

Update on Reskilling, Upskilling, and Next-skilling (RUN) from HB21-1264

| | |
|--|---|
| Overview | 1 |
| RUN Enrollment Update | 1 |
| Grants to Community-based Organizations | 3 |
| Marketing Outreach and Recruitment Initiatives | 5 |

Overview

HB21-1264 allocates \$25 million to investments in Reskilling, Upskilling and Next-skilling (RUN) workers to be spent by December 2024. Of these funds:

- \$20.75 million was allocated to local workforce boards.
- \$3 million has or will be distributed to community-based organizations (CBOs) by the Colorado Workforce Development Council (CWDC).
- 1.25 million has been allocated to the Ready to Rise marketing campaign and various other outreach and recruitment initiatives that provide access to digital platforms for career navigation, issuing licenses for virtual training courses, and the implementation, administration and reporting on the program.

RUN Enrollment Update

RUN funding is having a profound impact on Coloradans. As of Wednesday, Nov. 30, 2022, there are **4,340 individuals** enrolled in training programs through Reskilling, Upskilling and Next-skilling grants with Colorado’s workforce centers and the CWDC’s CBO grant subrecipients.

Leading Industries and Occupations for Trainings

Training is helping to grow the skilled workforce for in-demand industries. Below are training programs with the highest attendance rates:

- 53303200 - Heavy and Tractor-Trailer Truck Drivers (356)
- 29114100 - Registered Nurses (135)
- 31113100 - Nursing Assistants (111)
- 31909200 - Medical Assistants (91)
- 15121200 - Information Security Analysts (76)
- 47301300 - Helpers--Electricians (75)

Top Job Training Type or Activity

Through training, individuals gain essential and/or technical skills to help secure jobs in in-demand industries. Here are the top training topics and activities taking place in Colorado:

- Occupational skills*
- Workforce preparation**
- Upskilling
- Work experience
- Job fairs
- Apprenticeship
- On-the-job training

***Occupational skills** trainings are organized programs of study that provide training in a specific occupation. This training must result in the attainment of a certificate.

****Workforce preparation** trainings are activities, programs, or services designed to help an individual acquire a combination of basic academic skills, critical thinking skills, digital literacy skills and self-management skills.

Demographic Information (shared voluntarily by RUN participants)

Gender Identity:

- Male: 731
- Female: 964

Race/Ethnicity:

- American Indian: 99
- Asian: 56
- Black: 244
- Hispanic/Latino: 548
- Native Hawaii/Pacific Islander: 20
- White: 1125
- More than one race: 370

Educational Attainment:

- Secondary school graduate or equivalent: 680
- One or more postsecondary degree: 283
- Postsecondary certification: 100
- Associate's degree: 139
- Bachelor's degree: 257
- Advanced degree: 65

Grants to Community-based Organizations

Using the \$3 million provided by HB21-1264, the Colorado Workforce Development Council awarded 10 grants to the community-based organizations (CBOs) listed below. The information that follows is specific to CBO grantees and the RUN participants enrolled by a CBO.

- Activate Work
- Blind Institute of Technology
- Grid Alternatives
- Early Childhood Council Leadership Alliance
- Mile High Youth Corps
- The National Institute for Medical Assistant Advancement
- Pagosa Springs Community Development Corporation
- Mt. Carmel Veterans Center
- Spring Institute for Intercultural Learning
- The Village Institute

Top Job Training Type or Activity

Job training is a critical component to program success. Here are the top categories of job training topics and activities taking place in CBOs:

- Early Childhood Education
- Energy
- Healthcare
- Immigrants and Refugees
- Information Technology
- Veterans
- Youth

Demographic Information

All enrollee data was pulled from reports running from October 1, 2021- June 30, 2022. Note that wording for responses vary from report to report (e.g. "White" and "White/Caucasian"). Not all individuals responded to all questions.

Gender Identity:

- Male: 267
- Female: 106
- Other/prefer not to say: 1

Race/Ethnicity:

- African American/Black: 36
- American Indian: 7
- Asian: 15
- Hispanic/Latino: 52
- White/Caucasian: 59
- Other/prefer not to say: 17

Age:

- 18-24 years old: 54
- 25-34 years old: 77
- 35-44 years old: 43
- 45-58 years old: 16
- 59+ years old: 5

Educational Attainment:

- Less than high school diploma: 17
- High school diploma or equivalent: 82
- Associate's degree: 19
- Bachelor's degree: 34
- Master's degree: 10
- Doctorate degree: 1
- Certificate Program through a college: 4

Geographic Counties Served:

Adams, Alamosa, Arapahoe, Archuleta, Bent, Boulder, Broomfield, Conejos, Crowley, Custer, Delta, Denver, Douglas, Durango, Eagle, El Paso, Fremont, Garfield, Grand, Gunnison, Jefferson, La Plata, Larimer, Las Animas, Mesa, Moffat, Montrose, Morgan, Morgan, Otero, Pagosa Springs, Pitkin, Prowers, Pueblo, Rio Grande, Routt, Saguache, Summit, Teller and Weld.

Marketing Outreach and Recruitment Initiatives

Workers, job seekers, and students affected by the pandemic took advantage of significant stimulus funding to advance their careers at no cost to them with the state-led initiative called "Ready to Rise." The Ready to Rise marketing campaign focused on connecting qualified, interested individuals in RUN opportunities to short-term credentials through a local workforce center.

Ready to Rise

With a focus on direct-marketing, Coloradoans were driven to ReadytoRise.me (a landing page specific to RUN) to complete a webform which leads directly to a staff member of their local workforce center for more information on free job training programs. Since the launch, Ready to Rise has garnered:

- 13.8 million impressions
- 42,000 new landing page visitors

- 2,313 unique visitors to the site
- 707 form completions (a little over 30% of visitors)

The CWDC is continuing to drive individuals to this site leveraging direct marketing opportunities and sharing promising practices among partners.