

**New Hampshire Coalition for Business and Education
"65x25" Work Group
Setting a Statewide Attainment Goal, Metrics and Path to Meet Demand**

Background

At its March 5, 2015 meeting the New Hampshire Coalition for Business & Education (NHCBE) invited Malia Sieve from the Lumina Foundation's Strategy Labs to make a presentation about the importance of setting a statewide postsecondary attainment goal, as well as the role that this Coalition could play in achieving this goal. The Community College System of New Hampshire has already been promoting such a goal and using it to set its strategic direction, which is that *65% of the state's 25 to 64 year old population holds a high-quality postsecondary credential or degree by the year 2025*. This goal is based on projections by the Georgetown Center on Education and the Workforce that estimate that 68% of New Hampshire's jobs will require some type of postsecondary credential by 2020.

After the presentation, the Coalition members conceptually endorsed this goal but asked that a work group meet to further study this workforce target and develop a set of recommendations that would include an attainment goal and a set of progress metrics for the Coalition to consider as a package at its next full meeting.

It should be noted that because of the goal timeline, the work group focused its metrics discussion on the higher education into workforce end of the spectrum. The youngest person in the state's 25-64 age workforce in 2025 is already 15 years old. Sustaining the state's economic vitality and quality of life beyond 2025 will require longer term, complementary initiatives, many of which have been the topic of prior Coalition presentations. The development of progress metrics for earlier in the education continuum (i.e. early childhood through 12th grade) may be something that the Coalition will want to consider as it moves forward with subsequent efforts.

Vision

The coalition is "committed to improving the quality, access, and relevance of education for New Hampshire citizens of all ages." This is a critically important statement that the work group used to develop a result statement to guide its work. Without a clear result statement, it is difficult, if not impossible, to develop a clear goal with metrics to guide activity. The underlying assumption behind this commitment is that it is in service of a greater good that the work group suggests may be articulated in the following statement:

New Hampshire's citizens have the education necessary to meet their life goals, as well as the current and future economic needs of the state.

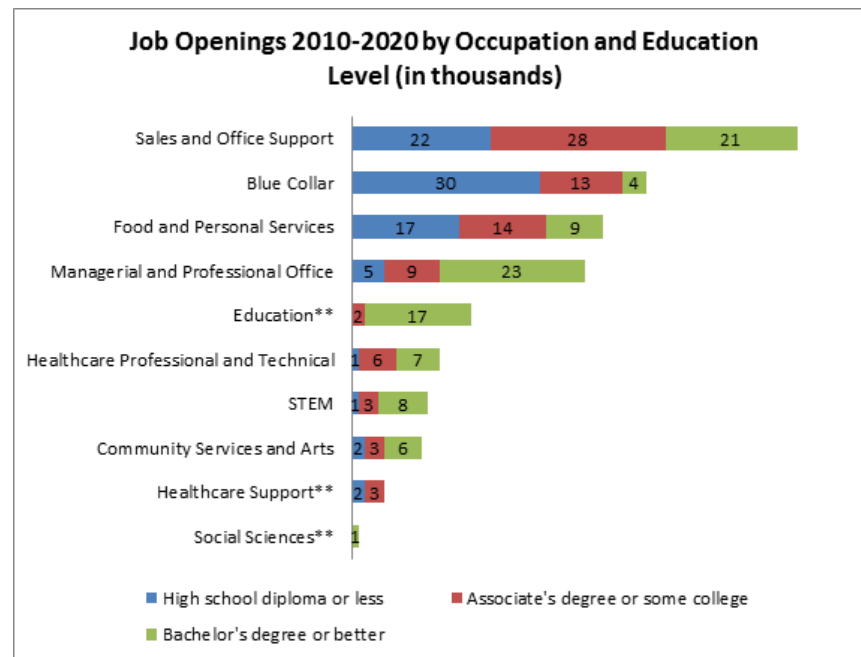
The Georgetown Center on Education and the Workforce (CEW) conducted an analysis of the future workforce needs of the country, as well as those of each state, and they project that by the year 2020, 65% of the jobs in the United States will require some type of postsecondary training or education. In New Hampshire, the need will be greater at 68% (note: the CEW has not developed forecasts beyond 2020, but preliminary data indicate no reduction in the level of education required). The challenge is that the current degree attainment level of the state's adult population is 46% with a relatively stagnant growth rate. Reaching 65x25 is aspirational (stretch) and attainable if there is commitment and there are champions. It is also vital for the state's economic future.

Workforce Demand

Since the 1980s, education or training beyond high school has become the minimum threshold for individual economic advancement. In 1973, most U.S. jobs required no more than high school completion; by 2020, about two-thirds of employment will require some college education or better.

New Hampshire's economy reflects this national trend toward growing demand for postsecondary education. **Between 2010 and 2020, about two-thirds (68 percent) of job openings in New Hampshire will require education beyond high school.** Most job openings in management and professional office, STEM, social sciences, education and healthcare professional and technical occupations will require postsecondary education. The healthcare support group is divided between high school-level jobs and those requiring some college education. Interestingly, close to one out of three jobs in blue-collar occupations will be postsecondary jobs. CEW projections include individuals with certificates and some college as well as degree holders.

