

Made in Durham:

Building an Education-to-Career System

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The Challenge in Durham

**Each year Durham
creates thousands of
jobs**



However, not all young people in Durham have access to the tools they need to succeed in school and in work in the market:

- Credentials
- Work-readiness skills
- Transportation
- Career knowledge
- Social networks

The Challenge in Durham

Employers and the labor market

- Durham is in the top 35 for job growth:
 - Entertainment and media
 - Management
 - Manufacturing and services
 - Science and technology
- Employment growth will outpace the state and the country by 2021

Young people

- The unemployment rate:
 - **37%** (ages 16-19)
 - **15%** (ages 20-24)
- African Americans and Latinos more likely to :
 - Be in prison
 - Receive unemployment insurance
 - Hold labor or service positions

Durham's 44,000 Youth and Young Adults

On Track:
(60%)

Close to age group or advanced in path to graduate from postsecondary education and enter workforce

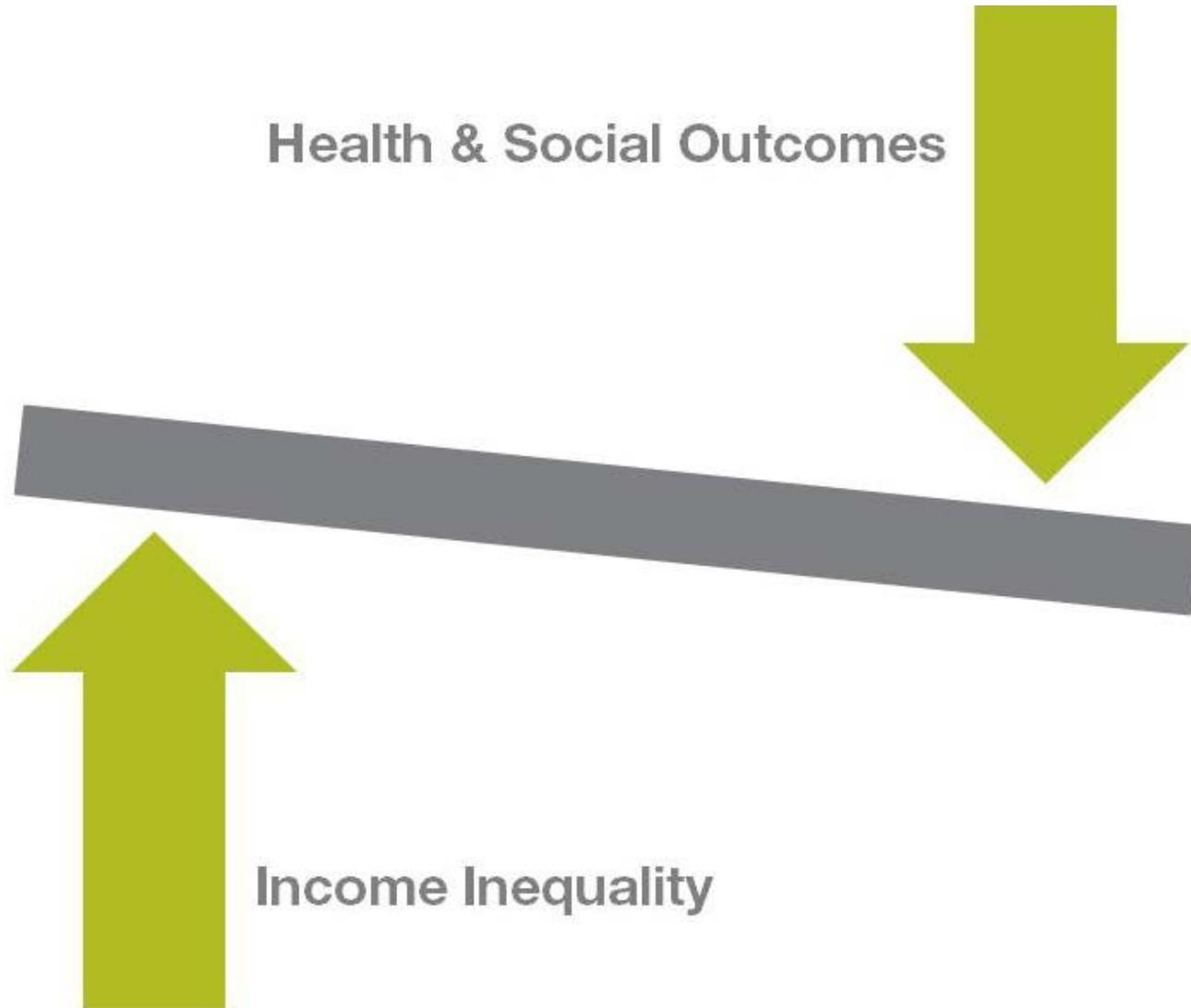
Behind:
(25%)

