

PATHWAYS TO GOOD JOBS



**HIGHER ED'S
CHANGING ROLE
IN UPWARD
MOBILITY**

DEC. 10-11, 2020

WELCOME

Welcome!

We're so glad you could join us for the Education Writers Association's seminar, "Pathways to Good Jobs: Higher Ed's Changing Role in Upward Mobility."

The notion of helping more people achieve the "American Dream" seems more fraught than ever during a pandemic that has laid bare and deepened inequities in education and beyond. Last year, before COVID-19 hit, more than 83% of first-year students said one of the primary reasons they enrolled in college was to "get a better job." Now that the pandemic has wiped out more than [9 million jobs](#), more than [700,000 Americans](#) have stopped or dropped out of college.

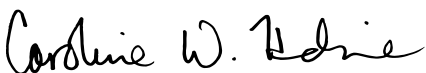
This disruption comes as research reveals disturbing evidence that for too long, and for too many Americans, many colleges have reinforced — rather than removed — barriers to economic opportunity and career advancement for students from historically disadvantaged groups.

During the next two days, we will explore the connections between higher education and the workforce, now and in the future. You'll hear from some of the nation's leading researchers, as well as education leaders, students and fellow journalists.

We hope you'll leave our time together with broader source lists, deeper contextual understanding, and fresh ideas for stories on pathways to good jobs and the upward mobility they can bring. Plus we want you to keep the learning going by joining us for a series of webinars on this all-important topic in the coming months.

As always, I can't wait to see how you use what you learn!

Warm wishes,



Caroline Hendrie

Executive Director

Education Writers Association

This event is made possible by major funding to EWA from Ascendium Education Philanthropy and the Joyce Foundation, as well as a sponsorship from Strada Education Network. EWA retains sole editorial control over all programming.



Where opportunity rises above obstacles.

Ascendium believes education is the pathway to economic opportunity and upward social mobility. We're committed to changing postsecondary and workforce training systems so that learners from low-income backgrounds have increased opportunities for academic and career success.

Learn more about our work at ascendiumphilanthropy.org

EWA THANKS

The
Joyce
Foundation

FOR ITS
GENEROUS
SUPPORT OF
THE SEMINAR



Adult learners face an impossible balancing act between earning and learning

It's time to make our education-career system work for all



EDUCATION
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SCHEDULE

— ALL TIMES ARE EST —

THURSDAY, DEC. 10, 2020

WELCOME

12:00 - 12:05 p.m.

- ▶ **Caroline Hendrie**, EWA

THE BIG PICTURE: HIGHER ED'S ROLE IN THE AMERICAN DREAM

12:05 - 12:50 p.m.

Higher education has long been called an engine of economic opportunity and mobility. But recent research has uncovered disturbing evidence that in many cases, higher education institutions are worsening socioeconomic inequality. What does the data show, and what changes are needed to make higher education an engine of opportunity and equitable growth?

- ▶ **Byron Auguste**, Opportunity@Work
- ▶ **Anthony Carnevale**, Georgetown University Center on Education and the Workforce
- ▶ **Danielle Douglas-Gabriel**, The Washington Post (moderator)

IDEAS LAB

12:50 - 1:05 p.m.

Attendees and speakers can join an informal roundtable to brainstorm story ideas, share reporting tips and discuss how to craft compelling stories out of wonky topics.

- ▶ **Beth Hawkins**, The 74 (Moderator)

BREAK

1:05 - 1:30 p.m.

SCHEDULE

CREDENTIALS 101: MAKING SENSE OF CHAOS

1:30 - 2:30 p.m.

By some counts, there are more than 700,000 different degrees, certificates, licenses, and other career-related credentials out there — a mind-boggling reality for any journalist attempting to cover the link between education and the labor market. Some credentials qualify as college credits. Some don't. Some are “stackable” and can build toward a stable career. Some aren't stackable. Some have proven labor market value. Others are worthless. In this interactive session, you'll learn how to make sense of this apparent chaos.