As an industry, manufacturing will grow more slowly than other sectors at 4%, but it will continue to demand a reliable supply of skilled workers. The electronic components and products manufacturing—one of the largest industry clusters in New Hampshire—demonstrates the occupational diversity and education and skill requirements expected in this industry. More than a third (36 percent) of the industry workforce is composed of blue-collar workers. In addition, more than a quarter (26 percent) are STEM workers and more than one in five (22 percent) are managers and office workers, according to an analysis of the American Community Survey 2011-2013.



Reaching 65 by 25 is an important goal for the state's economic future and for individual economic advancement. Businesses that intend to move to New Hampshire or to expand will demand an educated workforce. Failure to increase postsecondary attainment in line with workforce demand will put New Hampshire and its citizens at a disadvantage.

Current and Future Supply

As mentioned above, New Hampshire's current postsecondary attainment rate of 25 to 64 year olds with an associate degree or higher is 46%. To meet a goal of 65% with a postsecondary credential or degree by 2025 will require the production of 95,455 additional credentials.

It is important to note that the 65% goal is of adults with not only postsecondary degrees but also with other sub-associate level credentials of value. At the current time, there is no regular and/or consistent way of counting these credentials through publicly available data sources. According to research conducted by the CEW, states could reasonably add an additional 4-6% onto their current attainment levels to estimate levels that include these types of credentials. Using 5% as an average, this brings New Hampshire to 51% - still short of what is needed to meet demand. Over time, states could assume a natural growth rate of about 0.6 to 0.8% of credential holders.

The question is – *How will New Hampshire meet this demand challenge?*

There are some critical data points to consider before addressing this question, however. First is the proportion of the state's population with various levels of education. As of 2013, New Hampshire had approximately 204,000 adults with just a high school diploma or equivalent (about 28% of adults), and approximately 141,000 adults with some college and no degree (about 20%). This is close to half of the population that could be tapped for improving their education levels. Second is the challenging reality that the number of traditional aged students is declining in dramatic fashion in New Hampshire and New England broadly. Additionally, there is a relatively flat population increase for young adults between 20 to 39 years old projected. Finally, while New Hampshire has historically been a great importer of educated people, this trend line has plateaued in recent years, not to mention that New Hampshire exports about 43% of its residents enrolled in higher education to institutions out of state.

Shifting the focus to higher education systems and their success in completing students, a recent National Student Clearinghouse (NSC) Research Center study found students who started as full time freshmen at a New Hampshire four-year institution and continued full time, had the second highest graduation rates in the country. Both New Hampshire public and private institutions had 89% of their students complete a degree within six years (78% at their original institution). The graduation rates for "mixed" (some full time and some part time enrollment) and exclusively part time students are substantially lower, and provide an opportunity to measurably improve completion rates.

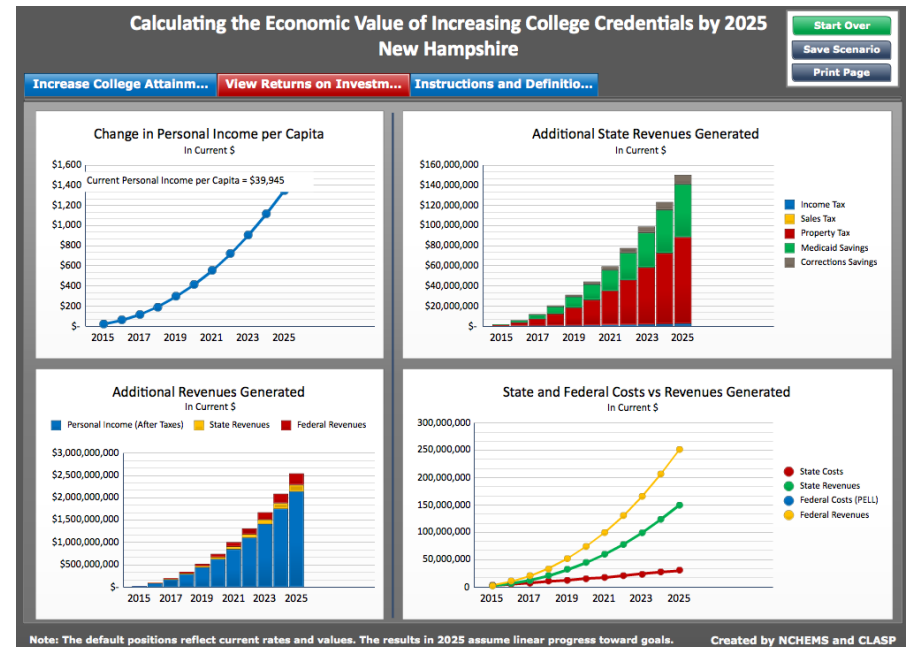
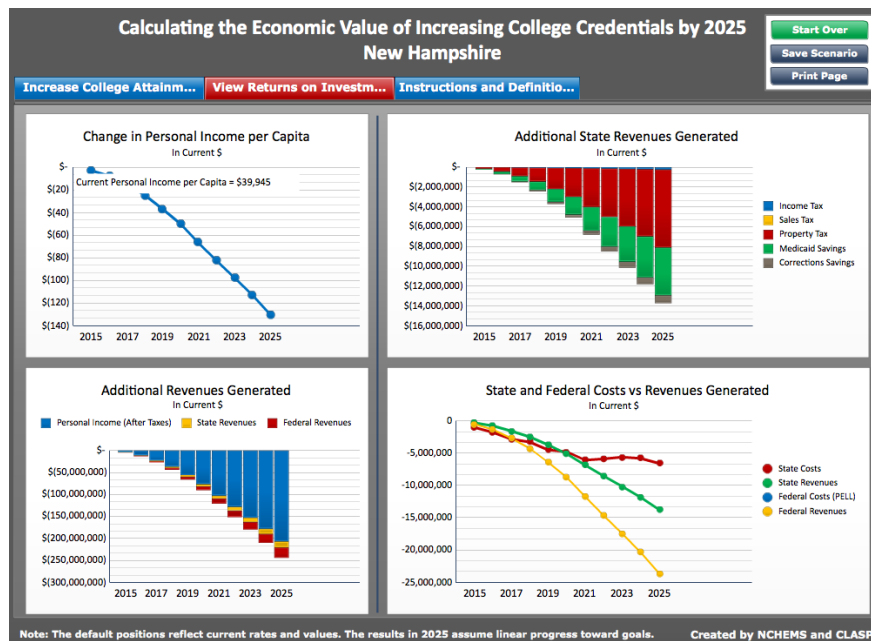
The graduation rates for students who start postsecondary education in either the 20 to 24 age bracket and the over 24 years of age bracket are also substantially below those who start at the “traditional age”, and again, provide an opportunity for increasing completions. NSC figures are not available for New Hampshire two-year colleges, but will be in future years as the CCSNH provides more data to the NSC. The overall state level pattern indicates there is the potential for more effectively and efficiently producing high value certificates and degrees from the postsecondary education sector.