One or two years behind age group in high school and/or postsecondary education

Disconnected:
(15%)

Far from achieving high school diploma or work readiness and face serious barriers to employment

The Cost of Inequality



The Link Between Health and Education

- Low education levels are linked with poor health and lower life expectancy
- Among adults 25 years of age or older, an additional 4 years of education:
 - lowers 5-year **mortality** by 1.8 percentage points (from 11% to 9.2)
 - reduces the risk of **heart disease** by 2.2 percentage points (from 31% to 28.8%)
 - reduces the risk of **diabetes** by 1.3 percentage points (from 7% to 5.7%)
 - Reduces the risk of **obesity** is also reduced for those with more education, from 23% to 18%
 - Reduces the risk that one will **smoke** from 23% to 12%.

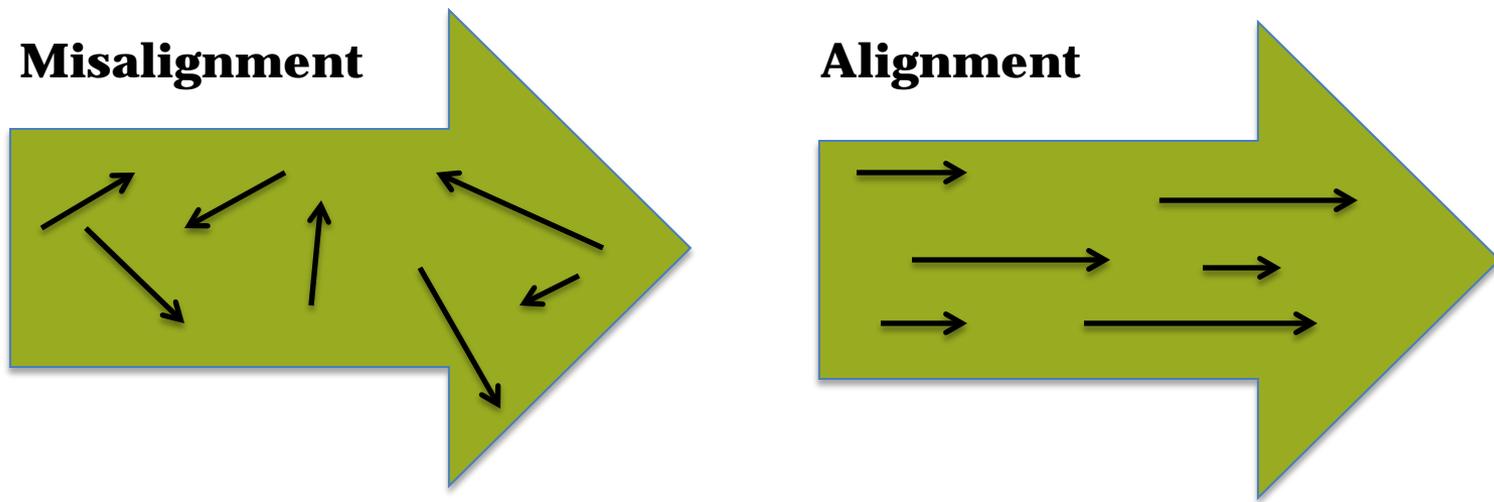
Made in Durham Leadership

- **CEO-level Board Participation:**
 - Health and Life Sciences: GSK, FHI 360, Biogen, Duke University Health Systems
 - Information Technology: Cisco
 - Finance: Wells Fargo
 - Media: Capital Broadcasting, McKinney
 - Community Development: Self-Help, Institute of Minority Economic Development
- **Education**
 - President of Durham Technical Community College
 - Chancellor of NC Central University
 - Superintendent, Durham Public Schools

