

# Upskill Initiative: 1 Year Later

## Progress Update

April 2016



# Executive Summary

- In his 2015 State of the Union, the President called on companies across the country to “offer more educational benefits and paid apprenticeships – opportunities that give workers the chance to earn higher-paying jobs even if they don't have a higher education.”
- He asked employers to take action because there are 24 million workers scoring below basic skills– 60 percent of whom are in the following industries: retail, health, hospitality/food; manufacturing; and construction.
- Last April, at the White House Upskill Summit, over 100 employers responded.
- And now– one year later<sup>1</sup> :
  - ✓ Around 100,000 workers have received training that could lead to higher-skill jobs,
  - ✓ Over 10,000 workers have earned degrees and credentials, and
  - ✓ Around 5,000 workers have already been promoted into higher-paying positions
- There are many examples of new training opportunities for frontline workers from employers including Chipotle, CVS Health, and Starwood Hotels.
- Some of those examples are highlighted in this report.

<sup>1</sup> Aspen Institute survey of companies that made commitments to Upskill Initiative.

# Employer Progress Upskilling Frontline Workers (1/2)

- Anthem**
- In less than a year, has enrolled more than 1,500 associates in College for America, to work toward earning their first college degrees online.
  - Has created the Anthem Learning Network: a free, online program that provides more than 50,000 associates access to 1,000 courses and exams for 100 professional certifications including IT and HR.
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- Chipotle**
- Committed to expanding and promoting its tuition reimbursement company-wide.
  - In the summer of 2015, announced that tuition assistance eligibility would expand from salaried employees to include all part-time workers.
  - Less than 1 year later, has paid over 1,200 employees some level of tuition reimbursement—and reports improved recruiting as a result.
  - For 2016, projects that the number of employees receiving tuition assistance will almost double.
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- CVS Health**
- As a result of commitment to double its number of apprenticeships from 1,500 to 3,000 over five years, in the past year, over 800 individuals received apprenticeship-related instruction and training in SC, MI, and IN. All workers earned credentials and were promoted to higher-skilled positions.
  - Plans to develop/expand Registered Apprenticeship programs in AR, MI, MO, RI, TX, and WI.
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- Genesis HealthCare**
- Thanks partly their Upskill commitment, won the 2015 CareerSTAT “Frontline Health Care Worker Champion” Award and has shared best practices with other national emerging health care providers.
  - Identified and trained frontline workers on core competencies for culinary arts that could ultimately prepare them for Executive Chef and Director Dining Services positions.
  - As part of their expansion plan, has trained 163 Certified Nursing Assistants in MD, NJ, and PA over the past year, all of whom have achieved state certification and higher pay as a result.
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- Glassdoor**
- Made On-the-Job Training Finder available to communities and organizations promoting training.
  - US Dept of Labor has integrated a version of the tool called the Apprenticeship Finder into its website.
  - As part of its new “Certifications & Pledges” feature, has launched a number of certifications, including the Career Advancement badge. To date, over 1,800 companies have used this tool to certify that they have Career Advancement programs to upskill their workers.

# Employer Progress Upskilling Frontline Workers (2/2)

## *IUPAT*

- Officially launched CORE (Community Organizing for Real Economics), its national outreach effort.
- Graduated all 36 veterans in pre-apprenticeship program; all successfully transitioned to full-time jobs.
- Together with Job Corps, increased registered apprenticeship placements by 24% over last year and increased job-training match placements for all IUPAT graduates (1/4 of whom are women) by 19%.
- Continues to work to connect veterans and women with apprenticeship opportunities.

## *Kaiser Permanente*

- Since the April Summit, 450 people are participating in the pilot Career Development portal.
- Provided access for 48,000 workers to more resources through its Ben Hudnall Memorial Trust, which now offers shorter-term certificate programs and non-clinical Associate Degrees.
- Increased tuition reimbursement benefit, ensuring that all 187,000 workers have greater access to educational courses including degree programs, licensure, certification courses and basic skills.

## *McDonald's*

- As of this month, over 5,000 people have enrolled in Archways to Opportunity since its start in 2015.
- To date, almost 900 people have graduated from the English Under the Arches program, and over 3,000 people are receiving tuition assistance for college classes.
- Set a goal for the program to reach one person in each of their 14,000 restaurants this year.

