



# June Ecosystem Enrichment: Upskilling Jobseekers

# Housekeeping Items

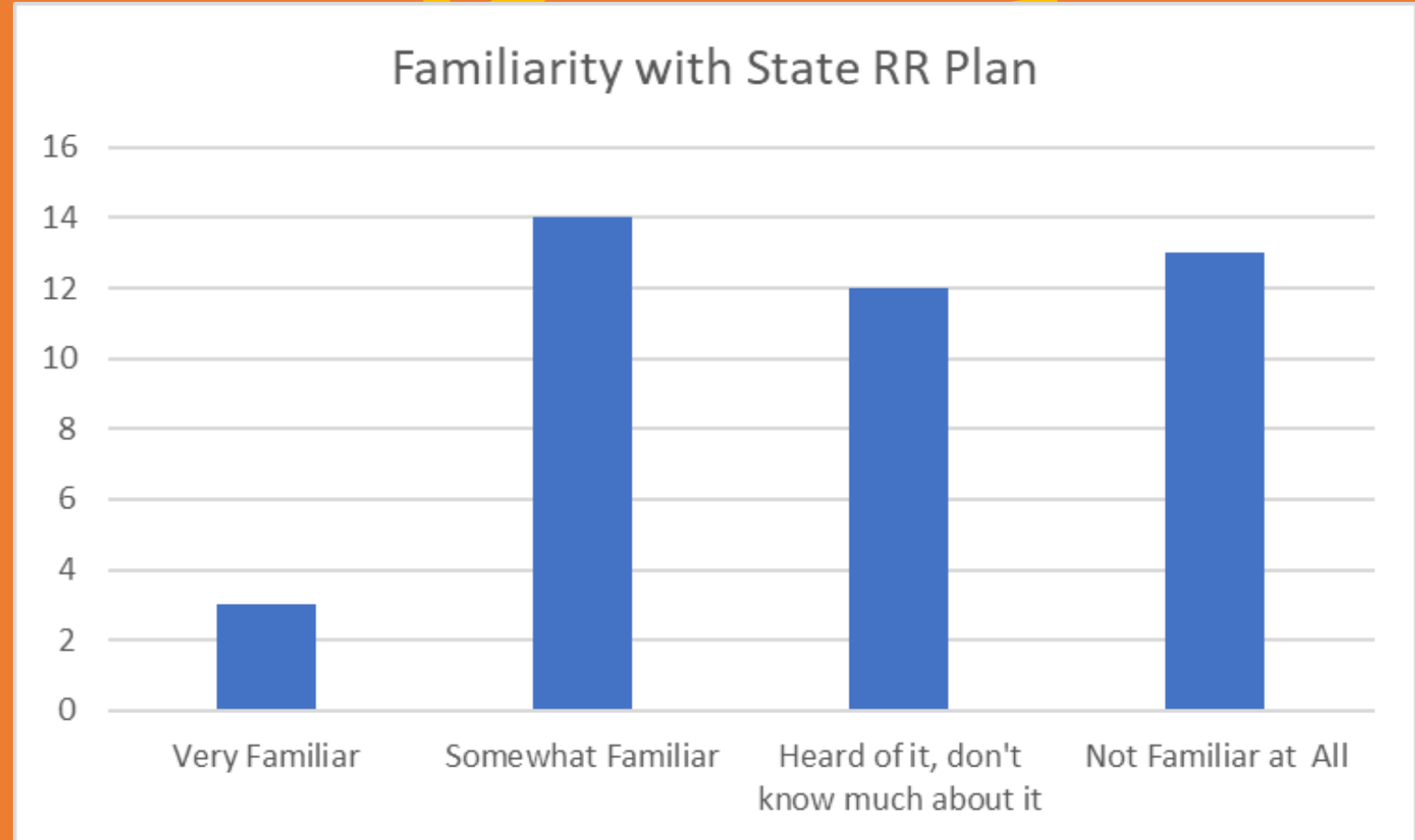
- The session is being recorded, the PowerPoint will be sent out after the session. Info from past Ecosystem Enrichments is available on the WorkOne Indy website!
- Everyone is muted upon entry. You will be able to unmute if you have a question you'd like to ask.
- You will be able to ask questions using the chat function



# Quick Poll:

How familiar with the State's Rapid Recover for a Better Future initiative?