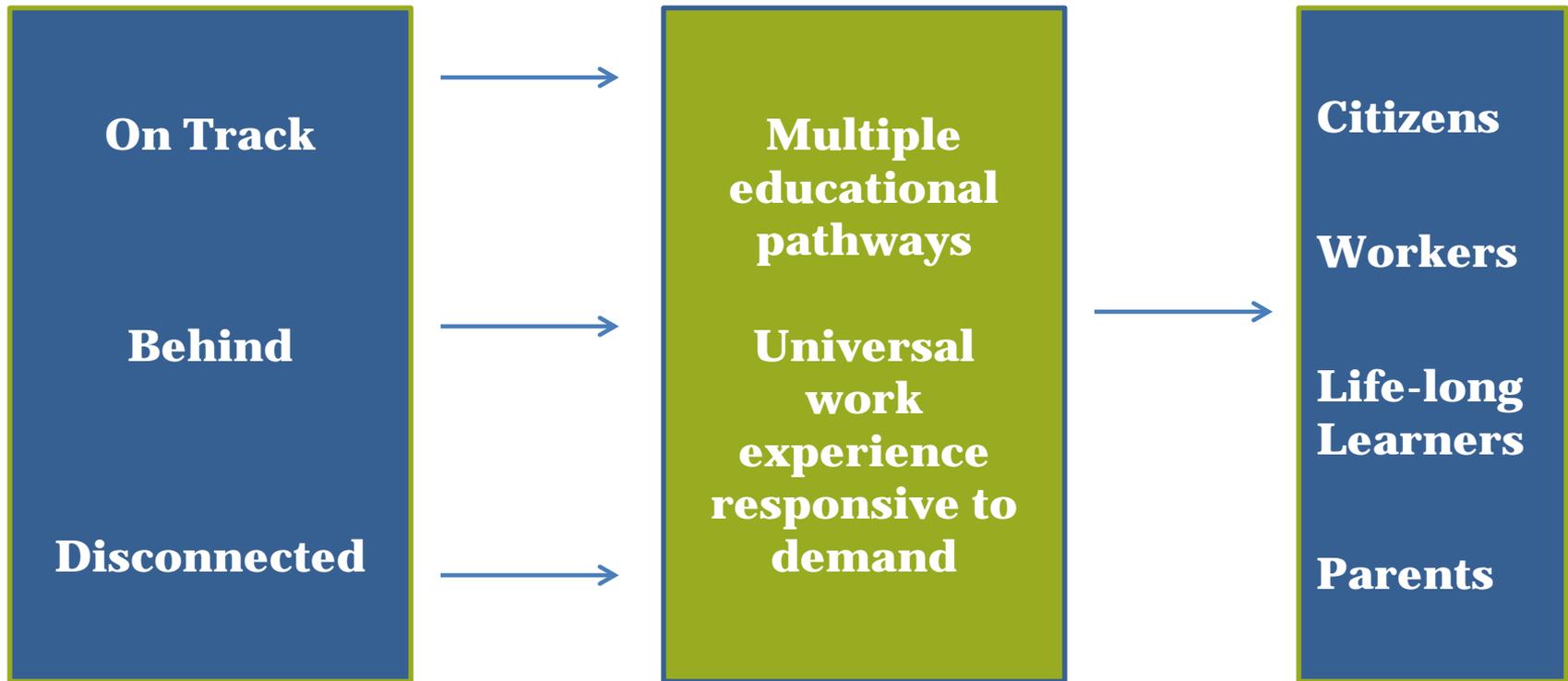
Our Task

Help Durham move from a patchwork of weakly aligned programs and policies to a coherent, performance-driven education-to-career system

This requires building a new infrastructure for Durham and prototype career pathways



The Vision: Education-to-Career System for Durham



Enabling Components

Governance Organization Data Funding

Made in Durham Goals

To create an education-to-career system where every young person:

