



Press Clippings
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Web

Title: Peirce College's new tech training program combines workforce development and higher education

Author: Michael Butler

Link: <https://technical.ly/philly/2021/04/20/peirce-college-urbab-league-tech-training-workforce-development/>

Date: April 20, 2021

As the local economy begins to rebuild and recover from the effects of the pandemic, workforce development programs have emerged to provide displaced workers and workers from underserved communities with new opportunities.

We've seen funding for STEM-based education programs, the local launches of equity-minded coding bootcamps, an apprenticeship program to train future business analysts and a corporate partnership aimed at training 5,000 Philadelphians in tech careers, to name a few. Workforce development is also a big part of the Biden administration's American Jobs Plan proposal.

Add these to the list: One tech training program is launching and one is expanding to reach professionals from communities that are often forgotten when discussing the digital economy.

The nexus between workforce development and higher education

Career Bridge from Center City's Peirce College seeks to prepare displaced workers for new careers by providing them with the skill sets needed to earn a living wage. Beginning in September, students will gain preparation for jobs in medical coding, information technology, cybersecurity, project management, sales, and financial and business operations.

Peirce College President and CEO Dr. Mary Ellen Caro told Technical.ly Career Bridge is different from other workforce development programs in three ways:

Its length is shorter, with programs completed in six to nine months.

Students can gain embedded credentials.

Students can earn college credit that they can use to transfer to another institution.

"This approach is unique because it's the nexus between workforce development and higher education," Caro said. "As we developed it, we looked at the ongoing research work by firms like Strada Education Network that said on the employer side, they were looking for credentials and 'power skills,' called soft skills in the past. They were also looking for shorter programs so they could bring people into their emerging opportunities. Looking into that, it was clear to us that we needed to flex the offerings

we had. We always have been an applied institution, so we wanted to see how we could build a shorter program with applied credentials and also have the opportunity for credit bearing.”

Peirce College received a \$500,000 from The Lenfest Foundation to support the launch of its new program and cover the cost of working with 40 need-based students. The grant was extended to also make Career Bridge more accessible to displaced and unemployed workers and people in underserved communities.

Career Bridge is also open to military veterans, military spouses and other career changers who will have the option to continue their college education after completing 16 to 25 degree credits through the program. And they’ll be connected to employers from day one of the program, as opposed to getting connected to employers at the end, Caro said.

By combining Peirce courses, industry-specific certifications and skill mapping with career advising, the CEO said, Career Bridge will help participants hone skills that employers consider necessary for growth. The program will evaluate its progress by the number of participants who complete it and are placed in jobs.

Career Bridge will also work with other regional social service and job training programs that are already in place locally. For instance, the Philadelphia Opportunities Industrialization Center, Inc. (OIC)’s BankWork\$ program trains adults from underserved communities for careers in banking, and already can earn Peirce students three credits. Those credits are also applicable for students hoping to enter the Career Bridge program, giving them an early advantage in their course work.

After the first group makes their way through Career Bridge, Caro hopes they develop a level of confidence in addition to the more tangible elements of the program. By preparing workers from underserved communities or who have been displaced for new careers, she said that Career Bridge can have a positive impact on the local workforce.

“I believe through this program we are forging new frontiers for higher education and workforce development,” she said. “With Lenfest support, we’re not just talking about it, we can go do it. Hopefully it will be an example that others can follow.”

New economic opportunities in the digital economy

With a \$3 million Comcast grant, National Urban League’s Urban Tech Jobs Program is expanding in Philadelphia and five other cities. The program offers coursework for certifications such as CompTIA A+, Network+ and Security+ as well as paid work experience. These certifications can allow participants to pursue IT careers such as network administration and installation technician.

The Urban League said its plans are in direct alignment with its Lewis Latimer Plan for Diversity and Inclusion, a strategy inspired by the Black inventor that focuses on

providing Black households with the internet service and resources to succeed and attain new economic opportunities that come with the emerging digital economy.

More than 800 workers have participated in the Urban Tech Jobs Program nationally since 2016. With this new funding, 240 people will be trained through an expansion of the program at these Urban League affiliates:

Urban League of Philadelphia

Chicago Urban League

Houston Area Urban League

Urban League of Broward County

Urban League of Greater Atlanta

Urban League of Greater Pittsburgh

Title: Adult Education Market Is Booming Worldwide | University of Texas, Troy University, Temple University Japan

Author: openPR

Link: <https://www.openpr.com/news/2276795/adult-education-market-is-booming-worldwide-university>

Date: April 28, 2021

The latest update of Global Adult Education Market study provides comprehensive information on the development activities by industry players, growth opportunities and market sizing for Adult Education, complete with analysis by key segments, leading and emerging players, and geographies. The 110 page study covers the detailed business overview of each profiled players, its complete research and market development history with latest news and press releases. The study helps in identifying and tracking emerging players in the market and their portfolios, to enhance decision making capabilities and helps to create effective counter strategies to gain competitive advantage. Some of the players profiled/ part of study coverage are University of Maryland University College, Granite State College, University of Illinois at Springfield, Northeastern State University, Waseda-Nanyang Double MBA programme, University of Texas, Troy University, University of Missouri St. Louis, Oregon Institute of Technology, Hitotsubashi ICS, Temple University Japan, Peirce College & University of Alaska Fairbanks.