## *R & R Transportation*

- To expand its reach, partnered with Welfare Reform Liaison Project, Goodwill, Ryder Transp., and the Guilford County Workforce Development Board to start "The Triad Transportation Institute Guilford County." This program will train potential drivers on soft-skills, Global Logistics Associates (G.L.A.), and truck driving abilities, as well as offer training in logistics as a career.
- Signed agreements with Davidson County Community College (D.C.C.C.) and Guilford Technical Community College (G.T.C.C.) for support, including annual scholarships.

## *Starwood Hotels*

- Enhanced Associate Development Program through more exposure and training for job growth.
- Graduated 100 ADP participants in 2015, and rolled out the expanded program to its entire North America portfolio of more than 500 owned, managed, and franchise properties.
- By end of 2016, anticipates graduating ~200 front-line Associates through the Program. In Q4 2016, will begin tracking professional growth as a result of the Program.

# Frontline Worker Stories

## Frankie M.

Frankie started out as a server making \$7.50 per hour, plus tips. When she joined Amali Restaurant, her employer paid for her training in business and wine, and she was promoted to Sommelier / Wine Director— her first management-level job. This past year, Amali paid for Frankie to travel to Greece to study wine. Thanks to all her hard work, Frankie is now a profit-sharing partner in Amali Mou, new as of September 2015.



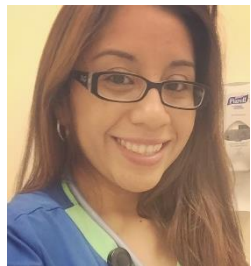
## Evelyn F.

Evelyn started out making just above minimum wage as a baker. With dreams of becoming a chef, she enrolled in an 9-week course through the Hospitality Training Academy, with federal funding. After graduating from the program, her salary nearly doubled to about \$20 an hour plus full benefits— and she now oversees a team of 15-20 cooks on any given day.



## Guadalupe L.

Guadalupe began her career as a medical assistant and became an LPN through a scholarship from her employer, Urban Health Plan (UHP). When UHP began providing tuition assistance as part of their commitment to the President's Upskill initiative, Guadalupe decided to go back to school to become an RN. Thanks to this training, Guadalupe was recently promoted to be Coordinator of the new Center for Healthy Aging.



## Starrann F.

Starrann, an administrative assistant at Anthem, had put off college to care for her family. But in 2013, she enrolled in Anthem's pilot program with College for America, which provided the opportunity to earn her Bachelors and Associates degrees for free. With the skills she learned through the program, she earned a promotion to communications specialist.



