

# Education & Workforce Data

## FOR THE *Kansas City* METRO

FALL 2014 • MID-AMERICA REGIONAL COUNCIL

### EDUCATING A NEW ECONOMY WORKFORCE

This report identifies potential key indicators to measure the region's progress in:

- Preparing students for postsecondary success
- Achieving meaningful credentials and degrees
- Growing a skilled workforce to meet industry needs
- Increasing economic prosperity



**College and  
Career Readiness**



**Postsecondary  
Education**



**Adult  
Workforce**

# College and Career Readiness

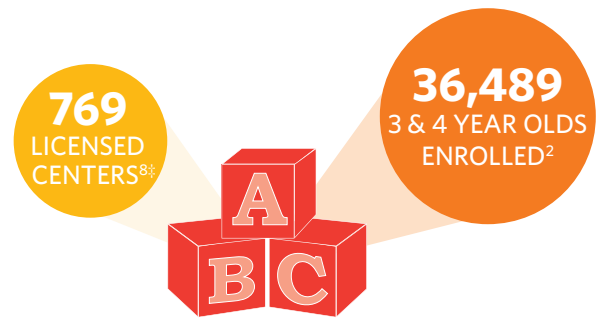
## A look at primary and secondary education in the Kansas City metro

Just as high-quality early learning opportunities open doors to success in school, primary and secondary education can pave the way for success in college and in the workforce.

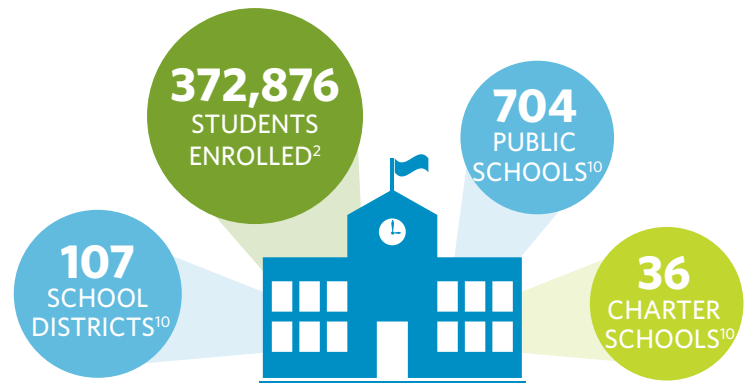
The Mid-America Regional Council and its education partners are working to identify and track key indicators that can help determine whether students in the Kansas City metro are on the path to greater opportunities.

In addition to basic demographics like race and income, we measure the number of students completing the Free Application for Federal Student Aid (FAFSA); graduation rates; and scores on college placement tests such as the ACT. We also examine how students in the Kansas City metro are doing compared to those in peer metro areas. Over the next two years, we will add more data measurements, such as student access to career experiences and early college credit programs offered during high school.

In the Kansas City region, a strong network of school districts, community colleges, universities, workforce development boards and organizations like the KC STEM Alliance and PREP-KC are committed to working together to ensure that all secondary students have the opportunity to move onward and upward, building a skilled workforce that will provide an edge in the new economy.

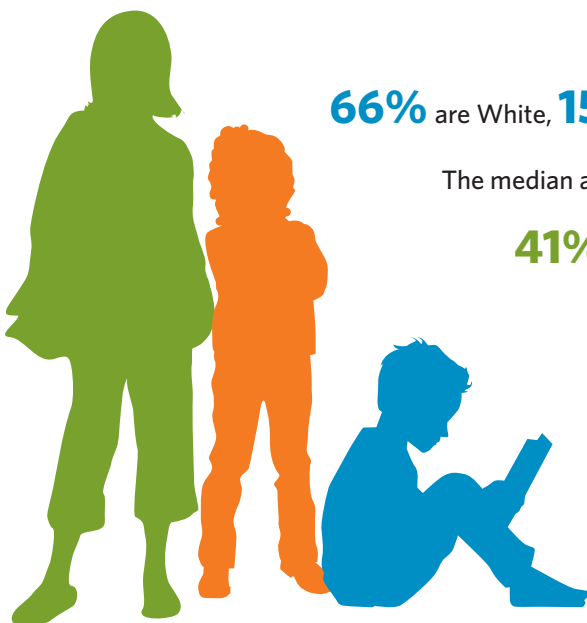


### EARLY LEARNING



### K-12 EDUCATION

#### DATA SNAPSHOT: A look at K-12 students in the Kansas City MSA



**66%** are White, **15%** Black, **12%** Hispanic, **3%** Asian, **4%** Other<sup>2</sup>

The median annual income<sup>2</sup> for households with children is **\$67,896**

**41%** qualify for free or reduced-price lunch programs<sup>7</sup>

**83%** will likely graduate from high school<sup>3</sup>

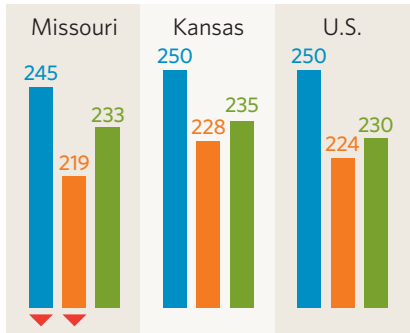
**60.3%** will complete a FAFSA application<sup>11</sup>  
(a first step in applying for college scholarships and financial aid)

