



**FRONT RANGE
COMMUNITY COLLEGE**

Welcome!

Janel Highfill

Associate Vice President

Workforce Development & Strategic Partnerships

Front Range Community College

Jen Lucia

Global Portfolio Deliver Leader

Higher Education Innovation & Access to
Opportunity

IBM Corporate Social Responsibility

Overview

- IBM SkillsBuild Certificates: Why, What
- Pilot Outcomes
- FRCC's Marketing and Enrollment Approach
- Successes and Challenges
- Next Steps
- Future Partnership Opportunities

IBM SkillsBuild

IBM SkillsBuild leverages our technology and talent to provide training and access to careers in tech to those who have traditionally been excluded from the tech sector.

Big Goals

1. Skill 30 million learners by 2030
2. Skill 150,000 learners in Cybersecurity by 2025

Priority Populations

- Under-represented minorities in tech
- Women
- Economically disadvantaged
- Veterans
- Neurodiverse
- Refugees

They target students who are historically underrepresented and help colleges achieve their equity goals.

- Charlie, Champion from DVC

Community College Vision:

1. Activate community college partners and employment pathways
2. Leverage the IBM brand to scale the robust and in-demand SkillsBuild credentials
3. Promote economic advancement for learners

IBM SkillsBuild ↻
Power your future in
tech with job skills,
courses, and credentials

Explore resources for:

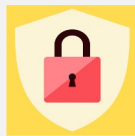
Learners →

Educators →

Organizations →

IBM SkillsBuild

Two Newly Designed Community College Credentials



Cybersecurity

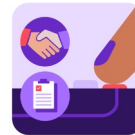


Data Analytics



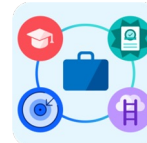
Domain-based knowledge, and application of skills using a tool or technology of the trade

*Core knowledge, key concepts, use of technical tools, and
application of technical skills*



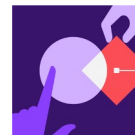
Employability skills

*Workplace competencies (for example, contextualizing
communication, teamwork, or problem-solving as skills in a
cybersecurity or data analytics job role)*



Career management skills

*Job search strategies, resume writing and resources,
LinkedIn profiles and networking, articulating transferable
skills, and interview preparation*



Differentiated by experiential learning

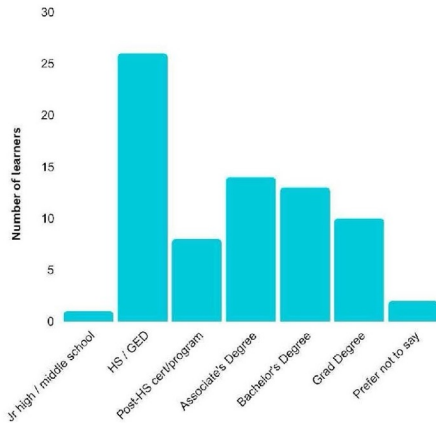
*Real-world scenarios, simulations, case studies, mini-
capstones, final capstone*