## Results:





# Why Upskill?

## COVID-19 Job Search Trends

*Jennifer Walde, Talent Alignment  
Manager – EmployIndy*

- Market Trends
- Employer Trends
- Jobseeker Trends

A photograph of the Indianapolis skyline at dusk. The sky is a deep, dark blue with some light clouds. Several skyscrapers are visible, including the Bankers Life Tower on the left with an American flag on top, and the Indiana State Capitol building on the right with its distinctive dome. In the foreground, there's a dark, winding path or canal with small lights along its edge, and some trees with autumn-colored leaves. The text 'EmployIndy' is overlaid in the center in a white, sans-serif font. The 'o' in 'Employ' is replaced by a red circle with a white five-pointed star inside it.

EmployIndy

# Market Trends

- ★ Pre-COVID-19 market had historic low unemployment rates
  - ★ More choices and more negotiation power for job seekers
- ★ Post-COVID-19 market has higher unemployment rate
  - ★ More choices for employers since they have a larger pool of applicants



# Market Trends

- ★ Unemployment rates soared in April, remain painfully high, but have started to fall
- ★ The hardest hit states are those that rely heavily on tourism, such as Nevada, or those that rely heavily on other affected industries, such as the auto industry in Michigan



# Employer Trends

- In May, 46 states added jobs and unemployment rates declined in 38 states
- Many employers that were forced to lay-off employees expect the cutbacks to be temporary
  - **7%** of layoffs slated as **permanent** in California
  - **75%** of layoffs slated as **temporary** in Wisconsin





# Job Seeker Trends

- ★ As employers look to begin hiring again, they may look to hire new employees given the market and choices
  - ★ Enormous opportunities for job seekers to highlight transferable skills and relevancy as economy opens
- ★ Focus on quality of applications
  - ★ Quantity of applications can give a false sense of productivity and effectiveness



# Job Seeker Tips

- ★ Ensure every application and resume is relevant to the employer
  - ★ Targeted to the position and addresses the pain point
  - ★ No errors
- ★ Create consistency with resume and online presence, including LinkedIn and other social media accounts



# Job Seeker Tips

- ★ Practice interview questions and focus on using the STAR method of response so the employer understands the value or the job seeker's role
  - ★ Situation
  - ★ Task
  - ★ Action
  - ★ Result




# Job Seeker Tips

- ★ Motivation amid uncertainty is hard
- ★ Set a timer and work on job search efforts in 30 to 50-minute blocks of time with breaks between
- ★ Applying to opportunities can make us feel fearful, vulnerable, and worried
  - ★ Take time to reset mentally and physically and connect with others







**Q&A**

**EmployIndy**  
**[www.employindy.org](http://www.employindy.org)**

**Additional Questions?**  
**Contact Jennifer Walde**  
**[jwalde@employindy.org](mailto:jwalde@employindy.org)**



*Matt Butler & Bill Wozniak*

- Knowledge about Financial Aid
- Options for Post-Secondary Education
- Current Opportunities with ***Rapid Recovery for a Better Future***

How to  
Upskill  
Jobseekers?



# **INvestEd Introduction to Indy's Workforce EcoSystem**

**25 June 2020**

## INvestEd's Mission & Role:

- Raise awareness and improve understanding of financial aid literacy to make postsecondary education more accessible, approachable and affordable for all Hoosiers
- Increase the postsecondary educational attainment of Indiana, such as contributing to the Governor's 'Strategic Workforce Plan' and reaching the 2025 Goal of 60%



## INvestEd History

- In 1980, established by the State of Indiana as a non-profit, public benefit corporation—501(c)(3)
- In 2014, INvestEd's statutory duties were expanded to:
  - Providing *"financial aid literacy and educational tools to students, their families, and Indiana colleges and universities with respect to responsibly financing the costs of higher education"*
  - Providing direct education loans in addition to preexisting refinancing loans
- In 2016, rebranded from ISM to INvestEd
- In 2019, held 572 events presenting to 51,000+ Hoosiers
  - Provided 10,000+ Hoosiers with individualized assistance and guidance