HTF Market Intelligence study explored over 15+ countries with detailed data layout spread from 2015 to 2026 and nearly 12+ regional indicators of Global Adult Education Market. The study is built using data and information sourced from various primary and secondary sources, proprietary databases, company/university websites, regulators, conferences, SEC filings, investor presentations and featured press releases from company sites and industry-specific third party sources.

MARKET SCOPE & TARGET WITH KEY FINDINGS / OBJECTIVES

1. The Adult Education Market Key Business Segments Growth & % Share

Formal Structured Learning & Non-formal Learning are the segments analysed and sized in this study by application/end-users, displays the potential growth and various shift for period 2014 to 2026. The changing dynamics supporting the growth makes it critical for businesses in this space to keep abreast of the moving pulse of the market. Check which segment will bring in healthy gains adding significant momentum to overall growth. , Offline Teaching & Online Teaching have been considered for segmenting Adult Education market by type.

Additionally, the study provides an in-depth overview of country level break-up classified as potentially high growth rate territory, countries with highest market share in past and current scenario. Some of the regional break-up classified in the study are North America (Covered in Chapter 9), United States, Canada, Mexico, Europe (Covered in Chapter 10), Germany, UK, France, Italy, Spain, Russia, Others, Asia-Pacific (Covered in Chapter 11), China, Japan, South Korea, Australia, India, South America (Covered in Chapter 12), Brazil, Argentina, Columbia, Middle East and Africa (Covered in Chapter 13), UAE, Egypt & South Africa.

2) How Study Have Considered the Impact of Economic Slowdown of 2020 ?

Analyst at HTF MI have conducted special survey and have connected with opinion leaders and Industry experts from various region to minutely understand impact on growth as well as local reforms to fight the situation. A special chapter in the study presents Impact Analysis of current scenario on Global Adult Education Market along with tables and graphs related to various country and segments showcasing impact on growth trends.

3. Who is staying up in Competition

Due to pandemic, significant economic challenges confront China. Amid the growing push for decoupling and economic distancing, the changing relationship between China and the rest of the world will influence competition and opportunities in the Adult Education market. Negotiations between the 2-largest global economies will continue in 2020, shaping all the uncertainty and worry-making still some emerging players are tapping highest growth rate and establishing its market share whereas reliable giants of Global Adult Education Market still tuned with their strategic moves to challenge all competition.

How Key Players of the Global Adult Education Market are Identified and What all Scenarios are considered while profiling players such as University of Maryland University College, Granite State College, University of Illinois at Springfield, Northeastern State University, Waseda-Nanyang Double MBA programme, University of Texas, Troy University, University of Missouri?St. Louis, Oregon Institute of Technology, Hitotsubashi ICS, Temple University Japan, Peirce College & University of Alaska Fairbanks.

- Disruptive competition tops the list of industry challenges
- Customer experience, Revenue Monetization models and cost analysis.

- Top innovative Strategies, drivers, competitive moves etc.

Extracts from the TOC:

The exhaustive study has been prepared painstakingly by considering all important parameters. Some of these were

- Market sizing (value & volume) by Key Business Segments and Potential and Emerging Countries/Geographies
- Market driving trends
- Consumers options and preferences, Vendor and Supplier Landscape
- Regulatory Actions and Regional Policy Impacts
- Projected Growth Opportunities
- Industry challenges and constraints
- Technological environment and facilitators
- Consumer spending dynamics and trends
- other developments

Read Detailed Index of full Research Study at @

<https://www.htfmarketreport.com/reports/3244117-global-adult-education-market-2>

Title: Beyond Literacy: Combining nearly 90 years of history into one org

Author: Grace Shallow

Link: <https://generocity.org/philly/2021/04/29/beyond-literacy-combining-nearly-90-years-of-history-into-one-org/>

Date: April 29, 2021

Access to a college education changed Enrico Crispo's life about 25 years ago.

"I went to a public high school in a blue-collar town in North Jersey, and I was lucky to get an athletic scholarship to go to a good college and get a good education," Crispo said. "For me, education opened a lot more doors."