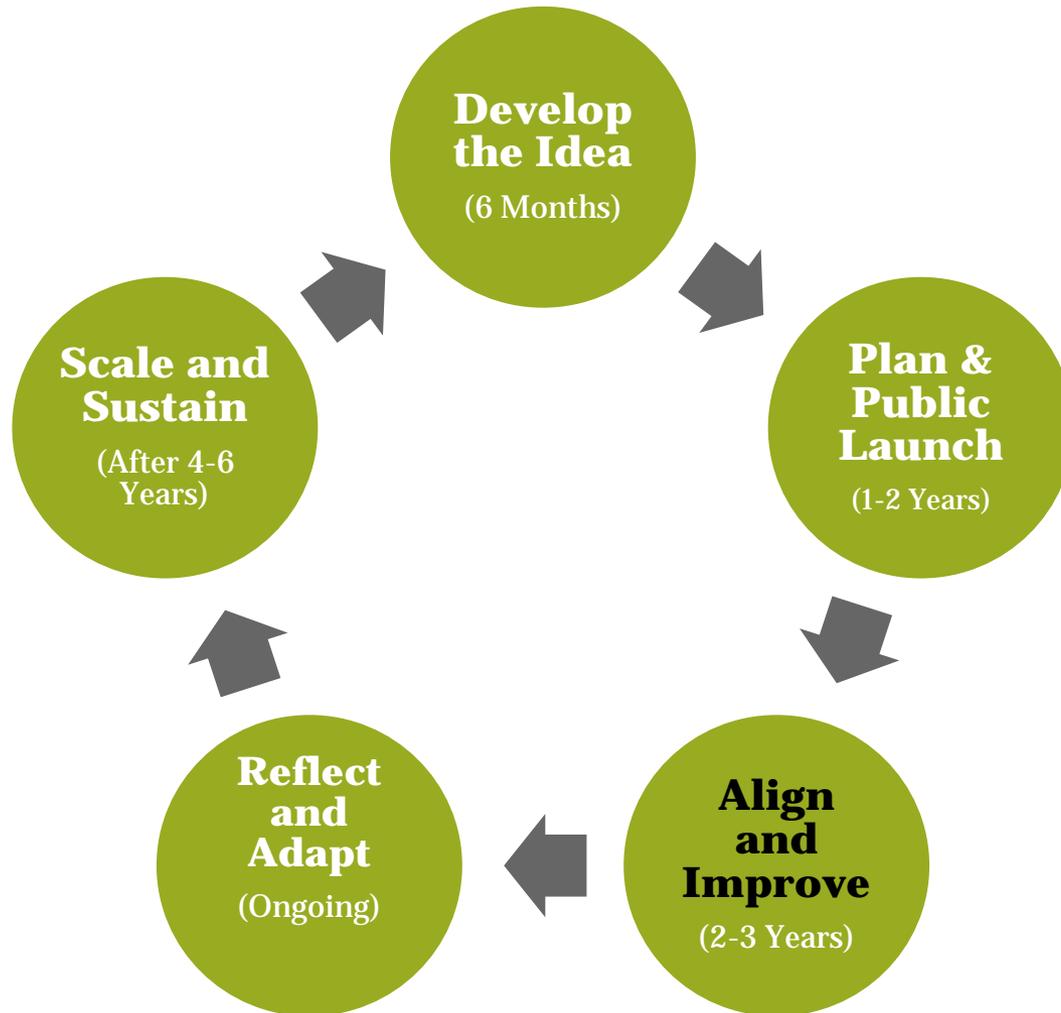
- **Completes a high school degree or equivalency**
- **Engages in work experience that will prepare him/her for a career**
- **Enters postsecondary education and completes a credential**
- **Secures a living wage by the age of 25**

Made in Durham Core Principles

Made in Durham will achieve its overarching goals by embracing five principles of reform:

- **Weave employment** with quality education, incorporating work experiences into learning from middle school through postsecondary study
- **Engage employers and youth** in the design and delivery of an education-to-career system
- **Track performance and be accountable** to partners and the community, by improving data collection, analysis, and reporting
- Bend, blend, and **leverage funding**
- **Build a purposeful partnership** that strengthens Durham's existing programs and services with improved data, funding and organizational capacity

Creating an Effective Community Collaborative



Key Employer Roles

- Strategic leaders and Board members
- Co-designers of career pathways
- Talent builders: building bank of work-based learning
- Critical friends: building partners' capacity for employer engagement

Goals for Employer Engagement

- Build a system that affords high quality applied learning and work experiences
- Create streamlined interface between employers and supply system
- Shift the culture so that youth investment is expected part of doing business in Durham

Demand-Led Approach to Connecting Young People with Good Jobs

Design



Implementation

Rationale for Work-based Learning

Work-based learning (WBL) refers to a wide range of activities in the classroom and the workplace that promote career readiness. Benefits for employers and students include:

- Establishment of a diverse talent pipeline
- Reduction in recruitment costs
- Helps students to make clear connection between classroom activities and a successful career
- Reduction in dropout rates and increases success rates of dropout recovery programs

The Benefits of Summer Employment

- Studies show that a key predictor of **consistent employment in adulthood** is early exposure to the world of work through summer - as well as year-round - employment, internships and service opportunities in the teen years.
- Young people who have been employed are more likely to stay in school and **graduate from high school** - and tend to have **higher earnings** in young adulthood.
- Local economies benefit from having young people with **greater purchasing power** and the skills and experience to compete in the workforce.

Made in Durham Short-Term Outcomes

- **71** secured summer internships
- Established relationships with employers that will extend beyond the length of the summer internship program
- Several firms have changed or amended HR policies to enable younger students to work (e.g. Duke University Health Systems, Biogen)
- Increased understanding of how messaging resonates with employers and our value proposition
- Changed employers' perceptions of disconnected youth and how to engage with this population