Average ACT<sup>1</sup> score: **21.96**

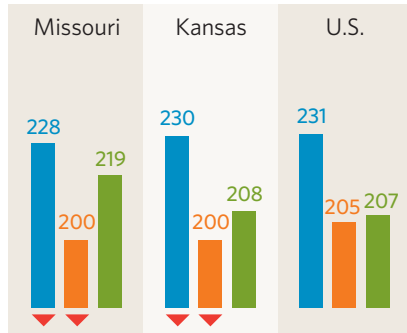
# Primary and secondary education, continued

## MATH AND READING PROFICIENCY BY RACE<sup>9</sup>

### 4th Grade Math



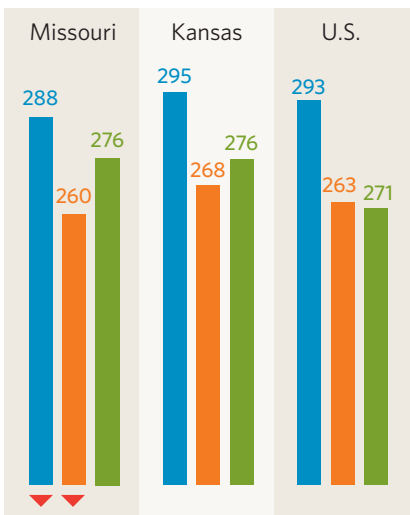
### 4th Grade Reading



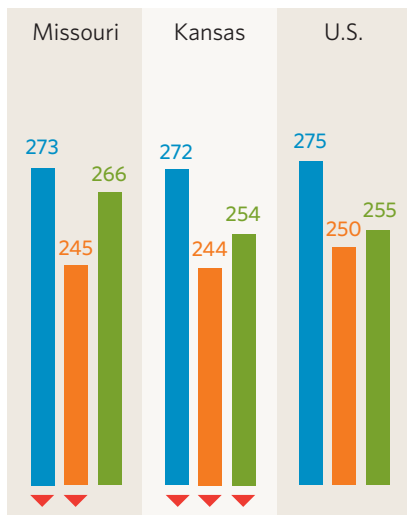
2013 test scores averaged on a scale of zero to 500

- White
- Black
- Hispanic
- ▼ Below U.S. average

### 8th Grade Math



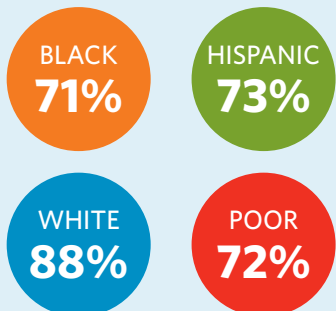
### 8th Grade Reading



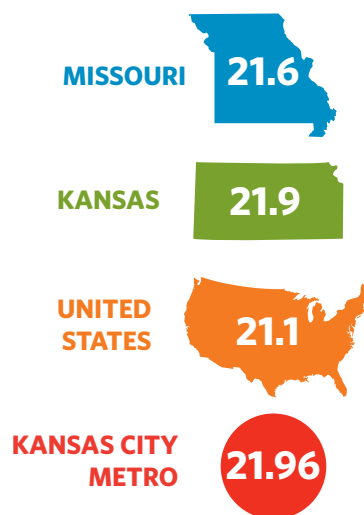
How do our students measure up? Overall, test scores and proficiency ratings for Kansas and Missouri students are comparable to national averages, but there are still large gaps in student success by race. This contributes to gaps in postsecondary enrollment and workforce success for black, Hispanic and low-income populations.



### KC METRO GRADUATION RATES<sup>3</sup>



### AVERAGE ACT SCORES<sup>1</sup>



Highest possible score = 36

### 60% FAFSA Completion Rate

13,158 of the region's 21,821 high school seniors completed a FAFSA in 2013.<sup>7,11‡</sup>

There is a strong correlation between completing the Free Application for Federal Student Aid (FAFSA) and enrolling in college.

A 2008 study in Chicago<sup>12</sup> found that high school seniors accepted by a four-year college were 50 percent more likely to enroll if they had completed a FAFSA.

# Postsecondary Education

## Colleges and universities in the Kansas City metro

In 2013, Greater Kansas City had 109,662 total enrollments among 82 postsecondary institutions in the region. By 2016, Greater Kansas City will reach 117,384 enrollments, an increase of 4,396 enrollments over three years.

In addition to enrollment, key measures of the region's success in educating its future workforce include retention — the percent of students who stay enrolled rather than dropping out; persistence — the percentage of students who complete the degree or certification for which they enrolled; and overall attainment — the percent of the total regional population age 25 or older who have earned an associate degree or higher.

Demand for workers with some type of postsecondary credential continues to grow among local businesses. Postsecondary attainment that leads to employment in high-demand fields is critical to regional economic prosperity.