IBM SkillsBuild

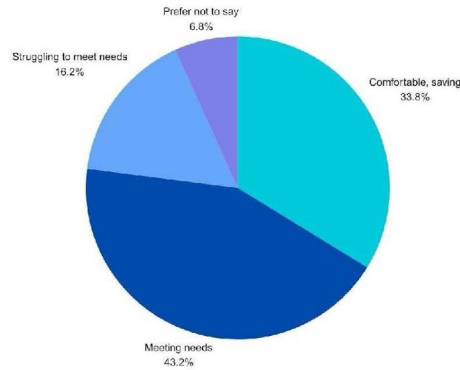
Demographics

*Results are from the 74 individual responses to the Entry Survey

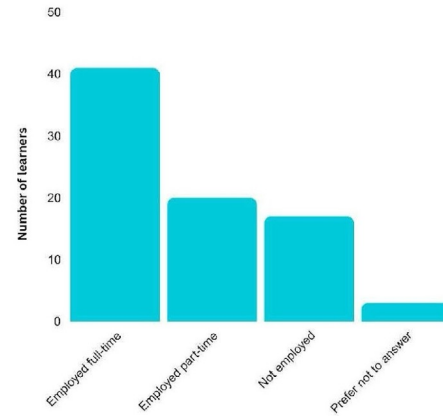
Education



Economic Status



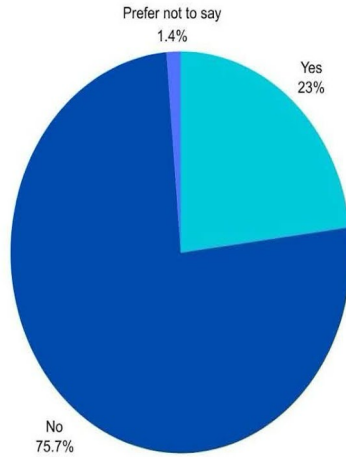
Employment Status



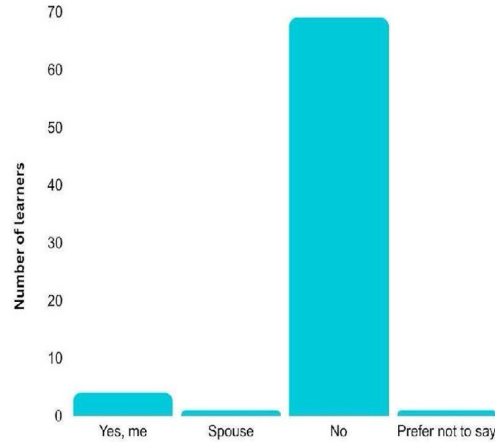
Demographics

**Results are from the 74 individual responses to the Entry Survey*

Neurodiversity



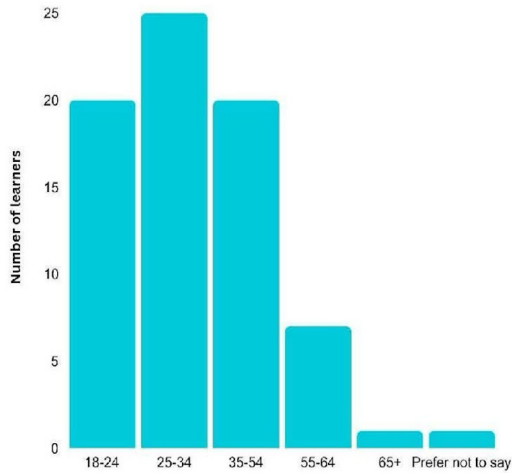
Veteran Status



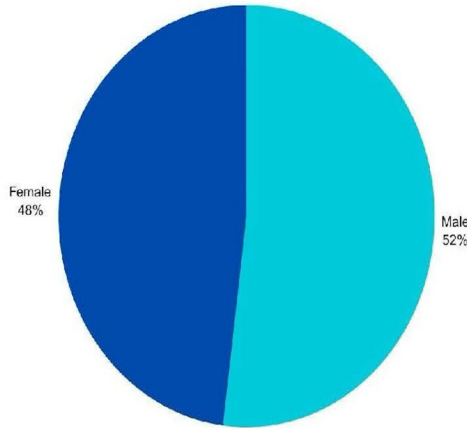
Demographics

**Results are from the 74 individual responses to the Entry Survey*

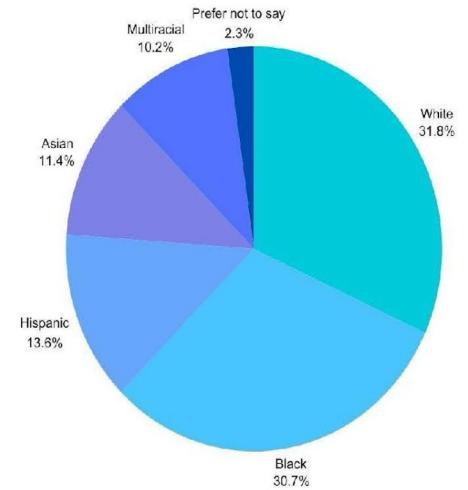
Age



Gender

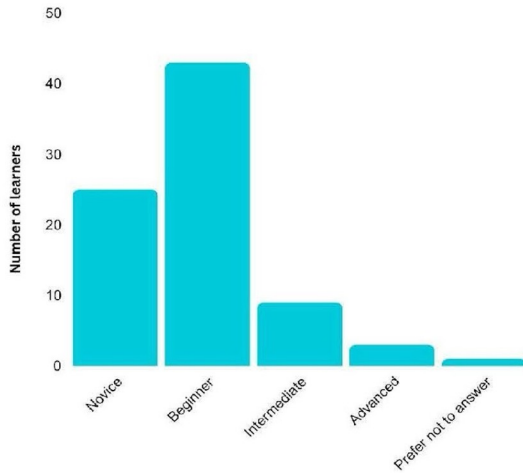


Race

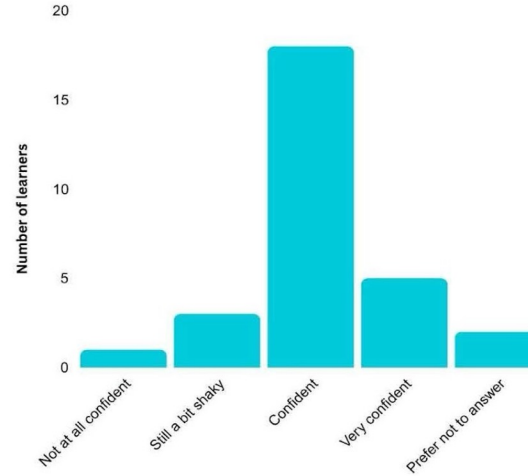


Confidence in Concepts

Pre-credential
* 74 individual responses



Post-credential
* 29 individual responses



The program was great in my opinion! It brought forth extremely relevant technical information and training with experienced professionals in their respective fields. Our Industry Expert was fantastic and how nice of him to share his LinkedIn profile with my Team! Now I can really follow the path of someone in my field of endeavor! I give the program an A+!

- Learner from BRCC





Big Achievements

1. Created and launched two industry-recognized IBM-branded credentials in cybersecurity and data analytics.
1. Piloted both credentials with four colleges: Wallace State Community College in Alabama, Diablo Valley College in California, Baton Rouge Community College in Louisiana, Front Range Community College in Colorado.
1. Priority populations, we skilled 55% minorities, 48% women, 23% neurodivergent, 7% veterans.
1. At least 3 learners received a job offer which they attributed as a direct result from earning the credential.
1. Influencing the way IBM credentials are designed.

Some Takeaways

- ❖ **Younger** learners completed the program at a **higher rate** than older participants.
- ❖ **Women** completed the credential at a **lower rate** than men.
- ❖ There was a **consistent drop in completion rates** from module to module in both credentials, and more significant with the later Data Analytics modules.
- ❖ For those who did **complete the credential**, participants **scored very high**
 - 89.9 for Cybersecurity
 - 83.9 for Data Analytics
- ❖ **95 percent** of learners identified their goals as **primarily career oriented** instead of academic or personal.
- ❖ 18 percent of participants but ~40 percent of program completers listed **Advancing in their Current Job** as a goal.
 - Of those who listed **Advancing in their Current Job** as a goal, **75 percent** successfully completed the program.
- ❖ **50 percent** of learners who completed an Exit Survey felt the credentials were either Somewhat Likely or Likely to **lead to Career Advancement**.
