

## **Putting Collaboration to Work: *Lessons from NexStep Alliance***

Gayle Goetz  
V.P. of Career Services  
Goodwill Industries of KS

Keith Lawing  
President & CEO  
Workforce Alliance of South Central KS



# In the Beginning

---

## The Challenges:

- Decreasing state funding for WATC
- Large market for Adult Education
- Increasing local and national demand for Technical Education
- Inadequate facility to meet needs

## The Solution Team:

- **Emily Compton** – Goodwill Industries of KS  
President / CEO
- **Sheree Utash** – Wichita Area Technical College  
V.P. Academic Affairs/Provost
- **Keith Lawing** – Workforce Alliance of South  
Central KS – President / CEO
- **Gayle Goetz** – Goodwill Industries of KS  
VP of Career Services

# Resources

## WATC

---

- ❖ GED Testing
- ❖ Financial Aid
- ❖ Grant Management
- ❖ IT Support
- ❖ Structured Classes
- ❖ Adjunct Instructors
- ❖ ESOL program

## Goodwill

- ❖ CASAS Testing
- ❖ Case Management
- ❖ Flexible Instruction
- ❖ AZTEC – online instruction
- ❖ Volunteer Tutors
- ❖ Graduation ceremony

## Workforce

- ❖ On Site Staff
- ❖ Career Planning
- ❖ Job Search Assistance
- ❖ Support Services
  - Tuition assistance
  - Transportation/Childcare
- ❖ Work Readiness Seminars
  - Skills assessments
  - Job interview techniques
  - Resume writing
  - Mock interviews

# Goodwill Industries of Kansas, Inc.

---

- Mission: To provide education, training, employment and personal growth opportunities for people with disabilities or barriers to employment.
- 19 retail store locations; 560 employees
- \$19 million yearly budget
- What we do with funds raised:
  - Workforce Development programs which provide training and job placement.
  - Self-Sufficiency programs promote full participation in society.
  - Education services to adults assist them in high school completion and higher education leading to self-sufficiency.





WATC.edu  
316.677.9400

ENROLL  
NOW

75+  
PROGRAMS OF STUDY



3  
CONVENIENT  
WICHITA  
CAMPUSES  
AND ONLINE

# PROGRAMS OF STUDY

Associate of Applied Science (AAS): A 2-year program that includes general and technical curriculum.  
Technical Certificate (TC): Typically a 1-year program of technical curriculum.  
Certificate of Completion (COC): Typically completed in less than 12 weeks of narrow-focus curriculum.

## AVIATION

DEGREES & CERTIFICATES	AAS	TC	COC	DEGREES & CERTIFICATES	AAS	TC	COC
Aerospace Coatings & Paint Technology	X	X		Composite Technology	X		
Aerospace Manufacturing Technology	X	X		Fabrication or Repair		X	
Assembly Mechanic		X		Nondestructive Testing (NDT)	X	X	
Electrical Assembly		X		Industrial Radiographer			X
Aerospace Quality Control		X		Ultrasonic Technician			X
Aerospace Tooling		X		Predictive NDT Technologies	X	X	
Airbrush Technology		X	X	Lubrication Technician & Oil Analyst			X
Aviation Maintenance Technology	X	X		PJM Entry-Level Technician			X
Airframe or Powerplant		X		Thermographer			X
Avionics Technology	X	X	X	Vibration Analyst			X

## HEALTHCARE

DEGREES & CERTIFICATES	AAS	TC	COC	DEGREES & CERTIFICATES	AAS	TC	COC
Certified Medication Aide			X	Medical Assistant	X	X	
Certified Nurse Aide			X	Medical Coding	X	X	X
Dental Assistant	X	X	X	Practical Nurse			X
Healthcare Administration & Management	X	X		Registered Nurse	X		
Home Health Aide			X	Surgical Technology	X	X	

## MANUFACTURING

DEGREES & CERTIFICATES	AAS	TC	COC	DEGREES & CERTIFICATES	AAS	TC	COC
Air Conditioning Technology	X	X	X	Robotics	X	X	
Auto Collision Repair	X	X		Basic Robotics			X
Auto Service Technology	X	X	X	Advanced Robotics			X
Carpentry		X		Welding	X	X	
Industrial Automation & Machine Maintenance	X	X		Gas Metal Arc Welding			X
Machining Technology	X	X	X	Gas Tungsten Arc Welding			X
CATIA Machining Technology			X	Shielded Metal Arc Welding			X
CNC Operator			X				

## BUSINESS, TECHNOLOGY & POLICE

DEGREES & CERTIFICATES	AAS	TC	COC	DEGREES & CERTIFICATES	AAS	TC	COC
Administrative Office Technology (Online)	X			IT Essentials			X
Business Administration	X			Police Science	X	X	
Operations Management	X	X	X				

## DESIGN

DEGREES & CERTIFICATES	AAS	TC	COC	DEGREES & CERTIFICATES	AAS	TC	COC
Architectural Design Technology	X	X	X	Interior Design	X	X	X
Chief Architect			X	Kitchen & Bath Design			X
Engineering Design Technology	X	X	X	Floral Design			X
AutoCAD			X	Painted and Fake Finishes			X
CATIA Mechanical Engineering Design			X				

## TRANSFERABLE GEN EDs

On campus or online. Affordable credits in math, English, art, speech, etc. Many courses are guaranteed to transfer to public universities and colleges in Kansas. See backside for additional information.