### POSTSECONDARY ACHIEVEMENT in the Kansas City metro

	2008	2009	2010	2011	2012	2013	2014	2015	2016
Postsecondary Enrollment <sup>6</sup>	95,039	109,220	113,270	113,177	112,988	109,662	112,236	114,810	117,384
Retention (Full-Time Students) <sup>6</sup>	61.3%	58.0%	61.3%	61.2%	57.1%	58.1%	59.2%	60.2%	61.3%
Retention (Part-Time Students) <sup>6</sup>	34.1%	42.2%	32.6%	33.2%	35.0%	35.3%	35.5%	35.7%	35.9%
Retention (Total) <sup>6</sup>	47.0%	50.0%	46.8%	46.6%	45.5%	45.9%	46.8%	47.6%	48.4%
Postsecondary Completions <sup>6</sup>	18,243	19,675	21,165	22,823	23,514	23,181	23,985	24,788	25,592
Overall Attainment <sup>2</sup>	39.2%	39.3%	39.3%	40.3%	41.2%	41.7%	42.3%	42.8%	43.4%

\* Projected

### DATA SNAPSHOT: A look at postsecondary students in the Kansas City metro<sup>6</sup>

#### TWO-YEAR INSTITUTIONS

47% are male, 53% female

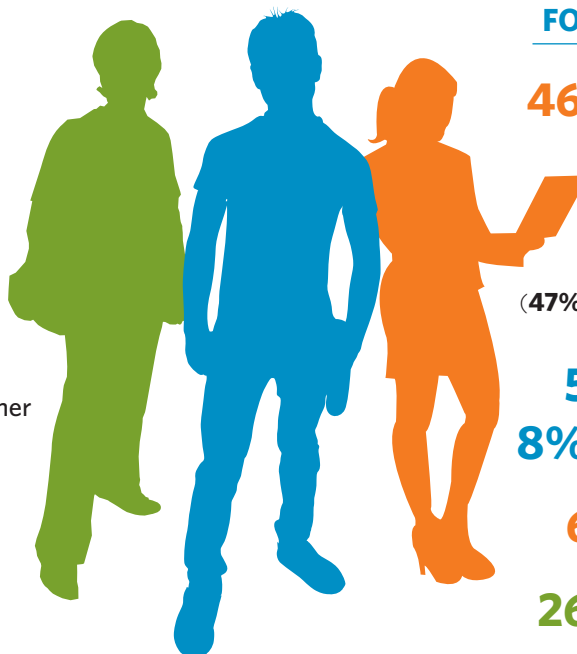
Median age is 23.1

45% attend full time

57% are white, 22% black, 10% Hispanic, 3% Asian, 7% other

52% receive federal, state or local financial aid

43% receive Pell grants



#### FOUR-YEAR INSTITUTIONS

46% are male, 54% female

Median age is 26.9

49% attend full time  
(47% undergraduates, 56% graduate students)

58% are white, 20% black, 8% Hispanic, 3% Asian, 11% other

64% receive federal, state or local financial aid

26% receive Pell grants

**TOP 20**

**AREA INSTITUTIONS BY 2013 COMPLETIONS<sup>5</sup>**

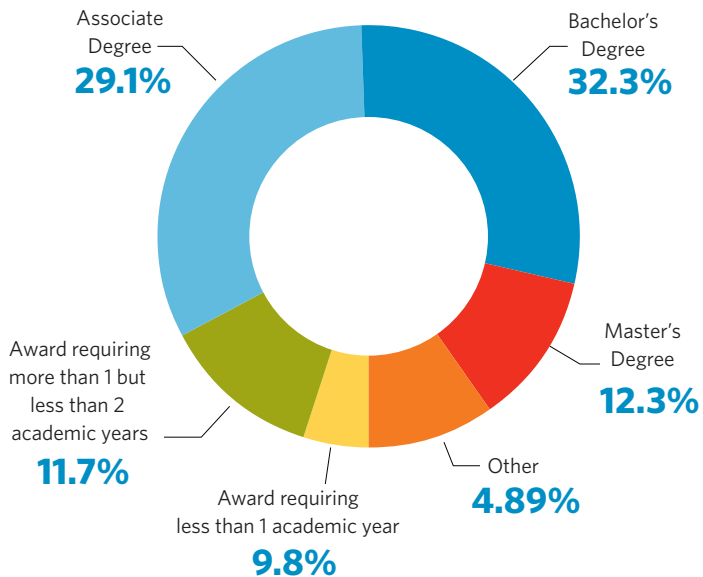
University of Missouri-Kansas City .....	3,338
Johnson County Community College.....	3,057
Park University .....	2,744
Metropolitan Community College .....	2,539
Grantham University .....	2,030
Kansas City Kansas Community College .....	1,270
Rockhurst University .....	795
Mid-America Nazarene University.....	680
Pinnacle Career Institute .....	519
Avila University.....	293
Concorde Career Colleges .....	479
Heritage College .....	410
DeVry University .....	414
Wright Career College .....	407
William Jewell College.....	330
Vatterott College .....	296
University of Saint Mary.....	277
KC University of Medicine and Biosciences .....	272
Brown Mackie College .....	264
Midwestern Baptist Theological Seminary.....	209
ITT Technical Institute .....	194
Kansas City Art Institute .....	192

Note: Data does not include nearby institutions that are based outside of the Kansas City MSA — such as the University of Kansas, Kansas State University, University of Missouri and University of Central Missouri — even though they have satellite campuses within the region.