# Employers that have made commitments to the Upskill Initiative

- ✓ AARP Foundation
- ✓ Addus
- ✓ Advanced Manufacturing Partnership
- ✓ Association for Career and Technical Education
- ✓ AHIMA
- ✓ Alcoa Foundation
- ✓ Amali Restaurant
- ✓ Anthem
- ✓ ASI System Integration
- ✓ AT&T with Udacity
- ✓ Austal USA
- ✓ AXA Equitable Life Insurance Co.
- ✓ Bank of America
- ✓ Barton Malow
- ✓ Belcan Corporation
- ✓ BEST Corp., Hospitality Training Center
- ✓ Beth Israel Deaconess Medical Center
- ✓ Black Star Co-op Pub and Brewery
- ✓ Boston Centerless
- ✓ Bühler Inc
- ✓ C.A. Hull Co., Inc.
- ✓ California Labor Federation
- ✓ CA Long-Term Care Education Center
- ✓ Campbell's Soup and Pepperidge Farm
- ✓ Capital One
- ✓ Carpenters' District Council of Greater St. Louis & Vicinity Joint Apprenticeship Program
- ✓ CDW
- ✓ Cengage Learning
- ✓ Chesterfield
- ✓ Chipotle
- ✓ Chrysler
- ✓ Civil Service Employees Association
- ✓ CMT
- ✓ CN Hotels
- ✓ COLORS Restaurant
- ✓ Cox Machine, Inc.
- ✓ Culinary Academy of Las Vegas
- ✓ CVS and CVS Health
- ✓ Daimler Trucks North America
- ✓ Dartmouth-Hitchcock
- ✓ Deloitte & The Aspen Institute
- ✓ Dimo's Pizza
- ✓ Discover Financial Services
- ✓ District 1199C Training & Upgrading Fund
- ✓ DMG Mori Seiki USA
- ✓ Dow Chemical Company
- ✓ EcoMize USA
- ✓ EJ Ajax
- ✓ Ford
- ✓ Freedman Seating
- ✓ Gap, Inc.
- ✓ General Motors
- ✓ Genesis HealthCare
- ✓ Glassdoor
- ✓ Global Partner Solutions, LLC
- ✓ Goldman Sachs Foundation
- ✓ Goodwill Industries
- ✓ Greater Boston Hospitality Employers
- ✓ Grifols
- ✓ Harper College
- ✓ H-CAP and H-CAP Education Association
- ✓ HCSC
- ✓ Helen Miller Member Education and Training Center
- ✓ The Hinckley Company
- ✓ Home Builders Institute
- ✓ Hospitality Training Academy
- ✓ HR Policy Foundation
- ✓ Hypertherm
- ✓ IBEW Local Union 43
- ✓ IBM
- ✓ Independent Electrical Contractors
- ✓ Institute for Career Development
- ✓ Int'l Union of Painters and Allied Trades/Int'l Finishing Trades Institute
- ✓ IUPAT District Councils: Districts 9, 11, 16, 21, 82, and 88
- ✓ John Deere
- ✓ Jostin Construction
- ✓ Jostin Construction
- ✓ Kaiser Permanente
- ✓ Keystone Development Partnership
- ✓ M. Davis & Sons, Inc.
- ✓ Max Daetwyler
- ✓ McDonald's
- ✓ Memorial Sloan Kettering Cancer Center
- ✓ Metaphase Technologies
- ✓ Mercy Hospital
- ✓ Midwest Underground Technology and American Tower
- ✓ Milwaukee Building and Construction Trades Council
- ✓ Monogram Foods
- ✓ MTU America
- ✓ Nestle
- ✓ New Jersey Health Care Talent Network
- ✓ NIMS
- ✓ North Carolina's Research Triangle
- ✓ North Sunflower Medical Center
- ✓ Northwestern Memorial HealthCare
- ✓ Norton Healthcare
- ✓ Oberg Industries
- ✓ Optimax Systems, Inc.
- ✓ Orange Research, Inc.
- ✓ Owens-Illinois
- ✓ Pacific Gas & Electric
- ✓ Partners HealthCare
- ✓ PepsiCo
- ✓ Pharr-San Juan-Alamo ISD
- ✓ Principal Financial Group
- ✓ ResCare
- ✓ R & R Transportation
- ✓ Richards Industries
- ✓ SEIU Healthcare 1199 NW Multi Employer Training Fund
- ✓ SEIU Healthcare NW Training Partnership
- ✓ SEIU Healthcare PA Training and Education Fund
- ✓ SEIU and AFSCME
- ✓ SEIU Local 1 Training Center
- ✓ SEIU United HealthCare Workers – West and Joint Employer Education Fund
- ✓ SEIU United Long Term Care Workers
- ✓ Starwood
- ✓ Siemens
- ✓ South Central College
- ✓ State of New Hampshire's Division of Personnel
- ✓ State of Washington
- ✓ Stober Drives, Inc.
- ✓ Tesla Motors
- ✓ TMC Transportation
- ✓ Time Warner Cable
- ✓ UAW
- ✓ UNITE HERE Local 23 Training Fund
- ✓ UNITE-LA
- ✓ United Home Care Workers of PA
- ✓ UnityPoint Health
- ✓ Universal Woods, Inc.
- ✓ U-Penn Health System
- ✓ UPS Package Car Driver Training
- ✓ Urban Health Plan
- ✓ Volkswagen
- ✓ WalMart
- ✓ Western Association of Food Chains
- ✓ Worker Education & Resource Center
- ✓ WRTP/ BIG STEP
- ✓ Wyoming Machine, Inc.
- ✓ Xerox
- ✓ Zurich North America
- ✓ 1199SEIU Home Care Industry Education Fund
- ✓ 1199SEIU League Training & Upgrading Fund
- ✓ 1199SEIU Training & Upgrading Fund-Massachusetts
- ✓ 1199 New England Training and Upgrading Fund
- ✓ 32BJ Thomas Shortman Training Fund