# *Workforce Ready Grant*

*In collaboration with the  
Governor's Workforce Cabinet*



## Background

- Created in 2017; eligibility expanded in 2018; funding doubled in 2019

## Purpose

- Remove financial barriers that deter Hoosiers from considering training options

## Financial Aid

- Tuition and most mandatory fees—some program-specific costs excluded
- A \$5,500 last-dollar grant – other financial aid applied first

## Individual Eligibility

- Be an Indiana resident and U.S. Citizen (or eligible resident)
- Have a high school diploma (or equivalent, e.g., GED)
- Cannot have a college degree (2- or 4-year)

## Certificate Programs & Providers

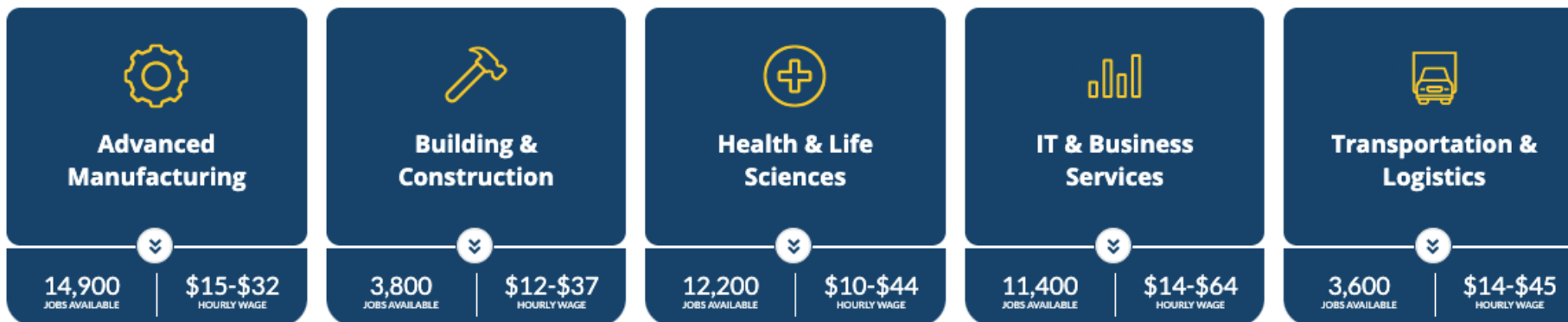
- Enroll in any qualifying training program at an eligible training provider.

## Relevance

- According to Strada Education Foundation's survey data (6/24/20):
  - A quarter of Americans say they would pursue education/training within 6 months if they lost their job—most preferring nondegree training
  - Breakdown: 37% for 18- to 24-year-olds and 23% for 25- to 64-year-olds

## Impact

- By June 2020, the WRG program had enrolled **25,000 Hoosiers**
  - Median annual wage gain for certificate completion: **\$6,400+ / year**
  - **12,000+ Hoosiers** had received certificates in resilient, high-demand career fields, such as:





Launched May 7, 2020: *'State Partners with INvestEd'*



[INvestEdindiana.org/workforce-ready-grant/](https://INvestEdindiana.org/workforce-ready-grant/)

- INvestEd providing free one-on-one, concierge-style WRG information, guidance, and answers
  - Supporting 8-week, digital advertising campaign
  - By June 5, 10,700 engagements with Hoosiers interested in WRG