**2013 PEER METRO COMPARISON<sup>5</sup>**

Metro	Institutions	Completions
Dallas/Ft. Worth	142	71,225
St. Louis	94	46,570
Minneapolis/St. Paul	100	67,425
Denver	83	41,924
Sacramento	43	40,756
Austin	42	31,071
Cincinnati	69	30,205
<b>KANSAS CITY</b>	<b>82</b>	<b>23,855</b>
Oklahoma City	51	22,246
Nashville	56	25,517
Milwaukee	48	22,630
Indianapolis	52	37,019
Charlotte	54	21,534
Omaha	25	15,024

**2013 COMPLETIONS BY AWARD LEVEL<sup>5</sup>**



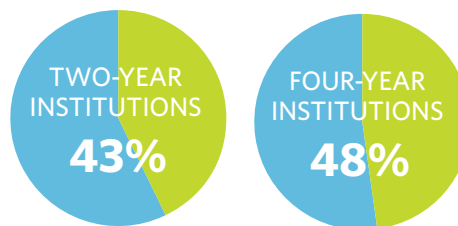
**TOP 10**

**2013 COMPLETIONS BY PROGRAM/FIELD<sup>5</sup>**

Liberal Arts and Sciences .....	3,064
Business Administration.....	2,066
Registered Nursing.....	1,353
Nursing Assistant.....	746
Medical Assistant .....	662
Criminal Justice .....	652
Cosmetology .....	528
Business (General).....	404
Human Resources Management.....	377
Social Psychology.....	360

**TIME TO COMPLETION<sup>3</sup>**

Percent of students completing degrees within 200 percent of the expected timeframe



# Kansas City Metro Workforce

## Characteristics of Working Age Adults and Top Occupations

The Kansas City region's workforce is slightly more educated than the national average and compares favorably to its peer metros. Among the region's adults aged 25 and up, 33.7 percent have at least a bachelor's degree, compared to the national average of 29.1 percent.

But the demand for educated workers in the region exceeds supply. Currently, 40 percent of jobs require at least a bachelor's degree, and that number is expected to grow.

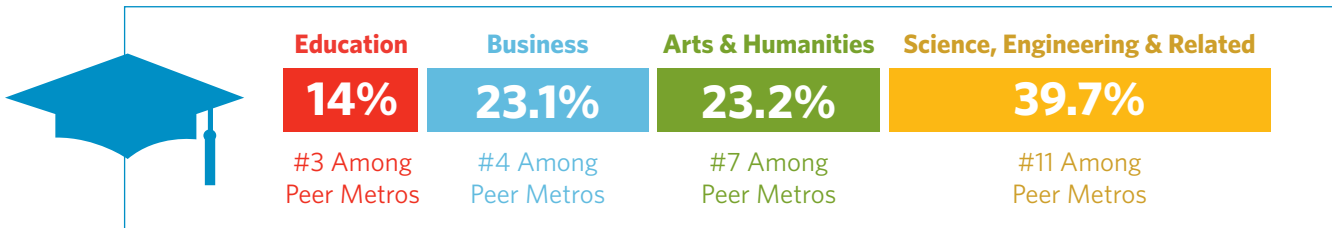
This education-to-jobs mismatch is particularly evident in the STEM fields of science, technology, engineering and math.

### PEER METRO COMPARISON

Educational Attainment, All Adults Age 25 and Up<sup>2</sup>

ASSOCIATE DEGREE OR HIGHER		BACHELOR'S DEGREE OR HIGHER	
MINNEAPOLIS	49.1%	AUSTIN	41.5%
DENVER	47.9%	DENVER	40.3%
AUSTIN	47.8%	MINNEAPOLIS	39.3%
MILWAUKEE	41.8%	<b>KANSAS CITY</b>	<b>33.7%</b>
OMAHA	41.7%	OMAHA	33.4%
ST. LOUIS	41.2%	MILWAUKEE	33.2%
<b>KANSAS CITY</b>	<b>41.2%</b>	DALLAS-FT. WORTH	32.6%
SACRAMENTO	40.6%	ST. LOUIS	32.5%
CHARLOTTE	40.1%	NASHVILLE	32.3%
CINCINNATI	39.4%	CHARLOTTE	32.0%
DALLAS-FT. WORTH	39.2%	CINCINNATI	31.2%
NASHVILLE	39.0%	SACRAMENTO	30.8%
INDIANAPOLIS	38.4%	INDIANAPOLIS	30.8%
OKLAHOMA CITY	34.8%	OKLAHOMA CITY	27.9%

### BACHELOR'S DEGREES BY FIELD in the Kansas City Metro<sup>2</sup>



### DATA SNAPSHOT: A look at the Kansas City Metro Labor Force

The labor force is made up of people who are available for work, including both those who are employed and those currently unemployed.

**52%** are male, **48%** female<sup>5</sup>

Median age<sup>2</sup> is **40.1**

**83%** are white, **12%** black, **8%** Hispanic, **3%** Asian, **3%** other<sup>2</sup>

**94%** are employed<sup>2</sup>

Average annual wage<sup>4</sup> is **\$46,000**

**22.8%** have a high school diploma or GED<sup>2</sup>

**38.5%** have a bachelor's degree or higher<sup>2</sup>

Note: This total is for just those in the labor force, while the total in the metro comparison table above (33.7%) includes all adults over age 25.



# Kansas City Metro Workforce, continued

Over the next 10 years, jobs that require postsecondary educational attainment are expected to grow more rapidly than those that do not, but today more than half of the region's adults do not have any degree. Among those that do, more have bachelor's than other degrees. The strongest job growth is expected in occupations that require associate or graduate/postgraduate degrees.

