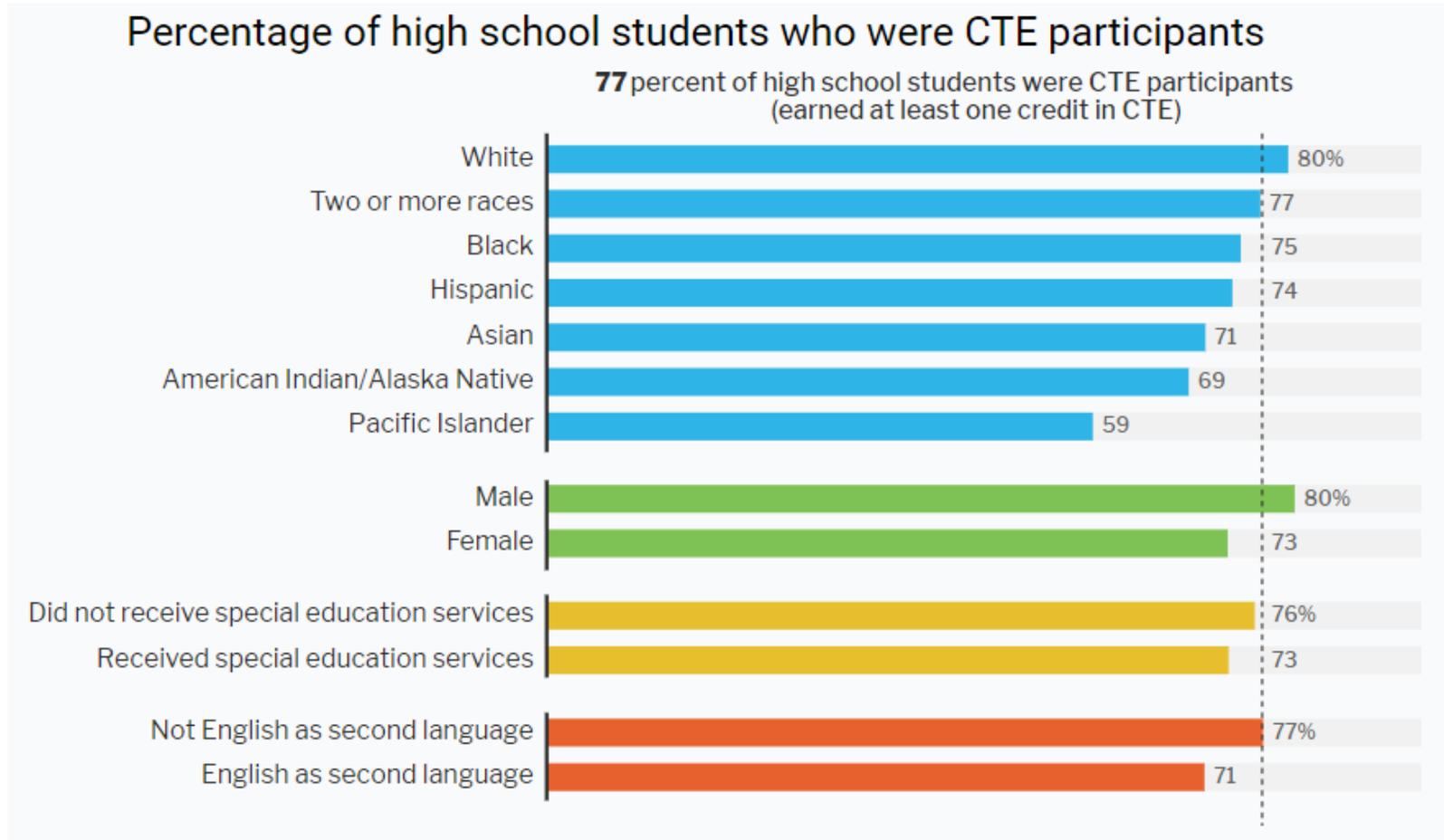
Postsecondary Education and Training: More important than ever!

- 47% of all US jobs at risk of elimination in the next 10-20 years
- 375 million workers that could be affected by emerging technologies
- Rise of “Middle Skills Pathway”
 - Jobs that require education beyond a HS diploma but less than a BA (certificate, certification, licenses, associate’s degrees, some college coursework)
 - Technical jobs across skilled-services and blue-collar industries (more than 20 million jobs created in this middle skills space)
- 2/3 of the new jobs being created need some post-sec education and 1/3 of new jobs will require at least a bachelor’s degree
- 65% of children entering primary school today will end up working in completely new jobs that don’t exist today

Early Childhood Education

- 2/3 of children under five today live in homes where both parents work compared to 1/10 in 1940
- Children participating in high-quality ECE are more likely to graduate from HS, more likely to have future earning potential, less likely to be involved in criminal activity
- 50% of people live in a child-care desert
- \$9k is the average annual cost of childcare for one child

CTE enrollment seems high...



But only 37% of CTE participants in high school went on to concentrate in a specific area of CTE.

2019 US ED Report on 2009-2013 high school class