Crispo now serves as the board president of Beyond Literacy, the product of a merger between two long-standing Philadelphia organizations—the Community Learning Center and the Center for Literacy. He credits the The Nonprofit Repositioning Fund and William Penn Foundation for providing critical support and funding to aid the merger and its strategic planning activities.

Beyond Literacy (BeLit) will focus on expanding opportunities for adults through education and workforce readiness. The new literacy influencer debuted during a virtual spelling bee event on April 28 featuring special guests like Gisele Barreto Fetterman, a Brazilian-American activist and the Second Lady of the Commonwealth of Pennsylvania. Councilmember Helen Gym was declared the champion speller of the charity event.

Kimmell Proctor, BeLit CEO and former executive director of CLC, said pooling the organizations' combined 87 years of experience will maximize the capacity of services that BeLit can offer to Philadelphians of all ages, including historically disenfranchised groups such as immigrants and returning citizens.

"Literacy is the launchpad to sustainable wage jobs, to civic engagement, to improved health outcomes and for social justice," Proctor said. "As a more holistic and multi-faceted organization, BeLit can increase the impact of adult education as a driver of economic and social mobility."

Once final court approval of the merger is received, BeLit will implement a multilateral approach with three key initiatives: digital access and literacy, workforce recovery and family literacy.

The organization projects it will reach 2,500 city residents annually with its personalized, small class instruction about basic skills, high school credential preparation, English as a second language and career readiness. It will operate from community-based campuses in North and West Philly, as well as a central location in Center City at Peirce College.

BeLit specifically focuses on empowering adults who may have hit some speed bumps during their K-12 education. Though it serves a specific population, Proctor believes its work benefits all Philadelphians. “In order for children to succeed, the adults around them need to be given the tools to succeed as well,” Proctor said.

Education gaps are a prevalent issue in Philadelphia. According to an interactive mapping tool by the National Center for Education Statistics, 32 percent of Philadelphians lack basic literacy and 49 percent lack basic math skills. These numbers have serious implications; a report by the Philadelphia Workforce Investment Board linked low levels of literacy with poverty, poor health and the likelihood of incarceration. The same report noted adult education as a powerful driver of the local economy.

Pennsylvania Lt. Gov John Fetterman said adult education is important for all folks, whether they’re planning on a career in the trades or a secondary education.

“People must understand just how much work it takes and the courage that it takes for adult learners to finish their GED,” he said. Having a high school education equivalency “opens up a whole world of opportunities.”

BeLit doesn’t expect to tackle this issue alone, and Proctor said it wants to foster collaboration with small and large local organizations and employers. It has already established valued partnerships with Comcast, PHLConnectED, Philadelphia Works, Inc and the city’s Office of Children and Families.

Crispo, a senior manager of talent and organizational development at PECO, learned of the city’s adult literacy crisis and CLC’s mission in 2017 through a LEADERSHIP Philadelphia professional development program. PECO sponsored Crispo’s participation in the program, and the energy company will support BeLit as an active partner of its workforce recovery initiative by employing graduated learners. Crispo also served as a board member of CLC prior to becoming BeLit’s board president.

BeLit’s workforce recovery initiative is an illustration of the organization’s mission to not only fulfill students’ high school education equivalency, but also help learners take their first step into professional space.

“We really pride ourselves on providing careers that are family-changing and life-changing, not just life-sustaining jobs,” Crispo added.

Crispo applauded the dedication of Proctor, who joined CLC in December 2019. She expected to see the organization through its long-planned merger with CFL. What she didn’t expect, like the rest of the world, was the COVID-19 pandemic that entirely changed the organization’s operations.

CLC had to adapt to remote teaching and hybrid courses. To ensure students’ education was not disrupted, the organization provided technology, like Google

Chromebooks, to those lacking devices, Proctor said. CLC's student support team — an internal group of case managers who work with learners one-on-one — also helped CLC keep teaching during the pandemic by checking in and addressing other barriers, she added.

BeLit will carry the hybrid courses spurred by the pandemic into the future as a way to broaden access to its services. The digital access arm of BeLit will continue CLC's focus on combating technology inequity, as well.

Moving forward, Proctor said BeLit aims to go further than being an on-the-ground resource by becoming a prominent advocate for adult education enrichment. The organization wants to converse with elected officials on a local and state level about the allocation of resources and policies that will best serve Philadelphia's adult learners.

"Our basic quality of life depends on our ability to read, write and comprehend. By investing in adult and family literacy services, we improve multigenerational outcomes and help break the cycle of poverty," she added.

BeLit unites two, state-funded education nonprofits with decades of experience serving Philadelphia. Proctor's forecast for BeLit's impact? Beyond excited.