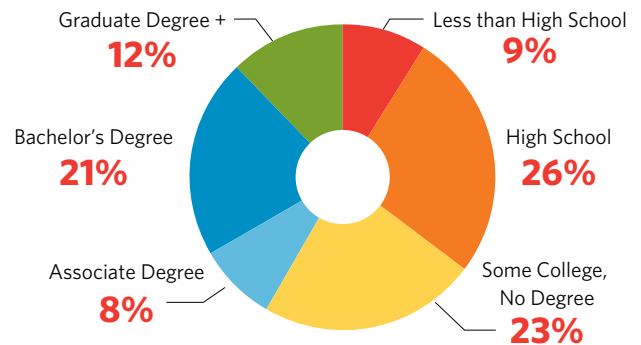
Projected job growth for the top five fastest-growing occupations in each of six key industries are listed in the following tables. These industry sectors — finance, computers, architecture and engineering, life sciences, logistics, and heavy manufacturing — are those in which the Kansas City region specializes. Meeting employer demand for a skilled workforce in these industries will have a positive impact on the Kansas City region's economy.

Many of the top growing occupations listed below — and others not included in the top five — are growing not only within the industry sector shown, but across all industry sectors. Educational requirements vary, with a strong correlation between education and hourly pay.

While these statistical projections are helpful in understanding where Kansas City's job growth may occur, they do not include future expansion projects, such as Cerner's announced plans to hire 15,000 workers over the next 10 years or other as yet unknown expansions that may impact occupation and industry growth in the region.

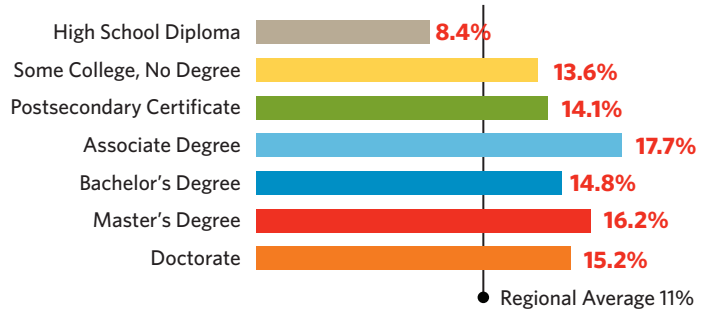
## EDUCATIONAL ATTAINMENT<sup>2</sup>

Population age 25 and up, 2013



## PROJECTED GROWTH IN OCCUPATIONS<sup>5</sup>

by degree requirement, 2014-2024



## TOP FIVE FASTEST GROWING OCCUPATIONS BY INDUSTRY<sup>5</sup>



### FINANCE INDUSTRY

83,080 Jobs in 3,829 Establishments

Fastest Growing Occupations in Finance	2014 Jobs	Change by 2024	Median Hourly Pay	Education Requirement
Personal Financial Advisors	9,860	+5,421	\$28.97	Bachelor's
Financial Sales Agents	6,974	+2,216	\$25.89	Bachelor's
Insurance Sales Agents	12,257	+2,132	\$23.10	High School
Financial Managers	2,435	+829	\$41.82	Bachelor's
Customer Service Representatives	5,650	+617	\$15.91	High School

#### Personal Financial Advisors Across All Industries

2014 Jobs .....10,291  
 Change by 2024 ..... +5,547  
 Monthly Job Postings .....50  
 Average Monthly Hires ..... 402  
 (Jan. 2014-Jan. 2015)



### COMPUTER INDUSTRY

29,307 Jobs in 1,967 Establishments

Fastest Growing Occupations in Computers	2014 Jobs	Change by 2024	Median Hourly Pay	Education Requirement
Software Developers, Applications	3,035	+846	\$41.47	Bachelor's
Computer User Support Specialists	2,102	+592	\$22.81	Some College
Computer Systems Analysts	2,399	+478	\$35.62	Bachelor's
Software Developers, Systems	1,137	+411	\$45.44	Bachelor's
Computer Systems Managers	966	+212	\$50.75	Bachelor's

#### Software Developers, Applications Across All Industries

2014 Jobs .....5,368  
 Change by 2024 ..... +1,156  
 Monthly Job Postings ..... 286  
 Average Monthly Hires ..... 215  
 (Jan. 2014-Jan. 2015)

## Top Five Fastest Growing Occupations by Industry, continued<sup>5</sup>



### ARCHITECTURE AND ENGINEERING INDUSTRY

21,364 Jobs in 1,089 Establishments

Fastest Growing Occupations in Architecture and Engineering	2014 Jobs	Change by 2024	Median Hourly Pay	Education Requirement
Civil Engineers	1,601	+663	\$35.58	Bachelor's
Mechanical Engineers	730	+250	\$37.12	Bachelor's
Electrical Engineers	899	+229	\$40.25	Bachelor's
Architecture/Engineering Managers	549	+178	\$53.43	Bachelor's
Secretaries/Administrative Assts.	610	+165	\$15.55	High School

#### Civil Engineers Across All Industries

2014 Jobs ..... 2,130  
 Change by 2024 ..... +717  
 Monthly Job Postings ..... 139  
 Average Monthly Hires ..... 83  
 (Jan. 2014-Jan. 2015)



### LIFE SCIENCES INDUSTRY

27,405 Jobs in 1,900 Establishments

Fastest Growing Occupations in Life Sciences	2014 Jobs	Change by 2024	Median Hourly Pay	Education Requirement
Management Analysts	4,142	+561	\$33.02	Bachelor's
Market Research Analysts	672	+196	\$28.46	Bachelor's
Sales Representatives	785	+123	\$24.38	High School
Secretaries/Administrative Assts.	545	+114	\$15.55	High School
Laboratory Technicians	506	+107	\$20.33	Associate