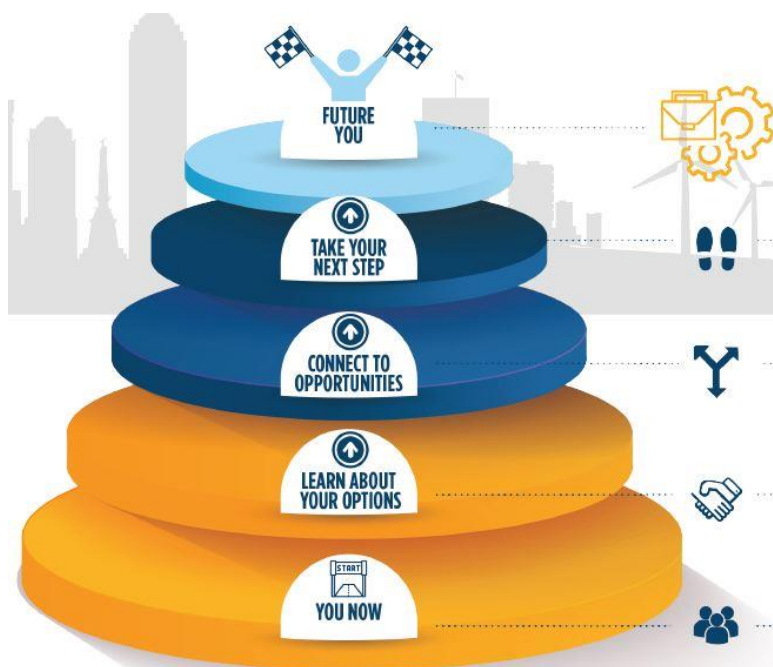
# ***‘Rapid Recovery for a Better Future’***

***YourNextStepIN.org***



## Launched June 5, 2020: 'Rapid Recovery for a Better Future'

- GWC leads this multi-stakeholder effort—and *there is far more to come!!!*
- With \$22M (U.S. CARES Act), GWC's goal: skill-up at least 10,000 Hoosiers
  - Increasing maximum individual WRG award from \$5,500 to \$10,000



One-Stop Portal: [YourNextStepIN.org](https://YourNextStepIN.org)

*your*  NEXT STEP

*I am looking for...*



**A new job**



**Education and  
training**



**Other support**



## Education & Training:

*your*  **NEXT STEP**



Education and  
training

*I want to...*



Earn or finish my college  
degree



Get a short-term certificate



Complete my high school  
diploma



I don't know?

## The Most Frequent Question/Statement:



## I don't know

*your*  **NEXT STEP**

Do you need help figuring out your next step? Understanding how to pay for education beyond high school? Accessing financial aid resources? Deciding where to enroll? Click on one of the buttons below to be connected with INvestEd, an Indiana nonprofit dedicated to helping Hoosiers navigate post-high school education and financing options. You can also talk with one of INvestEd's Indiana-based experts to get one-on-one advice.



### Where do I enroll?

There are several factors to consider when choosing a career training or higher education program, whether it's a high-value certificate, an associate or bachelor's degree, or another post-high school opportunity. We offer online tools and practical guidance to help you make the right decision.

[LEARN MORE](#)

### How do I pay for it?

Hoosiers have several financial aid resources and loan options to help make education and career training affordable. INvestEd can help you navigate the financial aid process, minimize student debt, and provide you solutions to put your education goals within reach.

[LEARN MORE](#)

### Talk to a real person

Looking to speak one-on-one with a trusted expert? Call INvestEd today at (317) 715-9007 or visit our Contact Us page for more information.

[LEARN MORE](#)

## Free one-on-one guidance

- Expert help via phone, email, or live chat
- WRG eligibility and application application assistance
- FAFSA completion help
- Answers to other adult learner questions



Call (317) 715-9007 to speak with one of INvestEd's trusted experts and get started on the Workforce Ready Grant.



## Eligibility

- HS diploma or equivalent
- No previous degree or completed certificate (currently funded by WRG)
- If program is credit-bearing (Ivy Tech or Vincennes)
  - File FAFSA
  - Enroll full-time if dependent student & at least half-time if independent student
  - Maintain satisfactory academic progress (SAP)

## Grant covers

- Tuition & mandatory fees up to two (2) years
- Up to six (6) credit hours of remedial coursework

## Costs not covered

- Program specific fees & equipment
- Any course that doesn't directly apply to the student's certificate program

## Last dollar grant

- Other financial aid applied first (excluding loans & GI Bill)



## How to get started

- Enroll in one of 125 high-value certificate programs with the provider
  - ▢ Review options available on Next Level Jobs website
- Provider works with state to secure WRG funding for the student

## Common issue

- Student already has degree or completed certificate
  - ▢ They can still work with provider on certificate to retool or change careers. May be eligible for other forms of financial aid.