**\$65**  
PER CREDIT HOUR  
GEN ED COURSES

### Exclusively for high school students & recent grads

Jumpstart a college degree by earning transferable general education credits for just \$65 per credit hour. Reduced pricing is exclusively for current high school students as well as recent grads in the summer following their senior year. Learn more at [WATC.edu/jumpstart](http://WATC.edu/jumpstart).

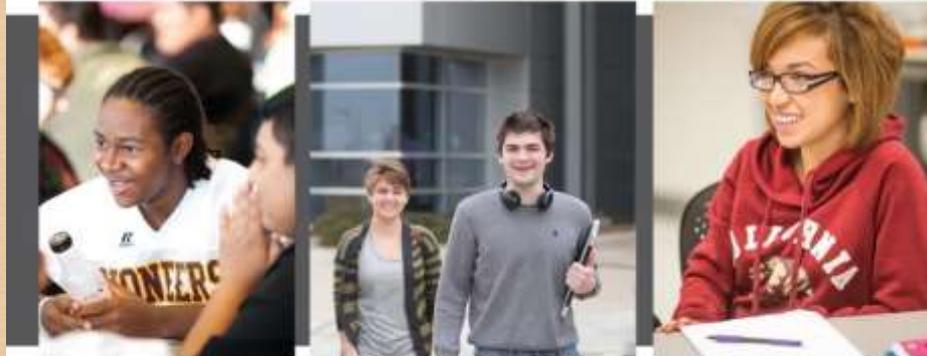
Eligible courses at WATC that are guaranteed to transfer public universities and colleges in Kansas include:

American Government  
Anatomy & Physiology  
Art Appreciation  
Astronomy  
Calculus I  
Chemistry I  
Chemistry II  
College Algebra

Computer Applications  
Developmental Psychology  
Elementary Statistics  
English Composition I  
English Composition II  
General Physics I  
General Physics II  
General Psychology

Interpersonal Communication  
Intro to Literature  
Logic  
Microeconomics  
Macroeconomics  
Nutrition  
Physical Science and Lab  
Physics II

Principles of Biology  
Principles of Sociology  
Public Speaking  
Spanish I  
Spanish II  
Trigonometry  
US History to 1877  
US History since 1865  
World History I



**FREE**  
TUITION FOR  
TECH ED COURSES

### Free tuition tech ed courses

Courtesy of the state of Kansas, high school students can get a jumpstart on a high-wage career with free tuition opportunities through Senate Bill 155 for career and technical education courses such as Welding, CNA, Interior Design, Police Science and more.

Learn more at [WATC.edu/jumpstart](http://WATC.edu/jumpstart). Eligible areas of study include:

AVIATION

HEALTHCARE

MANUFACTURING

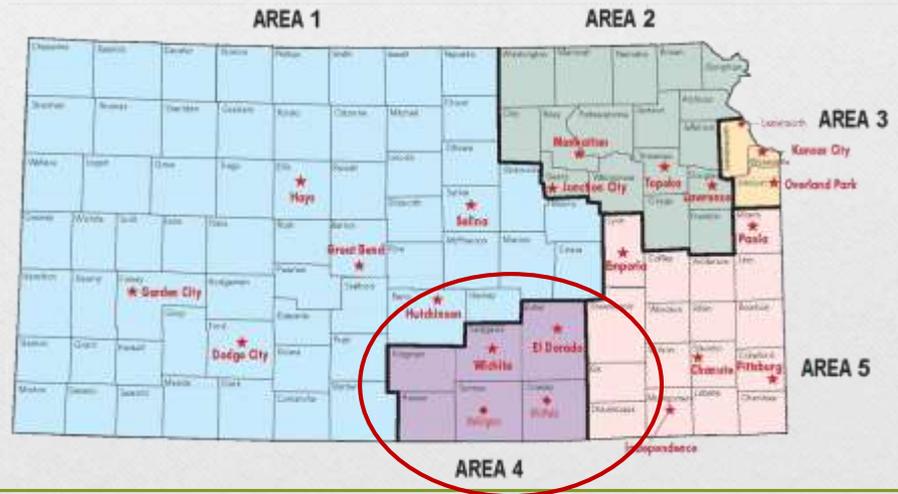
BUSINESS

DESIGN

WATC.edu | 4004 N Webb Road or 4501 E 47th Street South | 316.677.9400 | [info@wadc.edu](mailto:info@wadc.edu)