#### Market Research Analysts Across All Industries

2014 Jobs ..... 4,176  
 Change by 2024 ..... +1,056  
 Monthly Job Postings ..... 103  
 Average Monthly Hires ..... 202  
 (Jan. 2014-Jan. 2015)



### LOGISTICS INDUSTRY

40,074 Jobs in 1,331 Establishments

Fastest Growing Occupations in Logistics	2014 Jobs	Change by 2024	Median Hourly Pay	Education Requirement
Heavy Truck Drivers	8,864	+525	\$19.32	Certification
Laborers and Material Movers	3,388	+467	\$12.04	< High School
Cargo and Freight Agents	541	+229	\$21.75	High School
Customer Service Representatives	884	+105	\$15.91	High School
Managers	600	+103	\$24.46	High School

#### Heavy Truck Drivers Across All Industries

2014 Jobs ..... 16,014  
 Change by 2024 ..... +1,257  
 Monthly Job Postings ..... 4,260  
 Average Monthly Hires ..... 961  
 (Jan. 2014-Jan. 2015)



### HEAVY MANUFACTURING INDUSTRY

20,285 Jobs in 287 Establishments

Fastest Growing Occupations in Heavy Manufacturing	2014 Jobs	Change by 2024	Median Hourly Pay	Education Requirement
Structural Metal Fabricators/Fitters	488	+131	\$23.32	High School
Computerized Machine Operators	277	+75	\$16.82	High School
Welders, Cutters and Solderers	301	+65	\$17.89	High School
Machinists	353	+57	\$18.48	High School
Industrial Machinery Mechanics	236	+38	\$21.61	High School

#### Industrial Machinery Mechanics Across All Industries

2014 Jobs ..... 1,763  
 Change by 2024 ..... +357  
 Monthly Job Postings ..... 49  
 Average Monthly Hires ..... 62  
 (Jan. 2014-Jan. 2015)



# Current Regional Initiatives

## A sampling of efforts underway in the Kansas City region

### COLLEGE AND CAREER PATHWAYS



#### How do we better prepare students for college and future careers?

College and career pathways create a bridge for K-12 students to access college-level courses and career experiences while still in school, leading to greater postsecondary attainment and employment in high demand industries and occupations. Educators are partnering with industry to connect students to career opportunities through enhanced curriculum.

#### CAREER AWARENESS:

PREP-KC works with five urban school districts and two charter schools through its career academies. Students enter a career pathway program in high school for high-demand, high-pay fields, including engineering, health science, information technology, biosciences, business and finance, and supply chain and logistics. PREP-KC also tracks progress as students begin postsecondary education to analyze the program's impact.

#### HIGH-DEMAND FIELDS:

KC STEM Alliance partners with educators and industry to support in-school and after-school STEM programs. More than 16,000 area students are enrolled in Project Lead the Way, which offers STEM coursework to more than 90 percent of area students, or participate in the FIRST Robotics after-school program. Students earn scholarships and college credit accepted by colleges and universities in the region and nationwide.

#### FINANCIAL READINESS:

Kansas City Kansas Public Schools' Senior Continuum encourages all seniors to apply to at least one college, and many begin this process through college application events

offered at schools. The district encourages students complete FAFSA applications and partners with area postsecondary institutions to host Financing College Nights for families to work with FAFSA experts.

#### EARLY COLLEGE LEARNING PROGRAMS:

In partnership with Johnson County Community College and the University of Kansas Edwards Campus, the "Degree in 3" program allows students in the Blue Valley and Olathe school districts to earn college credits that can lead to an associate degree the first year after graduation and a bachelor's degree in IT two years later.

Summit Tech Academy in Lee's Summit works with students from 18 area high schools who want to complete advanced STEM courses. Students also participate in field experiences and internships, and those who are college ready by the end of their sophomore year can apply to be part of the Missouri Innovation Campus (see below).

Metropolitan Community College offers early college programs to multiple school districts at its Penn Valley and Business and Technology campuses.

### INDUSTRY PARTNERSHIPS



#### How do we strengthen ties between industry and education?

Industry involvement is critical to educating a workforce that meets employer needs. Several industry advisory groups exist in the Kansas City region, and educators, economic development agencies, workforce centers and others frequently convene and engage industry professionals in their initiatives. More industry input is needed on skills, competencies and high-demand occupations to target these efforts more efficiently.

#### WORK-BASED LEARNING EXPERIENCE:

Several area schools partner with local businesses to provide work-based learning experience and internships for students.

Through Northland CAPS, 60 students are working with hospitals and physicians to determine why cardiovascular patients are readmitted into the health care system. Students are developing a gigabit app to help track trends, and teaming up with professionals in health care, engineering, manufacturing and entrepreneurship, in weekly meetings at the Sprint Accelerator. NCAPS students from six districts also attend daily classes at Holland 1916 to learn about advanced manufacturing.

The Missouri Innovation Campus — a collaboration of the Lee's Summit R-7 School District, Metropolitan Community College and the University of Central Missouri — engages business partners and community organizations to reshape the way students experience education. MIC students can earn a four-year degree two years after high school, with no student debt, applied experience through paid internships, and highly sought skills for high-paying careers.