## This effort is led by the Governor's Workforce Cabinet

- Workforce Ready Grant is a state program
- GWC invited INvestEd as the financial aid literacy partner
- INvestEd is serving as the point-of-contact to directly assist Hoosiers, employers, industry-specific groups, nonprofits and local/regional economic development organizations
  - We are promoting the effort on-message with the GWC
  - *More handouts, flyers and promotional materials to come!*
- Contact GWC's community outreach team:
  - Brittany Collins [BCollins@che.in.gov](mailto:BCollins@che.in.gov)
  - Jarod Wilson [JWilson@che.in.gov](mailto:JWilson@che.in.gov)

# *Outreach & Literacy Initiatives*

*Helping Hoosiers Fund  
Postsecondary Education Wisely*



## INvestEd Event Categories

- **Planning**
  - Ideally help families start the process years ahead of time
    - Early Awareness Events & College/Career Fairs
- **Paying**
  - Outline the financial aid process, opportunities, key deadlines & forms
  - Increase FAFSA filing to not lose access to funding
    - Financial Aid Nights & FAFSA Completion Events
- **Finalizing**
  - Financial aid offer comparisons to identify FREE money versus loans
  - Consideration of cost-of-attendance versus aid over 4 or more years
    - FAFSA Follow-Up Event and ongoing, one-on-one assistance

## In 2019, across Indiana...

- **572** events, including **156** high schools
- Over **51,000+** attendees



**INvestEd**  
conducted

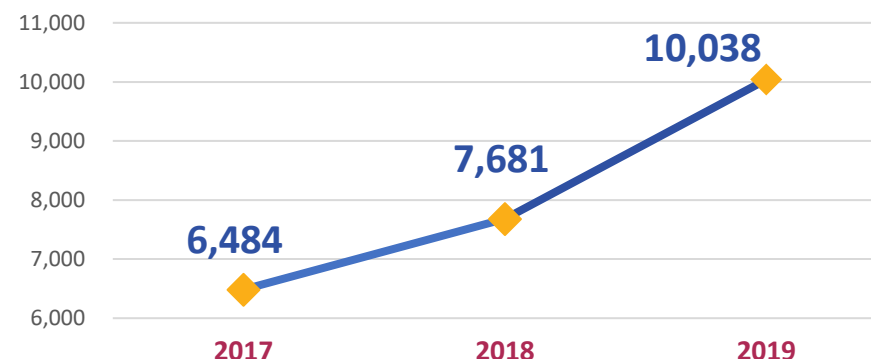
**572**

Events in  
Indiana in 2019

## FREE College/Postsecondary Planning Help

- When, where & how a family prefers
- In person, email, phone, live chat

**Individuals Helped?**  
**10,000+**



## Free Resource for Local Business Groups and Employers

- Assist employee families with financial aid, college planning
- Help employees explore all skilling up, refinancing, etc. options



## In 2019, our post-event surveys found:

- 99% found it helpful with “their questions”
- 98% would recommend INvestEd
- 96% would use for further help

## High school career counselor feedback:

*“INvestEd has changed the way our counseling office works...we now have more time to counsel students and utilize INvestEd’s resources as needed. It has lifted a weight off our shoulders in terms of being ‘experts’ on financial aid...” —*  
Director of Guidance Services, Hobart High School

*“INvestEd has helped me tremendously as a new counselor! They are extremely quick to respond to emails, answer a phone call, guide me with resources to give teachers and students, and are very knowledgeable when it comes to helping students with their own specific circumstances.” —Jennifer Kahn, Counselor, Ben Davis University High School*



In 2019, partnered with CHE on multiple fronts...

