

University of Phoenix

Workforce Development Initiatives



September 2023

University of Phoenix



Provides high quality, career-relevant education to working adult students

Degree programs
Certificate programs
Over 100 programs
90% in growing fields



Accredited by Higher Learning Commission continually for 45 years

Founded in 1976
Next reaffirmation 2032-33



Ongoing commitment to underserved and underrepresented communities

79,800 students
Approx. 70% female
More than 1/2 report as ethnic minorities
Average age is 38
63% care for dependents
Nearly 60% are first generation college students
80% are employed while in school



Over 2700 faculty members

Average 14 years teaching experience
27 years of professional work experience



University of Phoenix[®]
CAREER WITH CONFIDENCE[™]

A Career Centric University

University of Phoenix Career Institute

Address persistent and systemic barriers to career advancement through research-based solutions and impactful partnerships

- Launched the Career Optimism Index study
 - Survey employers and employees
 - Identify actual and perceived gaps of resources and understanding about career trajectory, skills, training, and support
 - Break down barriers Americans face in their careers
- Find the study at www.phoenix.edu/career-institute or scan QR Code



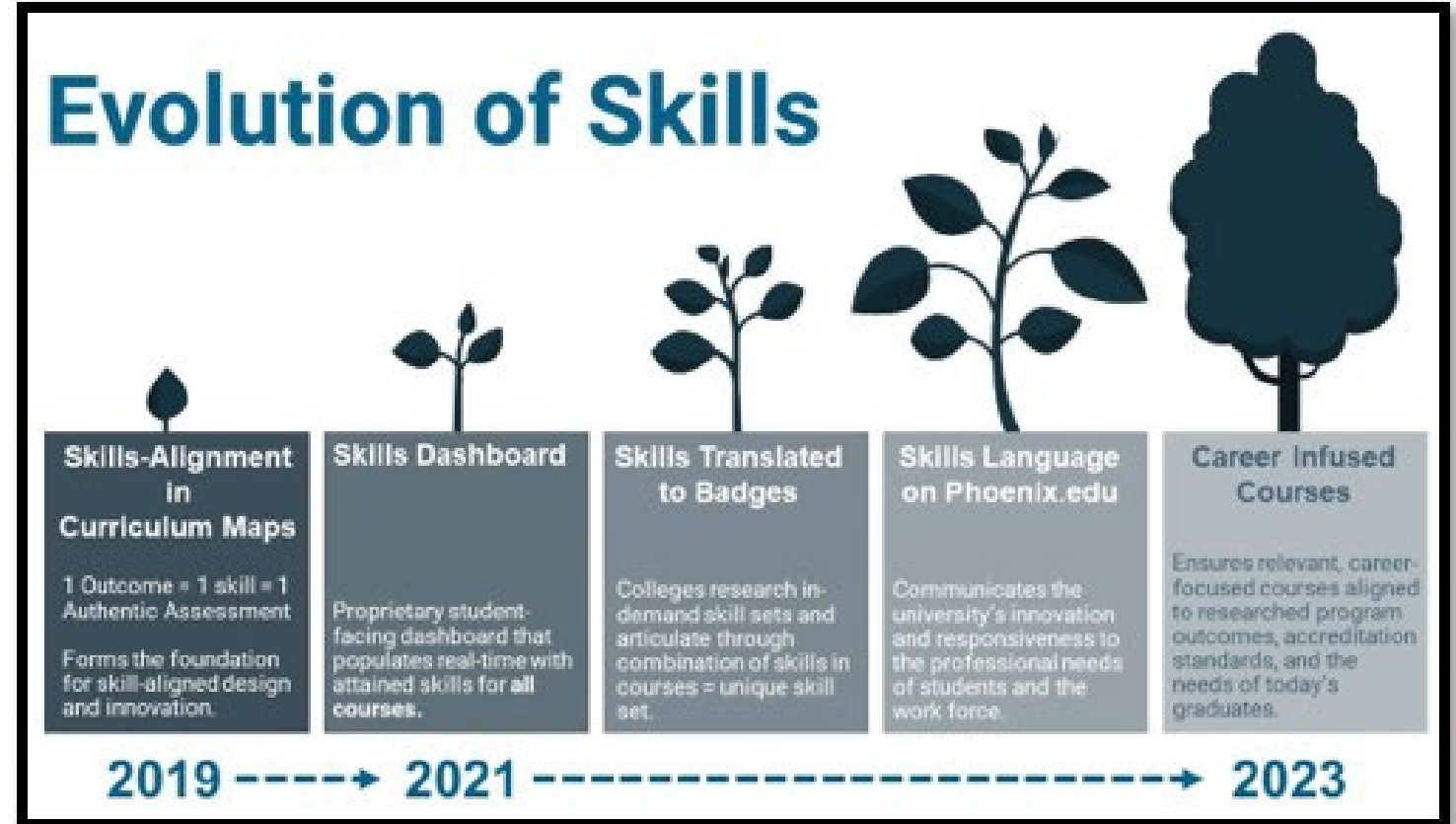
Workforce has been shifting for some time