Kansas City Missouri Public Schools partnered with JE Dunn Construction to provide a four-week training session that leads to paid summer internships with area businesses for high school students.

#### SECTOR INITIATIVES:

Economic Development agencies play a key role in connecting industries to workforce development and education resources.

KC SmartPort spearheads a supply-chain education initiative that brings businesses in the transportation and logistics industry together with educational institutions to identify training needs. Several local training programs offer training to build skills for current and upcoming jobs in the industry, with valuable input from the supply chain education advisory group.

The Wyandotte Economic Development Council is convening a workforce roundtable with employers, educators and workforce development boards to create a pipeline for workers in transportation, logistics, warehousing and manufacturing. Employers are providing input on curriculum, donating space and equipment, and even offering tuition and scholarship assistance.

## Current Regional Initiatives, continued

### ADULT LEARNING



**How do we help adults reenter the education system to begin or complete postsecondary degrees?**

*In the Kansas City region, 23.5 percent of adults have some college but did not complete a degree.<sup>2</sup> There is vast potential for adult education to help strengthen families, communities and the local economy. Helping non-traditional students attain postsecondary credentials is critical to help meet industry demand for educated workers.*

### WORKFORCE METRICS



**How do we track and share meaningful data that will lead to more informed decision-making and improve postsecondary attainment success in the region?**

*The right data can help identify what is working and where there are gaps in educational attainment and workforce development programs. Additional data and analysis are needed to develop a better understanding of both traditional and non-traditional students and identify barriers to educational achievement.*

#### ADULT JOB-SEEKER SERVICES:

The Full Employment Council (FEC) and Workforce Partnership serve the Kansas City region as the two primary workforce investment boards. Both offer job seeker and employer services and provide a wide range of opportunities for adults to be placed in paid internship opportunities, classroom training and on-the-job training.

FEC developed a “Training-in-Time” system that can launch customized training courses in as little as 30 days to meet employer and market demand.

#### OPPORTUNITIES FOR YOUNG ADULTS:

FEC’s “Learn to Earn” program empowers youth in the community to make positive life choices that help maximize their potential. Funded by the Kansas City Chiefs, the Kansas City Royals, and the Jackson County Sports Authority, the program provides economically disadvantaged young adults with six-week internships and up to \$3,000 in scholarships to attend a community college or vocational school. Students receive training in occupations that support professional sports, such as health care, marketing and accounting.

Through FEC’s Training and Internship Program for Skills (TIPS), youth 14-21 receive training in digital literacy, warehouse logistics, animal health and customer contact, earning credentials from the University of Central Missouri or Metropolitan Community College .

#### ACCELERATING OPPORTUNITIES IN KANSAS (AO-K)

The Kansas Board of Regents and Kansas Department of Commerce launched the AO-K initiative in response to the growing number of working-age adults with no meaningful postsecondary credentials.

Participating students complete short-term certificate programs aligned with labor market needs, leading to immediate jobs. AO-K students have earned industry-recognized credentials in areas such as health care, welding, manufacturing and aero-structures. Locally, the Kansas City Kansas Community College is an AO-K participant. The Kansas Department for Children and Families offers a tuition scholarship program for AO-K students who qualify to receive TANF (Temporary Aid for Needy Families) benefits.

#### MEASURING OUTCOMES:

The Mid-America Regional Council and many other research institutions, both in the Kansas City metro and across the country, routinely track data on educational outcomes. This data can be used to measure progress toward attainment goals, as illustrated on the following page.

Some important data is readily available from sources such as the U.S. Census Bureau, the Bureau of Labor Statistics and state departments of education. But educational data is often not available at the metro level. Comparing state data can also be challenging in a bistate region, as Missouri and Kansas sometimes use different tests. At the postsecondary level, degree attainment data is plentiful, but data on certifications is very limited.

#### MEASURING THROUGHPUTS:

In order to achieve significant improvements in meaningful educational attainment — education that not only leads to degrees or certifications, but also leads to good-paying jobs in industries that have the potential to positively impact the regional economy — additional data is needed.

Measuring success in preparing metro-area students for careers will require organizing new data collection and analysis methods to measure not just outputs, but throughputs.

Examples of throughput data that could be measured at the regional level include:

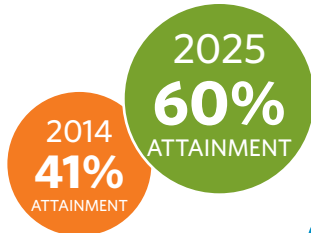
- The number of internship placements for students at both high-school and postsecondary levels.
- The number of students enrolled in early college credit courses and total credit hours earned prior to high-school graduation.
- The number of students exposed to work-based learning experiences and/or enrolled in college or career preparation tracks.
- The number of businesses that host internships, provide work-based learning experiences, mentor students and connect with educators.

Identifying new metrics and establishing data collection and analysis processes is a key objective of the new Lumina Community Partnership described on page 12.

# Measuring Educational Attainment

## REGIONAL POSTSECONDARY ATTAINMENT GOAL: 60% by 2025

Today, 41 percent of adults over age 25 in the Kansas City MSA have at least an associate degree.<sup>2</sup> Community partners have set a goal to increase that number to 60 percent by 2025.