- **ISFAA Counselor Workshops across the state**
  - 13 events with 700+ attendees
- **College Goal Sunday (Co-Chair)**
  - Co-organized 37 sites over 2 days
- **Scholar Success Days**
  - 11 days of events with 500+ attendees
- **Student Advocate's Conference**
  - 2 days with 400+ attendees
- **State Fair College Financial Aid Booth**
  - 14 days, 17 staff shifts & 6,800+ interactions
- **Online FAFSA Frenzy**



INvestEd reached

800

counselors through  
various 2019  
workshops and training  
events

# How to Reach Us

317.715.9007  
outreach@investedindiana.org

**William Wozniak**  
*Vice President of Marketing*  
317.715.9002  
wwozniak@investedindiana.org

**Matthew E. S. Butler, PhD**  
*Vice President of External Engagement*  
317.715.9006  
mbutler@investedindiana.org



# Quick Poll

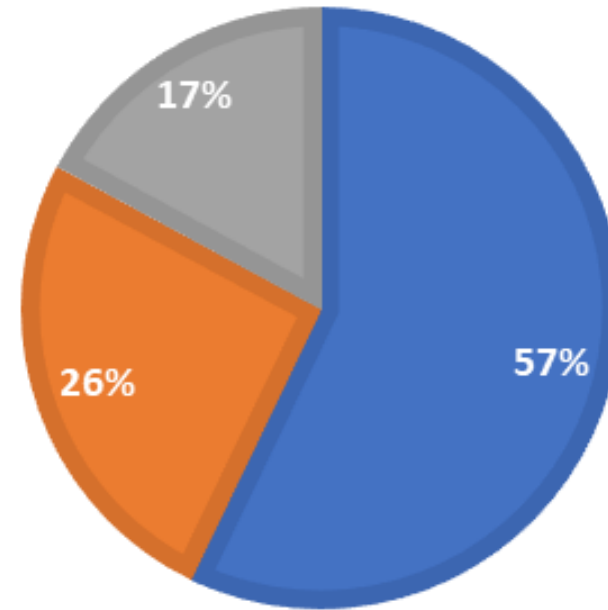


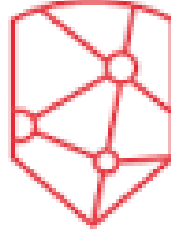
Quick Poll:  
Would you be  
interested in a more  
in-depth training on  
financial aid resources  
to counsel clients?

Results:

### INTEREST IN MORE IN-DEPTH FINANCIAL AID TRAINING

■ Yes ■ Maybe ■ No





Eleven Fifty Academy

*Ben Carter, Ivy Tech*

- 10K Program
- Indy FLEX

*Deward Neely, Eleven Fifty Academy*

- Partnership with WorkOne
- Upcoming Programs

Upskilling  
Jobseekers:  
Partner  
Spotlights





# **CAREER COACHING & EMPLOYER CONNECTIONS**



# CCEC: *WHAT IS IT?*

**CCEC shifts the institution's approach to transformational career coaching and expands employer engagement processes**

***For students, CCEC:***

- provides students with transformational, life-changing career coaching
- intertwines career exposure and embeds work-and-learn experiences throughout the student journey
- deepens employer relationships for both the individual student and ITCC at large

***For employers, CCEC:***

- aligns career experiences and exposure to employer needs
- works alongside employers to prepare incumbent workers with robust training to succeed in high-wage, high-demand careers
- brings employers alongside a students' journey and creates strong connections to talent



# CCEC: *Resources*

## **Employer Resource Webpage** <https://www.ivytech.edu/employerresources/>

- Opportunity to connect with a team member
- External online training / courses
- Covid-19 related resources

## **Free Classes and Training for 10,000 participants** <https://www.ivytech.edu/10kclasses/>

- Smart Automation Certification Association SACA
- Autodesk
- AWS Educate - Cloud Practitioner
- Intro to Cybersecurity
- Cybersecurity Essentials
- LinkedIn Learning

## **Indy FLEX** <https://www.ivytech.edu/workforce/19399.html>

- Free one-hour sessions every other Thursday on various topics such as Zoom, Microsoft Teams, Enhancing your Brand using LinkedIn, Conducting a Virtual Interview, Social Media Survival Guide, and more!