# Workforce Alliance of South Central Kansas

- Who we are:
  - Local Workforce Development Board in Wichita, Kansas serving a six county region
    - Long time Board directed operational philosophy: *Leverage resources and align services to create greater collective impact of WIA/WIOA programs*
  - Key Projects and Regional Strategies Leveraged Into WIA/WIOA:
    - Summer Youth Employment
    - Senior Employment Services
    - Ex-Offender Programs





Student Referral

Academic Advising

Financial Aid Assistance

Career Path/ AO-K Enrollment

Occupational Training

Credential Attainment

Student Referral



Training Programs

Job Readiness Workshops

Resume Building

Job Search Assistance



Skills Assessment

GED/AO-K Enrollment

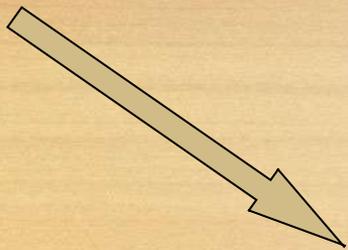
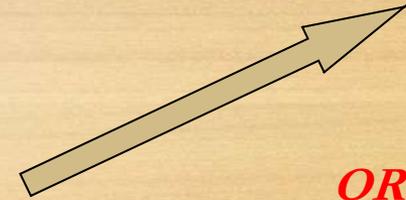
Classroom Instruction or Supervised Self-Study

GED Attainment

Transition Counseling

Student Referral

*ORIGINAL CONCEPT*





Unintended Silo Effect



Unintended Silo Effect

Unintended Silo Effect

*The Perfect Storm*



# NexStep Emerges



- Student Interview
- TABE Assessments
- GED Enrollment
- Classroom Instruction
- Student Services
- Academic Counseling
- AO-K Recruiting
- GED Ready / GED Testing
- GED Completion



- AO-K Enrollment
- AO-K Instruction
- Transition Counseling
- Financial Aid Assistance
- Academic Advising
- Occupational Training
- Credential Attainment



- Career Path Identification
- Barrier Identification
- Eligibility Enrollment
- Supportive Services
- Employment Skills
- Employment

**LEGEND**

- GED Orientation Process
- During the Session
- Near GED Completion
- Post-Secondary



# Braided Funding – Income

---

- **Wichita Area Technical College**
  - KS Adult Education funding
  - In-Kind
- **Goodwill Industries**
  - Goodwill Store Sales
- **Workforce Alliance of South Central Kansas**
  - WIOA and Targeted Grants – USDOL
  - Community Service Block Grant
  - Employer Demand / BREG
- **Student Fees**
- **Community**
  - Corporate
  - Private Donors
- **Kansas Legislature**
  - GED Accelerator
  - AO-K Proviso

# Allocated Expenses

---

## Goodwill

- 60% Director
- FT/PT staff
- Supplies
- Pearson VUE
- Facility

## WATC

- 40% Director
- Adjuncts
- IT staff / Equipment
- Shared Marketing
- Shared Overhead

# Kansas' Accelerating Opportunity Initiative (AO-K)

---

Active **CAREER PATHWAYS** linked to occupations based on regional employer demand:

- Aerospace
- Automotive Technology
- Certified Production Technology
- Commercial Truck Driving
- Computer Support Specialist
- Construction
- Electrical
- Healthcare (Nurse Aide, Medication Aide, Home Health Aide)
- HVAC
- Machine Technology
- Welding



# SHOCKER PATHWAY

START AT WATC  EARN AN AA FROM WSU

**50** CREDITS  
AT WATC

**15** CREDITS  
AT WSU

**AA** DEGREE  
FROM WSU



[wadc.edu/shockerpathway](http://wadc.edu/shockerpathway)  316.677.9400

# Challenges

- 
- Culture – GED achievement vs certificate attainment; PTO schedule; holidays
  - Budget – several budget lines, different employees are paid out of different “pots.”
    - Goodwill funding – store sales
    - WATC funding – totally grant supported
    - Student fees – minimal BUT **critical**.
  - State Policies
  - WIOA Implementation
  - Data Sharing
  - Partnership

# Next Steps: WIOA and Beyond

---

- Strong emphasis to integrate Adult Education into the public workforce system
- Local Plan Development
  - Meeting with Adult Ed Providers in region to raise awareness about best practices
  - Applying Sector Strategies to Career Pathways
    - Advanced Manufacturing
    - Information Technology
    - Construction
    - Healthcare
    - Transportation
    - Registered Apprenticeship

# Retention Rates

	Learners	Participants	Retention	Level Changes
• 2010	1123	492	44%	224
• 2011	847	376	44%	257
• 2012	935	366	39%	209
• 2013	1487	672	45%	214
• 2014	1219	608	50%	205
• 2015	469	420	89%	207
• 2016 (Apr)	407	383	94%	205



# INDUSTRY PARTNERSHIPS



# Questions?

---

Gayle Goetz, Director

NexStep Alliance

[ggoetz@goodwillks.org](mailto:ggoetz@goodwillks.org)

316-677-1150

Keith Lawing

Workforce Alliance of S. Central KS

[klawing@workforce-ks.com](mailto:klawing@workforce-ks.com)

316-771-6603