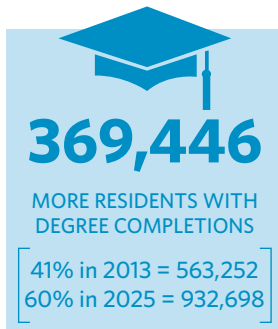


### BETTER RETENTION

The total retention rate — the percent of full- and part-time postsecondary students who stay in school — dropped between 2008 and 2013.<sup>6</sup>



### What will it take to get there?



### MORE COMPLETIONS

The number of people earning certificates or degrees will need to increase at a faster pace than population growth to gain overall attainment increases.

### MORE ENROLLMENT

You can't finish college if you don't start. With current trends, enrollment will grow by 7.4 percent<sup>6</sup> over the next three years — not enough to raise the bar on completions.

2013 » **109,662**    2016 » **117,384**

### How can we increase enrollment?

Encourage high school students to prepare for success in college.

High-school graduation rate<sup>3</sup> **83%**

Average ACT score<sup>1</sup> **21.96**

Help more postsecondary students gain access to financial aid.



**60%** of high school seniors complete a FAFSA<sup>7,11</sup>

**51.6%** of students at two-year institutions receive financial aid.<sup>6</sup>

**64.2%** of students at four-year institutions receive financial aid.<sup>6</sup>

Help working adults who started college but never finished get back in school.

**320,350** adults over age 25 have some college but no degree.<sup>2</sup>

**482,471** adults over age 25 have no college education at all.<sup>2</sup>

**40%** of job openings require at least a bachelor's degree.<sup>3</sup>

**\$68,588** is the average annual wage for a person with a bachelor's degree, compared to \$38,706 for those with high school only.<sup>5</sup>

### How can we get more high school students interested in college?

#### INCREASE IN-SCHOOL OPPORTUNITIES

- Offer more early-college-credit programs to high school students.
- Work with businesses to expose more students to career experiences and internships.
- Offer advanced college preparation courses and high-level math and science classes.

#### START EARLY

- Improve elementary reading and math test scores.
- Increase enrollment in high-quality early learning programs for 3- and 4-year-olds.



**Today's fifth-graders are our 2025 college graduates.  
Today's first-graders are our 2025 high-school graduates.**

**Let's help them be ready to succeed.**

# Lumina Community Partnership

The Kansas City region is one of 35 U.S. communities selected to participate in Lumina Foundation's community-based postsecondary education attainment strategy.

Lumina's strategy is designed to help communities and regions dramatically increase the number of local residents with postsecondary education credentials. As a participating region, Kansas City will benefit from significant technical and planning assistance, data tools, flexible funding, and the ability to customize attainment plans that will best suit the community's needs.



Lumina's goal for this work is to mobilize all sectors in the community to improve postsecondary attainment. MARC will partner with Lumina and national thought leaders through 2016 to establish specific attainment goals for the Kansas City region. Local organizations will work with national partners to develop an action plan focused on reaching the attainment goal to increase the percentage of high-quality credentials held by Kansas City area residents.

The Community Partnership will focus on two key populations: (1) adult learners who need postsecondary credentials to develop the skills required by industry and find gainful employment and/or greater career opportunities; and (2) low-income, Hispanic and black students, many of whom are located in the urban core of Kansas City, Missouri, and Kansas City, Kansas.

**Objective 1:** Develop an enhanced public-private partnership that will identify and help implement strategies, create a postsecondary data tracking system and support industry partnership collaboration.

**Objective 2:** Strengthen postsecondary readiness and career awareness in the Kansas City region, particularly for first-generation, low-income and underserved populations.

**Objective 3:** Build strategies to strengthen services for existing postsecondary students and returning adult students to achieve high-demand degrees and certifications.

## Data Sources:

1. ACT
2. American Community Survey, 2013 1-year, U.S. Census Bureau
3. Brookings Institution
4. Bureau of Labor Statistics
5. EMSI (Economic Modeling Specialists Intl.)
6. IPEDS (Integrated Postsecondary Education Data System)
7. Kansas Dept. of Education and Missouri Dept. of Elementary and Secondary Education
8. Metropolitan Council on Early Learning at MARC
9. NAEP (National Assessment of Educational Progress)
10. NCES (National Center for Education Statistics)
11. U.S. Department of Education
12. University of Chicago

Data is for the Kansas City, MO-KS Metropolitan Statistical Area except where labeled as state or national data or noted with ‡ as the nine-county MARC region.

## INITIAL COMMUNITY PARTNERS

### Regional Leadership Groups

Kansas City Area Development Council  
Ewing Marion Kauffman Foundation  
Greater Kansas City Chamber of Commerce  
Civic Council of Greater Kansas City  
Mid-America Regional Council

### K-12 Civic Intermediaries

KC STEM Alliance  
PREP-KC  
Hispanic Development Fund  
Kansas City Area Research Education Consortium

### Community Colleges

Metropolitan Community College  
Johnson County Community College  
Kansas City Kansas Community College

### Universities

University of Missouri – Kansas City  
University of Central Missouri  
University of Kansas – Edwards Campus  
Kansas State University – Olathe Campus

### Secondary Schools & Accelerated Learning Programs

Kansas City Kansas School District  
Kansas City Missouri School District  
Northland CAPS  
Missouri Innovation Campus  
Summit Tech Academy

### Workforce Investment Boards

Workforce Partnership  
Full Employment Council



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