# **CCEC:** ***10K FREE CLASSES***

- **Smart Automation Certification Alliance (SACA)**
  - Certified Ind 4.0 Associate 1 and 2
  - Electrical Systems
  - Electric Motor Control Systems
  - Motor Control Troubleshooting
  - Pneumatic Systems
- **Autodesk**
  - Intro to CAD, CAM, and Practical CNC Machining
  - 3-Axis Machining with Fusion 360
  - Fusion 360: Intro to CAD/CAM
  - Intro to Mechanical Engineering Design and Manufacturing
  - Simulation Analysis for Mechanical Engineers
  - Modeling and Design for Mechanical Engineers
- **Amazon Web Services (AWS) Educate - Cloud Practitioner**
- **Intro to Cybersecurity**
- **Cybersecurity Essentials**
- **LinkedIn Learning**





Eleven Fifty Academy

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Eleven Fifty  
Matching  
Program

June 25th, 2020

**WorkOne**®

# Eleven Fifty Matching Program

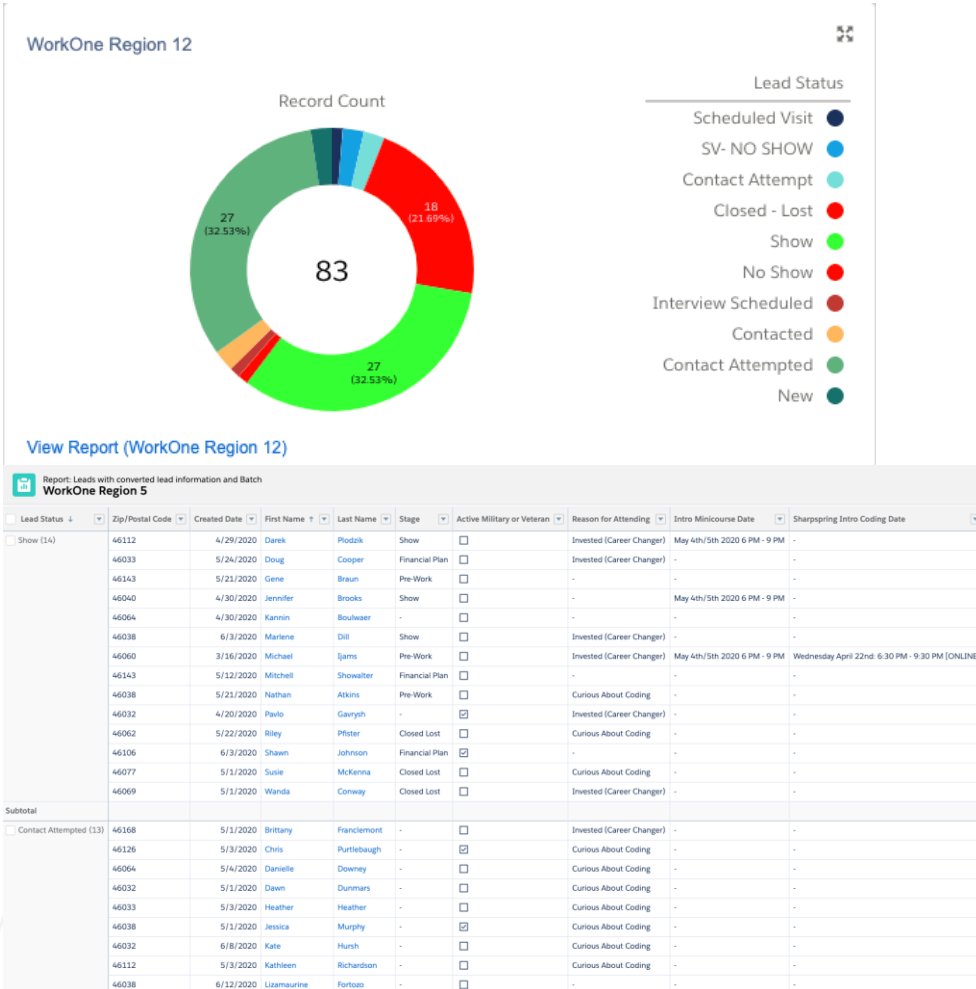
- **Exclusive** to WorkOne clients only
- Help eliminate financial barriers due to COVID-19 crisis
- Available for all bootcamp programs in June, July, and August
- EFA will match dollar-for-dollar the funding assistance that WorkOne provides Eleven Fifty candidates
- *Ex: If WorkOne provides \$4,500 of tuition assistance to a WorkOne client, Eleven Fifty will match that with an additional \$4,500 the total tuition. That equals \$9,000 off the bootcamp tuition that is exclusive to only WorkOne clients. Any amount provided by WorkOne will be matched, which in some cases may cover the entire cost of the program.*
- **UPDATE:** The CARES Act Pandemic Unemployment Assistance has now allocated **\$10K per student** through the DWD for all unemployed individuals regardless of their degree status
- **CARES ACT combined with the Eleven Fifty Matching Program essentially covers full tuition other than the Eleven Fifty \$250-500 deposit**