- Recognizing skills gaps for workers
- Employers are valuing how skills can be obtained without a degree
- Skills based hiring
- Inequities of the “paper-ceiling”
- Removing “Degree Required” from job requirements



Innovative Skills-Mapped Curriculum

- 100% of programs are skills-mapped
- Learners can create upward career mobility sooner
- Degrees aligned to in-demand skills with embedded assessments that track to a dashboard for learner visibility
- Skills and digital badges can be shared in multiple forms: resumes, social media, and digital platforms as proof for potential employers, current employers, and colleagues



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Pre-Map Work – Program Creation

Academic Leaders: Visioning



Higher-ed and discipline benchmarking, conversations with colleagues, faculty, review of academic literature, vetting ideas with advisory council

Aligned Job Titles

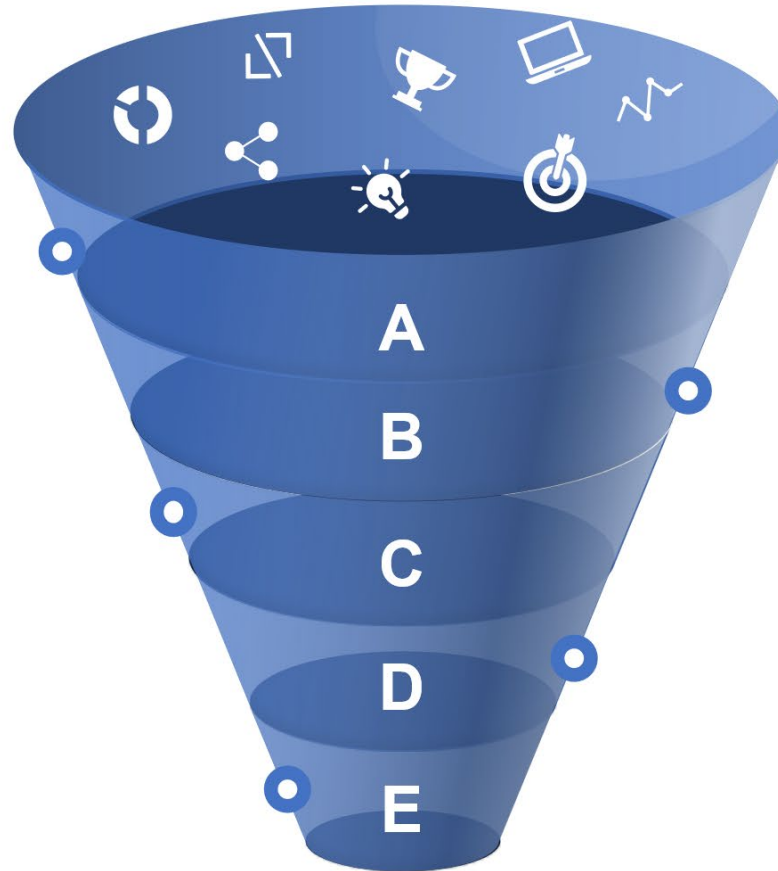


Ids for educational programs (CIP) and aligned to occupation codes (SOC). Based on CIP/COC identify appropriate job titles.