- ❖ **83 percent** of learners who completed the exit survey felt they were "**Confident**" or "**Very Confident**" in the concepts covered
 - **85 percent** of program participants entered the program as either **Beginners or Novices** in the topics.
- ❖ Pilot champions and faculty shared in interviews that they felt that there was a **lack of clarity around the target audience** for these credentials.

FRCC's Marketing & Enrollment Approach

- **Pilot Pricing = \$100/Current Pricing = \$350**
- **Target Audience:**
 - Business and Technology Students + Recent Graduates
 - Business/Community Members
 - Healthcare
 - Marketing
 - Technology
 - Arts and Humanities Graduate Students



Enrollment Data

- **Data Analytics** – launched Fall 2023
 - 28 Fall 2023
 - 9 Spring 2024
- **Cybersecurity** – launched Spring 2023
 - 7 Spring 2024
 - 7 to date Summer 2024 (June 7 start date)

FRCC Successes

- Established FRCC capacity in high growth job area, data/ technology training leader
- Relationship with IBM, sponsoring industry-recognized credentials
- Supporting current and previous students in additive skills/credentials
- Positive credit/non-credit collaboration – PLA, feeder program



Challenges

- Technical issues in the Data Analytics curriculum
- Onboarding of course facilitator(s)
- SME grading
- D2L full integration
- Synchronous capstone experience
- Setting student expectations for support

Where we are headed

This will help democratize opportunity, fill the growing skills gap, and give new generations of workers the tools they need to build a better future for themselves and society.

Announcement: July 2024
Launch: Fall 2024

Highlights

- **Fully asynchronous and self-paced** credentials allowing greater flexibility around timing, implementation, and scaling.
- **Offer a 3-hour final capstone** that is asynchronous and self-paced.
- **American Council of Education (ACE) accreditation** enabling each credential to be offered for-credit.
- **Resources** that supports faculty training, technical integration and examples of how employers and learners are leveraging the credential for employability outcomes (promotion, raises, employment).
- **Learning Management Integration.**
- **Scaling** to additional schools and broader audiences.

Future CCCS Partnership Opportunities

- **CCCS Partner College Referral Program** – 30% revenue share
- **FRCC:** course facilitation, D2L course shell management, student troubleshooting, WBL sign-up, IBM coordination, marketing support
- **Partner:** local marketing, student enrollment
- **Contact Katie Schwind** for more information:
Katie Schwind, Director of Professional and Continuing Education at Front Range Community College
katie.Schwind@frontrange.edu
303-404-5343



FRONT RANGE
COMMUNITY COLLEGE