- ▶ **Scott Cheney**, Credential Engine
- ▶ **Amy Loyd**, Jobs For The Future
- ▶ **Rafael Lorente**, University of Maryland (moderator)

BREAK

2:30 - 3:00 p.m.

DATA TRAINING: CREDENTIALS DEBT AND EARNINGS

3:00 - 3:45 p.m. Data Training

The U.S. Department of Education's vast College Scorecard database now includes information on the earnings and debt loads of students who earn short-term certificates. Learn how to sift this data mine for nuggets that can reveal which programs in your coverage area do — or don't help propel students into good jobs.

- ▶ **Brian Fu**, U.S. Department of Education
- ▶ **Ron Campbell**, NBC (moderator)

IDEAS LAB

3:45 - 4:00 p.m.

Attendees can join an informal roundtable to gain access to a pre-cleaned database of certificate holders' earnings and debt loads, and get a chance to brainstorm story ideas and data analysis tips.

- ▶ **Kim Clark**, EWA (Moderator)

SCHEDULE

FRIDAY, DEC. 11, 2020

RACE, RACISM AND CAREER PATHWAYS

12:00 - 12:45 p.m.

What are the links between segregation among and within educational institutions and in the job market? Are "certificates" turning into second-class educational credentials? Hear about data on segregation as well as efforts to break down racial barriers, including from an educational leader who is at the forefront of opening new pathways to health careers for students of color.

- ▶ **Melissa Johnson**, National Skills Coalition
- ▶ **Tomás Monarrez**, Urban Institute
- ▶ **Reynold Verret**, Xavier University of Louisiana
- ▶ **David Pluviose**, Diverse: Issues in Higher Education (moderator)

IDEAS LAB

12:45 - 1:00 p.m.

Attendees and speakers can join an informal roundtable to brainstorm story ideas, share reporting tips and discuss how to craft compelling stories out of wonky topics.

- ▶ **Eva-Marie Ayala**, Dallas Morning News (moderator)

BREAK

1:00 - 1:30 p.m.

HOW IS (OR ISN'T) JOB TRAINING WORKING DURING THE PANDEMIC?

1:30 - 2:15 p.m.

How are hands-on job training programs being affected by the pandemic? What kind of virtual job training works? Hear from teachers and students about what is – and what isn't – helping students get practical job skills at a time of social distancing.

- ▶ **Matthew Dembicki**, Community College Daily
- ▶ **Raymond Droessler**, Madison College
- ▶ **Crystal Horne**, Edison State Community College
- ▶ **Karthik Ramani**, Purdue University
- ▶ **Ashley A. Smith**, EdSource (moderator)

SCHEDULE

IDEAS LAB

2:15 - 2:30 p.m.

Attendees and speakers can join an informal roundtable to brainstorm story ideas, share reporting tips and discuss how to craft compelling stories out of wonky topics.

- ▶ **Sascha Raiyn**, WDET (Moderator)

BREAK

2:30 - 3:00 p.m.

WHAT ARE THE SKILLS AND JOBS OF THE FUTURE?

3:00 - 3:45 p.m.

What jobs will be in demand, and what skills and credentials are needed to fill them? What fields will offer scant opportunities? Hear experts discuss how for-profit and community colleges can better align their services to the changing labor market.

- ▶ **Rufus Glasper**, The League for Innovation in the Community College
- ▶ **Rob Sentz**, Emsi
- ▶ **Trace Urdan**, Tyton Partners
- ▶ **Caroline Hendrie**, EWA (moderator)

IDEAS LAB

3:45 - 4:00 p.m.

Attendees and speakers can join an informal roundtable to brainstorm story ideas, share reporting tips and discuss how to craft compelling stories out of wonky topics.

- ▶ **Cassie Walker Burke**, Chalkbeat (moderator)