Advisory Council



Each College has a minimum of one industry council, seek input on degrees, trends, and skills/gaps we need to address



College & Stakeholder Conversations

programmatic accretor requirements. Process for program design that involves market research and ROI, faculty councils

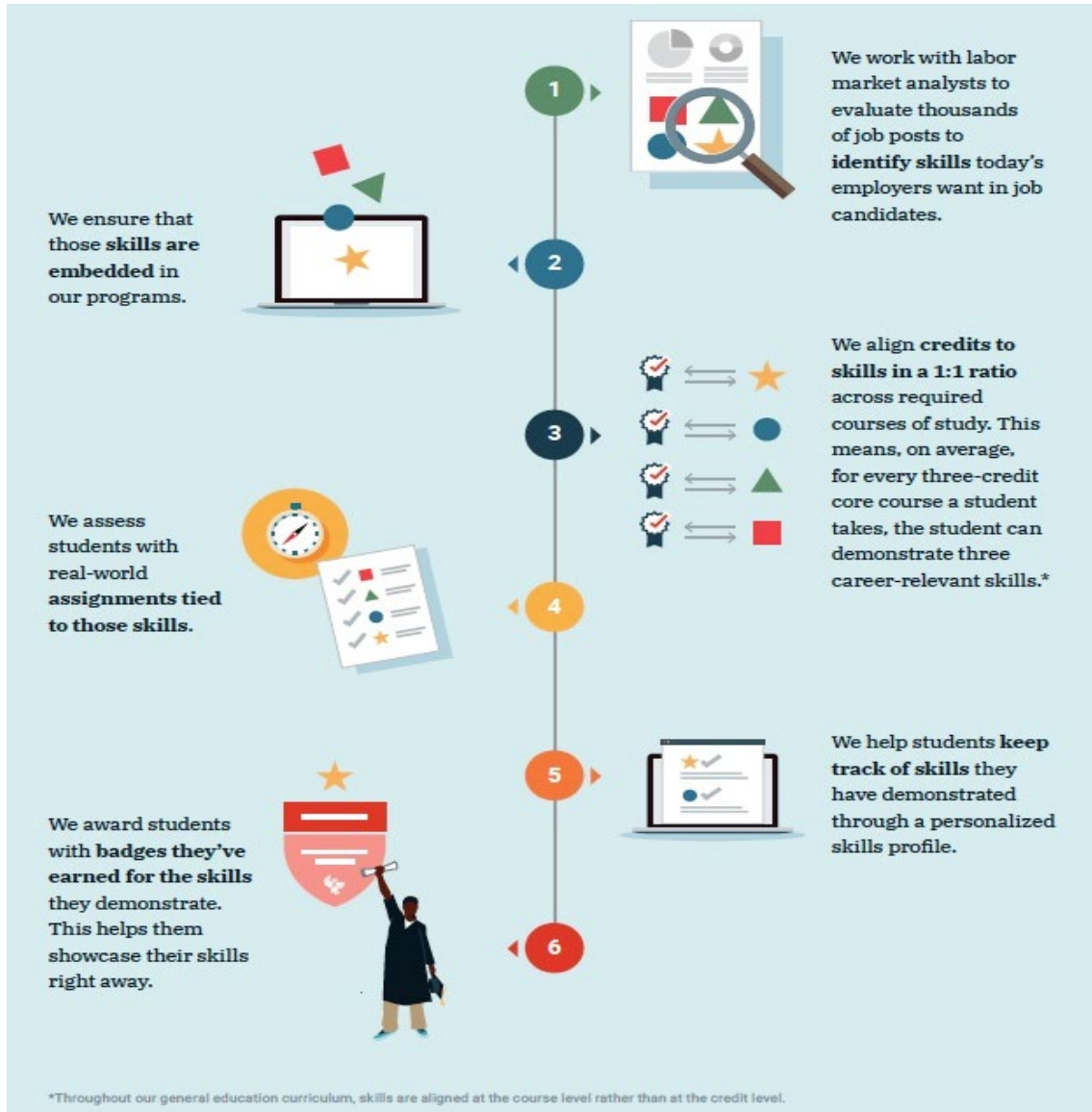


EMSI -Economic Modeling Data

Captures current job posting data tied to titles, CIP/SOC and employer information and grabs skills for those areas allowing us to map programs to in demand skills

