

Innovate+Educate
Partnership Proposal for ACT

Submitted by:

Jamai Blivin
Chief Executive Officer
Innovate+Educate

Dr. Merrilea Mayo
Chief Research and Information Officer
New Options Project, Innovate+Educate

April 30, 2013

Overview

Innovate+Educate together with ACT's WorkKeys™ are helping employers hire, retain, and develop a skilled workforce while helping jobseekers gain credentials and find multiple pathways to success. We have advanced these goals through the Kellogg Foundations' New Options Project utilizing WorkKeys™ as a key component to a community outreach and program delivery system that advanced workforce development and changed industry hiring practices in New Mexico. Employers are now requesting or requiring that all applicants take WorkKeys™, the City of Albuquerque is a major partner and investor in our local effort, and hundreds of community-based organizations are partnering with I+E on system change and program implementation efforts.

Innovate+Educate would like to further expand our partnership by incorporating WorkKeys™ into our "Claim Your Talent™ (CYT)" workforce credentialing and skill-building system—part of Innovate+Educate's effort to close the U.S. skills gap. Our short-term goal is to increase WorkKeys™ test-taking by xx percent in Albuquerque and then launch an integrated program delivery system in xx new U.S. markets in 2014-2015.

Together, we can achieve the dream of revolutionizing skills assessment and transforming hiring practices—a goal we share with Bill Gates as outlined in a recent interview with *Fast Company* magazine: "The ideal [is to create] a skills-based credential that is well trusted and well understood enough that employers view it as a true alternative to a degree."

About Innovate+Educate

Innovate+Educate was formed in 2009 based on the belief that businesses, educators, and communities must work collaboratively to improve the entire education-to-economy pipeline. We are led by a board of directors who represent leading U.S. employers including Intel, IBM, Hewlett Packard, AT&T, Apple, Ford, Monster, Oracle, and Dell. As a not-for-profit organization, we are dedicated to the principles of quality, transparency, equity, and opportunity and we strive to be a conduit for system change in the workforce development sector.

Innovate+Educate's mission is achieved through three strategic pillars of work:

- **Research and development:** We collect data on the effectiveness of skills-based hiring and credentialing while testing and evaluating assessment and skill-building products and tools that will allow this system to work for employers and job seekers alike.
- **Movement-building:** Through our communication and outreach efforts, we are building strong national partnerships with businesses, educators, communities, and thought leaders in order to disseminate our research and knowledge about skills-based hiring and credentialing and advocate for its implementation throughout the United States.
- **Program delivery:** We deliver products and services in targeted communities, starting with the Talent Albuquerque CYT pilot. We work with employers as well as government and community stakeholders to promote skills-based hiring and credentialing. We integrate this system into practice by consulting with employers on credential-based hiring practices, and coordinating efforts with schools and workforce development offices to ensure that skills-based assessment tools such as WorkKeys™ are being used by job seekers.

Our Partnership Proposal

Innovate+Educate's work is designed to create a sustainable ecosystem of skills-based hiring, and skills development to benefit job seekers, employers, and communities alike. As we begin to expand our efforts to establish this system and promote it through our Claim your Talent™ campaign, we identified WorkKeys™ as a primary go-to-market tool. We believe Innovate+Educate and ACT can become strategic partners to better implement and market the WorkKeys™ program, and advance skill-based hiring frameworks nationwide.

Innovate+Educate proposes a collaboration around the following two goals:

- 1. Expand access and usability of WorkKeys and KeyTrain to better meet the needs of the marketplace**

Innovate+Educate will provide product development support by testing and establishing alternative assessment delivery mechanisms under the leadership of Merrilea Mayo, Chief Research and Information Officer. Our hope is to become a delivery arm for unproctored WorkKeys tests and an improved KeyTrain curriculum system.

Cost and revenue sharing opportunities to be discussed.

- 2. Launch a co-branded marketing and movement building effort to advance skills-based credentialing systems using WorkKeys**

Innovate+Educate is producing a Claim Your Talent marketing campaign and website to raise jobseeker awareness and use of skill-assessment tools and credentialing. Additional movement building efforts to advance skills-based credentialing are underway and include a national conference to be held in Washington, D.C. We propose a sponsorship arrangement where ACT and WorkKeys would be recognized as a lead sponsor with appropriate logo and material distribution opportunities to reach the following key audiences: Workforce Development Leaders, Employers and Governments engaged in skill-based credentialing efforts, Jobseekers, and the secondary and post-secondary Education Community.

Co-branding opportunity – New Mexico launch of Claim Your Talent Campaign - \$50,000

Lead conference sponsor opportunity – Washington D.C. November 5-7 - \$100,000

APPENDIX