# Tracking Link

- WorkOne Tracking Link: <https://elevenfifty.org/workone/>
- Allows Eleven Fifty to Provide Monthly Reporting by Region



## Schedule a 15 Minute Discovery Session

Your First Name \*

Your Last Name \*

Your Phone \*

Your Email \*

WorkOne Navigator Name \*

WorkOne Navigator Phone \*

Highest Level of Education \*

Current Employment Status \*

Interest Reason \*

SUBMIT



Eleven Fifty Academy

# Upcoming Eleven Fifty Class Schedule

- UX/UI: <https://elevenfifty.org/courses/free-intro-to-ux-ui-design/>
  - 8-week Part-Time Online Program
  - **Starting July 13th (NEW DATE)**
  - **\$5,000\* (Matching Program Eligible)**
- Software Development: <https://elevenfifty.org/courses/full-time-immersive/software-development/>
  - 12-week Full-Time Online Program
  - **Starting June 22nd (NEW DATE)**
  - **\$13,500\* (Matching Program Eligible)**
- Web Development: <https://elevenfifty.org/courses/full-time-immersive/web-development/>
  - 12-week Full-Time Online Program
  - **Starting June 22nd (NEW DATE)**
  - **\$13,500\* (Matching Program Eligible)**
- Cybersecurity: <https://elevenfifty.org/courses/full-time-immersive/cybersecurity-full-time/>
  - 14-week Full-Time Online Program
  - **Starting June 22nd (NEW DATE)**
  - **\$18,000\* (\$4500 Voucher) (Matching Program Eligible)**

\* Over the last 18 months, 99% of Eleven Fifty Students received tuition assistance with an average out-of-pocket cost of \$3,645, with some students having \$0 out-of-pocket costs . With CARES Act DWD funding combined with the Eleven Fifty Matching Fund program exclusive to WorkOne, the average out-of-pocket cost per student should drop to close \$250-500.



# Upcoming Eleven Fifty Class Schedule

- Software Development: <https://elevenfifty.org/courses/full-time-immersive/software-development/>
  - 12-week Full-Time Online Program
  - Starting July 27th
  - \$13,500\* **(Matching Program Eligible)**
- Web Development: <https://elevenfifty.org/courses/full-time-immersive/web-development/>
  - 12-week Full-Time Online Program
  - Starting July 27th
  - \$13,500\* **(Matching Program Eligible)**
- Software Development: <https://elevenfifty.org/courses/full-time-immersive/software-development/>
  - 24-week Part-Time Online Program
  - Starting August 10th
  - \$13,500\* **(Matching Program Eligible)**
- Web Development: <https://elevenfifty.org/courses/full-time-immersive/web-development/>
  - 24-week Part-Time Online Program
  - Starting August 10th
  - \$13,500\* **(Matching Program Eligible)**
- Cybersecurity: <https://elevenfifty.org/courses/full-time-immersive/cybersecurity-full-time/>
  - 24-week Part-Time Online Program
  - Starting August 10th
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Organizations  
Outside of  
WorkOne?  
Refer In!



## WorkOne Indy Job Seeker Services

For individuals looking for job opportunities, job seeker services through WorkOne Indy are virtually available by calling 317-798-0335 or sending an email to [questions@workoneindy.com](mailto:questions@workoneindy.com).



Eleven Fifty Academy



Eleven Fifty Academy

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**THANK YOU**

Dewand Neely  
E: [dneely@elevenfifty.org](mailto:dneely@elevenfifty.org)

# Wrap-Up



Next Session is July 23rd

[Register Here](#)



Indy FLEX Sessions every  
Thursday!

[Check them out here!](#)



Want more from INvested?

[INvested Website](#)