Program

Skills Mapping Journey

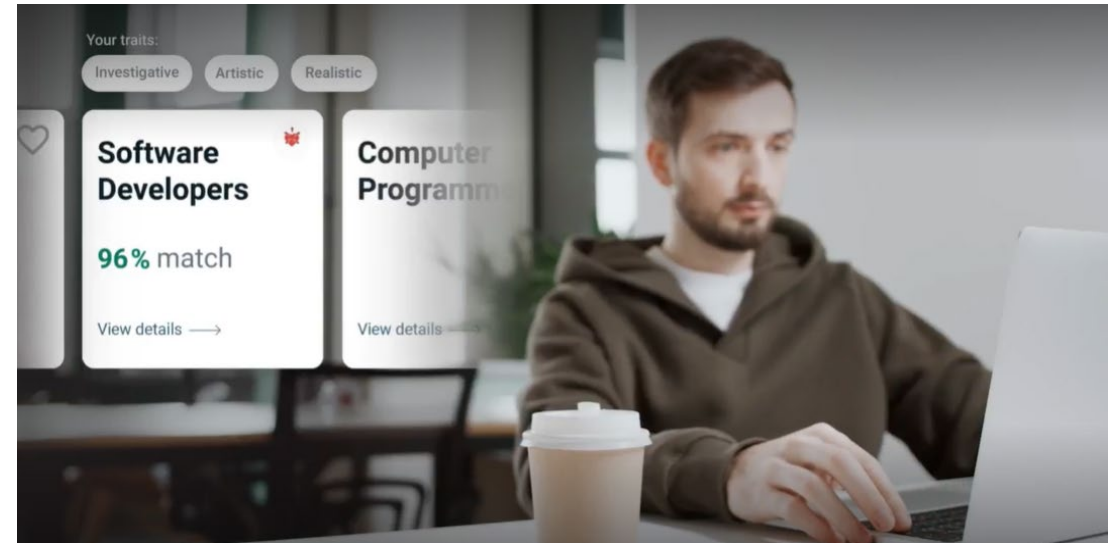


Students Voices Matter

- 76% understood professional benefit
- 64% believe badging will help with advancing careers
- 68% worked harder in course because of the ability to earn a badge
- 75% believe it will be easier to communicate their skills to potential employer
- 73% are eager to start next course because of badges
- 81% have a strong desire to complete their program because of badges
- 27% want to share badge, but don't know how
- 11% won't share because no need for it in their current position

New Tools for Learners

The **Career Navigator** is the personalized Career Guidance platform where students can explore careers, plan their next step, see their skills and explore jobs that align with their program.



The Career Navigator contains:

- **Career Explorer**-Learn about careers based on fields or industries they are interested in
- **Career Planner**-Plan & identify next steps by saving careers & job titles that best align to their goals
- **Skills Profile**-View demonstrated or self-identified skills
- **Job Explorer**-Explore job postings that are relevant to their most recent program of study

What In It For You?

Tools Available Today:

- Job postings shared with current students and alumni through Career Services
 - 1:1 appointments & Alumni and Student digital platforms
- Employer webinar highlighting organization and job openings
- Learn more about solutions to upskill & reskill employees
- Participate in annual **Inclusive Leadership Summit**
 - Employer panels
 - Recruiting booth

Tool in the Works:

- New skills taxonomy will make candidate matching process for employers much more effective
- Build skills profile for job openings with employer and identify current and emerging talent within student and alumni population
- Utilize multiple platforms to promote jobs to students and alumni that aligns with their skill inventory



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