

2023 Update on Reskilling, Upskilling, and Next-skilling (RUN) from HB21-1264

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:

- \$21.45 million was allocated to local workforce boards.
- \$2.3 million was distributed to community-based organizations (CBOs) by the Colorado Workforce Development Council (CWDC).
- \$1.25 million was 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 Nov. 30, 2023, 4,502 participants have been enrolled in RUN training courses with 3,275 completions (a 72.7% completion rate). The top training programs, which also align with the top in demand jobs in Colorado, are:

- Heavy Equipment/Trailer Truck Drivers: 634 enrolled, 553 completed (87.2%)
- Registered Nurses: 161 enrolled, 130 completed (80.7%)
- Nursing Assistants: 157 enrolled, 120 completed (76.4%)
- Forest and Conservation Workers: 122 enrolled, 120 completed (98.4%)
- Construction Laborers: 101 enrolled, 78 completed (77.2%)
- Medical Assistants: 88 enrolled, 76 completed (86.4%)
- Education/Child Care, Pre-k/Daycare: 87 enrolled, 73 completed (83.9%)

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)

Based on data from most recent quarterly reports (Oct. 7, 2023).

Gender Identity:

- Male: 1,931
- Female: 2,308
- X/nonbinary: 24

Race/Ethnicity:

- American Indian: 220
- Asian: 176
- Black: 538
- Hispanic/Latino: 1,214
- Native Hawaii/Pacific Islander: 44
- White: 2,641

Educational Attainment:

- Secondary school graduate or equivalent: 1,634
- One or more years of postsecondary education: 564
- Postsecondary certification: 160
- Associate degree: 350
- Bachelor's degree: 730
- Advanced degree: 274

Grants to Community-based Organizations

Using the \$2.3 million provided by HB21-1264, the Colorado Workforce Development Council awarded nine 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
- 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 through Oct. 7, 2023. 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: 164
- Female: 260
- X/other/prefer not to say: 4

Race/Ethnicity:

- African American/Black: 72
- Asian: 70
- Hispanic/Latino: 108
- Native American/Alaskan Native: 14
- White/Caucasian: 124
- Other: 32

Age:

- 18-24 years old: 92
- 25-34 years old: 173
- 35-44 years old: 114
- 45-58 years old: 42
- 59+ years old: 8

Educational Attainment:

- Less than high school diploma: 29
- High school diploma or equivalent: 188
- Some college: 40
- Associate degree: 34

- Bachelor's degree: 83
- Master's degree: 21
- Certificate program: 19

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

After the initial Ready to Rise campaign which yielded 42,000 new landing page visitors, the focus shifted to direct marketing to promote RUN specifically via ReadytoRise.me (a landing page specific to RUN). Upon arriving at the landing page, visitors were encouraged to complete a simple webform which led directly to a staff member from their local workforce center reaching out to provide more information on the Reskilling, Upskilling, and Next-skilling programs available at no cost to them. The second direct marketing phase yielded:

- 3,869 unique visitors to ReadytoRise.me
- 969 form completions (a little over 25% of visitors)

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