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

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.

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

- **66%** are White, **15%** Black, **12%** Hispanic, **3%** Asian, **4%** Other
- The median annual income for households with children is **$67,896**
- **41%** qualify for free or reduced-price lunch programs
- **83%** will likely graduate from high school
- **60.3%** will complete a FAFSA application (a first step in applying for college scholarships and financial aid)
- Average ACT score: **21.96**
Primary and secondary education, continued

MATH AND READING PROFICIENCY BY RACE

2013 test scores averaged on a scale of zero to 500

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

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.

AVERAGE ACT SCORES

- MISSOURI: 21.6
- KANSAS: 21.9
- UNITED STATES: 21.1
- KANSAS CITY METRO: 21.96

Highest possible score = 36

60% FAFSA Completion Rate

13,158 of the region’s 21,821 high school seniors completed a FAFSA in 2013.

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

A 2008 study in Chicago 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.

<table>
<thead>
<tr>
<th>POSTSECONDARY ACHIEVEMENT in the Kansas City metro</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="chart" alt="Table of postsecondary achievements" /></td>
</tr>
</tbody>
</table>

* Projected

DATA SNAPSHOT: A look at postsecondary students in the Kansas City metro

**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
**Area Institutions by 2013 Completions**

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

**2013 Completions by Award Level**

- Bachelor's Degree: 32.3%
- Associate Degree: 29.1%
- Award requiring more than 1 but less than 2 academic years: 11.7%
- Award requiring less than 1 academic year: 9.8%
- Other: 12.3%

**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**

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

**Time to Completion**

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.

**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
- Median age is **40.1**
- **83%** are white, **12%** black, **8%** Hispanic, **3%** Asian, **3%** other
- **94%** are employed
- Average annual wage is **$46,000**
- **22.8%** have a high school diploma or GED
- **38.5%** have a bachelor’s degree or higher

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.
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.

### Top Five Fastest Growing Occupations by Industry

#### Finance Industry

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

#### Computer Industry

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

### Educational Attainment

<table>
<thead>
<tr>
<th>Population age 25 and up, 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Degree +</td>
</tr>
<tr>
<td>Less than High School</td>
</tr>
<tr>
<td>High School</td>
</tr>
<tr>
<td>Some College, No Degree</td>
</tr>
<tr>
<td>Associate Degree</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>Doctorate</td>
</tr>
</tbody>
</table>

#### Projected Growth in Occupations

<table>
<thead>
<tr>
<th>Degree Requirement</th>
<th>2014 Jobs</th>
<th>Change by 2024</th>
<th>Median Hourly Pay</th>
<th>Education Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Diploma</td>
<td>8.4%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some College, No Degree</td>
<td>13.6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postsecondary Certificate</td>
<td>14.1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associate Degree</td>
<td>17.7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>14.8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Master’s Degree</td>
<td>16.2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doctorate</td>
<td>15.2%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Regional Average 11%

### Top Five Fastest Growing Occupations Across All Industries

<table>
<thead>
<tr>
<th>Occupation</th>
<th>2014 Jobs</th>
<th>Change by 2024</th>
<th>Median Hourly Pay</th>
<th>Education Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Financial Advisors Across All Industries</td>
<td>10,291</td>
<td>+5,547</td>
<td>$28.97</td>
<td>Bachelor’s</td>
</tr>
<tr>
<td>Average Monthly Hires</td>
<td>402</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Top Five Fastest Growing Occupations in Computers

<table>
<thead>
<tr>
<th>Occupation</th>
<th>2014 Jobs</th>
<th>Change by 2024</th>
<th>Median Hourly Pay</th>
<th>Education Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Developers, Applications</td>
<td>5,368</td>
<td>+1,156</td>
<td>$41.47</td>
<td>Bachelor’s</td>
</tr>
<tr>
<td>Change by 2024</td>
<td>+1,156</td>
<td>Monthly Job Postings</td>
<td>286</td>
<td>(Jan. 2014-Jan. 2015)</td>
</tr>
<tr>
<td>Average Monthly Hires</td>
<td>215</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Top Five Fastest Growing Occupations by Industry, continued

**ARCHITECTURE AND ENGINEERING INDUSTRY**
21,364 Jobs in 1,089 Establishments

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Civil Engineers</td>
<td>1,601</td>
<td>+663</td>
<td>$35.58</td>
<td>Bachelor’s</td>
</tr>
<tr>
<td>Mechanical Engineers</td>
<td>730</td>
<td>+250</td>
<td>$37.12</td>
<td>Bachelor’s</td>
</tr>
<tr>
<td>Electrical Engineers</td>
<td>899</td>
<td>+229</td>
<td>$40.25</td>
<td>Bachelor’s</td>
</tr>
<tr>
<td>Architecture/Engineering Managers</td>
<td>549</td>
<td>+178</td>
<td>$53.43</td>
<td>Bachelor’s</td>
</tr>
<tr>
<td>Secretaries/Administrative Assts.</td>
<td>610</td>
<td>+165</td>
<td>$15.55</td>
<td>High School</td>
</tr>
</tbody>
</table>

**LIFE SCIENCES INDUSTRY**
27,405 Jobs in 1,900 Establishments

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

**LOGISTICS INDUSTRY**
40,074 Jobs in 1,331 Establishments

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

**HEAVY MANUFACTURING INDUSTRY**
20,285 Jobs in 287 Establishments

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

**Civil Engineers Across All Industries**
- 2014 Jobs: 1,601
- Change by 2024: +663
- Median Hourly Pay: $35.58
- Education Requirement: Bachelor’s

**Market Research Analysts Across All Industries**
- 2014 Jobs: 672
- Change by 2024: +196
- Median Hourly Pay: $28.46
- Education Requirement: Bachelor’s

**Heavy Truck Drivers Across All Industries**
- 2014 Jobs: 8,864
- Change by 2024: +525
- Median Hourly Pay: $19.32
- Education Requirement: Certification

**Industrial Machinery Mechanics Across All Industries**
- 2014 Jobs: 236
- Change by 2024: +38
- Median Hourly Pay: $21.61
- Education Requirement: High School
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.
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. 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.

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.

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.

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.

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.

MEASURING 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 methods to measure not just outputs, but 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 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. Community partners have set a goal to increase that number to 60 percent by 2025.

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.

2014 41% ATTAINMENT
2025 60% ATTAINMENT

2013 » 109,662 2016 » 117,384

MORE ENROLLMENT
You can’t finish college if you don’t start. With current trends, enrollment will grow by 7.4 percent over the next three years — not enough to raise the bar on completions.

MORE RESIDENTS WITH DEGREE COMPLETIONS
369,446
41% in 2013 = 563,252
60% in 2025 = 932,698

How can we increase enrollment?

Encourage high school students to prepare for success in college.

Help more postsecondary students gain access to financial aid.

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

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.

High-school graduation rate 83%
Average ACT score 21.96

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.

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.

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
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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