These data together seem to suggest strategies that will address 1) engaging the adults with no credential in the state, 2) improving completion success of those already enrolling in higher education institutions, and 3) retaining more high school graduates to attend in-state institutions. However, meeting the goal will be easier said than done as these are complex issues that require the collaboration of K-12, public and private higher education, business, community based organizations, and local and state leaders. Not a single segment in the pipeline can be taken for granted.

In order to produce the 95,455 additional credentials in New Hampshire by 2025, this will require improvements in high school graduation rates, students enrolling in college directly after high school (particularly in-state), significantly serving more adults, and improving certificate and degree production from both public and private higher education institutions and career schools.

Visualizing New Hampshire’s Path

The chart below on the left show the financial path that New Hampshire is on if no changes are made – if conditions, investment, and effort remain status quo. However, the chart on the right shows the path the state will be on if deliberate action is taken to further develop the human capital that will help New Hampshire’s residents meet their life goals and that are necessary to meet the economic needs of the state. (Charts and analysis were developed by the National Center on Higher Education Management Systems (NCHEMS)).



Recommendations

After consideration of these data, the Work Group recommends that the Coalition consider the following for adoption:

- Result statement that “New Hampshire’s citizens have the education necessary to meet their life goals, as well as the current and future economic needs of the state.”
- Statewide attainment goal of 65% of 25 to 64 year olds hold a postsecondary credential or degree by 2025 (referred to as “65x25”)
- Progress metrics:
 - Supply (credentialed workers) : Demand (jobs requiring postsecondary education) ratio
 - Postsecondary Enrollment (% of high school graduates enrolling immediately after graduating)
 - In-state Enrollment (% of resident students remaining in-state for college)
 - Postsecondary completions (completions per 100 full-time equivalents)
 - Proportion of 25-49 year olds enrolled (as percent of 25-49 year olds without a Bachelor’s degree)

In addition to the adoption of the aforementioned result statement, goal and metrics, the work group considers the list of actions below to be critical next steps to effecting attainment goal progress.

- Developing a further understanding of the scope of the challenges identified during this process and the current landscape so subsequent actions incorporate this context;
- Identifying high-leverage strategies and quick wins for the Coalition to engage (considering how to re-engage adults in educational programs, secure financial aid/scholarships to keep people in-state, increase business participation in related efforts, etc.);
- Developing and executing a plan for implementing strategies;
- Preparing the “vision” for this project and associated communication strategies/materials, including periodic reporting on progress, and the harvesting and supporting of vocal champions from the business and industry and education community; and
- Providing periodic updates to the full Coalition membership on actions taken and results.

As such, the work group suggests that the Coalition consider the following: a) requesting the Coalition’s Steering Committee take on the work described above, b) requesting a work group (current metrics work group or reconfigured work group) to take on this work, or c) identify and partner with an external body to take on this work.

The issue of educational attainment and its relationship to the current and future success of our residents and our state represents an economic imperative that needs to be addressed with thoughtful and deliberate urgency. The Work Group would like to express its appreciation for the commitment of the Coalition to this issue and the opportunity to participate.

Work Group Participants

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