"As Philly's largest adult and family literacy nonprofit, BeLit can play an essential role in meeting the needs of adults who lack educational opportunities in a way that takes them from learning to earning," she said. "I'm energized by our two experienced organizations combining strengths to make literacy a catalyst for economic growth and prosperity."

Title: JetBlue Adds Peirce College to its JetBlue Scholars Employer-Sponsored College Degree Program

Author: 3BL Media

Link: <https://www.3blmedia.com/News/JetBlue-Adds-Peirce-College-its-JetBlue-Scholars-Employer-Sponsored-College-Degree-Program>

Date: April 30, 2021

Also shared on over 140 other sources.

NEW YORK, April 30, 2021 /3BL Media/ – JetBlue (Nasdaq: JBLU) recently announced the latest update to its JetBlue Scholars employer-sponsored college degree program – a new partnership with Peirce College for crewmembers pursuing undergraduate degrees. Peirce College will begin admitting JetBlue Scholars candidates in June. Aligned with JetBlue’s mission of inspiring humanity, the innovative model for the JetBlue Scholars program includes greater access and a lower-cost path to higher education.

The JetBlue Scholars program provides the airline’s crewmembers with the flexibility to learn at their own pace and uses high-quality alternative college credit options including new technology-based learning platforms. Peirce College, based in Philadelphia, is dedicated to serving working adults in a convenient online format.

“JetBlue’s internal development programs such as JetBlue Scholars help fuel our talent pipeline and have proven valuable for retention and diversity,” said Mike Elliott, chief people officer, JetBlue. “It’s critical that our partners share our views on high academic standards, and create supportive experiences for students. Our partnership with Peirce College will include access to their student advisement and financial aid resources early on in each Scholars’ path. Aligned with our unique model, Peirce’s student support teams are trained in alternative credit options and supporting the needs of continuing education students while in school, and helping them remain competitive within the workforce.”

Peirce College was founded in 1865 with a mission to educate soldiers returning from the Civil War and now concentrates on adult-learners, flexibility, and academic excellence. Peirce is designated as a Minority Serving Institution (MSI), which focuses on addressing historic inequities in education, especially among minority populations. This mission is in line with JetBlue’s reimagined diversity, equity and inclusion strategy.

“We are excited to help JetBlue crewmembers advance their education and achieve their goals through this new partnership,” said Dr. Mary Ellen Caro, president & CEO of Peirce College “The JetBlue Scholars program leverages what makes Peirce unique - degree programs and student services designed for working adults that provide personal guidance and instruction, and the ability to earn credit for college-level

knowledge students already possess. We are honored to be a part of this innovative program."

JetBlue Scholars goes beyond the traditional tuition reimbursement method. The program launched in 2016 offering the airline's crewmembers an opportunity to earn fully accredited undergraduate degrees, with JetBlue covering most of the cost. The undergraduate pathway provides a clearer path and converts aviation and military training and other professional certificates into college credit, helping reduce the time and cost for crewmembers to obtain their undergraduate degrees. The undergraduate pathway offers opportunities to earn degrees in business, aviation, liberal studies and information technology (IT).

A new pathway for crewmembers to earn master's degrees at discounted and affordable rates is also available.

JetBlue Scholars was developed in response to crewmember feedback and is just one way the airline is reaffirming its commitment to invest in its crewmembers. Since its launch five years ago, JetBlue has partnered with Thomas Edison State University (TESU) for undergraduate degrees. Moving forward, Peirce College and TESU will both be available as options for current and future JetBlue Scholars. The JetBlue Scholars team of Success Coaches will continue to ensure that all participants have the information they need to make informed choices when choosing a university that best suits their individual needs. To date, through the JetBlue Scholars program, 363 undergraduate degrees have been conferred and more than 700 crewmembers are currently enrolled and progressing towards their education goals.

JetBlue Scholars is one offering in JetBlue's suite of internal development programs including two new pathways focused on creating greater access to select careers. Equity and inclusion are core to JetBlue's internal development programs. The common thread is helping to remove barriers many candidates may face such as cost and accessibility, while increasing opportunities for career mobility.

About JetBlue Airways

JetBlue is New York's Hometown Airline®, and a leading carrier in Boston, Fort Lauderdale-Hollywood, Los Angeles, Orlando, and San Juan. JetBlue carries customers across the U.S., Caribbean, and Latin America. For more information, visit jetblue.com.

About Peirce College

Established in 1865, Peirce College is Philadelphia's only institution of higher education dedicated exclusively to serving adults. A private, nonprofit college, Peirce is a pioneer in online education and a leader in the assessment of prior learning. Today, Peirce continues its tradition of serving the unique needs of working adults through stackable, career-focused programs at the undergraduate and graduate level that

provide students with academic excellence, flexibility and personalized support. Learn more at www.peirce.edu.