



**HIRE**

**EDUCATION FORUM**

Higher Income Requires Education

**2010 Annual Report**

## HIRE Members

ATA College  
Bellarmine University\*  
Brown Mackie College  
Campbellsville University –  
Louisville Campus  
Daymar College  
DeVry University  
Elizabethtown Community &  
Technical College  
Galen College of Nursing  
Georgetown College  
Hanover College  
Indiana Tech  
Indiana University Southeast\*  
Indiana Wesleyan University  
ITT Technical Institute  
Ivy Tech Community College\*  
Jefferson Community and  
Technical College\*  
McKendree University\*  
Mid-Continent University  
National College  
Northwood University  
Ottawa University  
Purdue College of Technology  
Spalding University\*  
Spencerian College  
St. Catharine College\*  
Strayer University  
Sullivan College of  
Technology & Design  
Sullivan University\*  
University of Louisville\*  
University of Phoenix –  
Louisville Campus\*  
Webster University\*  
Western Kentucky University

## HIRE (Higher Income Requires Education)

The HIRE Education Forum is an alliance of colleges and universities in the Greater Louisville region with 32 institutional members (listed on the left) that represent approximately 85 percent of the region's post-secondary community. HIRE is guided by an Executive Council, whose institutions represent more than 85 percent of the region's college student population. HIRE also partners with many other education, business and community representatives focused on higher education.

The vision of HIRE is to unite the Greater Louisville post-secondary community so that it can collaboratively and effectively respond to economic development challenges by bridging the gap between academia and business, and increase our region's post-secondary graduation rate.

HIRE's mission is to function as a regional clearinghouse that fosters "co-opetition" among post-secondary institutions, aligns higher education activities with economic development goals and serves as the premier regional education and workforce development system.

The HIRE Education Forum hosts a number of meetings each year, including eight Executive Council meetings, four quarterly general membership meetings, six HIRE Connection Committee meetings and four Career Services Committee meetings. In addition, HIRE also hosts a variety of additional meetings and events that bring together local community partners including the Business Leaders for Education, 55,000 Degrees and Jefferson County Public Schools (JCPS).

Larry Mand, Interim Chief Information Officer, Indiana University Southeast and Gale Rhodes, Associate University Provost, University of Louisville, served as co-chairs of HIRE, since its origination in 2005 and remained with HIRE as it managed the challenges of collaboration and co-opetition. It is through Larry and Gale's leadership that HIRE accomplishes its goals and truly becomes one of the nation's only post-secondary collaboratives. Larry retired from IUS in 2010 and we want to thank him so much for his time, energy and consistent commitment to education and most importantly the HIRE Education Forum.

## HIRE Committees

In their third year, HIRE's Connection and Career Services committees continued to grow and provide the maximum benefit and support for all HIRE members:

### CAREER SERVICES COMMITTEE

The HIRE Career Services Committee (HCSC), comprised of Career Services and Internship/Cooperative Education representatives, held a variety of meetings and events in 2010.

Continuing its partnership with Wired65, the HCSC kicked off 2010 by welcoming representatives from ERISS Corporation and Monster.com to provide a demonstration of the unique benefits of kix.com (Kentucky Indiana Exchange), our region's premier on-line portal. During the second and third quarters of the year, the HCSC brought together a regional technology panel to learn how to build much-needed relationships between local technology businesses and post-secondary institutions. Members of the HCSC were also invited to Ft. Knox for the Wired65 Regional Talent Summit to hear from regional leaders about current and future human capital needs. To close out the year, members of the HCSC were again invited to Ft. Knox for a veterans eligibility workshop on October 14th. The Fort Knox Civilian Personnel Advisory Center (CPAC) hosted this information session on veterans eligibility for army civilian jobs.

### CONNECTION COMMITTEE

The HIRE Connection Committee (HCC) was able to make huge strides in 2010, as it reached out to a greater number of regional businesses and community organizations than ever before, which is a testament to the dedication and determination of many HCC members. Throughout the year, the HCC organized or was invited to attend 61 regional education fairs, the largest number in HCC history. This increased outreach will most assuredly lead

to stronger connections between HIRE member schools and regional businesses, in turn creating a region that is prepared to meet future workforce needs.

During 2010, the HCC also hosted first-time education fairs with several companies, including Horseshoe Southern Indiana and First Data. Members of the HCC organized the first ever HIRE Riverport Education Fair on October 22nd, working closely with a number of businesses in the Riverport area to organize the community-wide event.



\*Executive Council

# 55,000 Degrees

This fall, HIRE added a new partner in its education initiatives - a public-private partnership called 55,000 Degrees. 55,000 Degrees took on the mission of launching Louisville into the top tier of competitor cities with the bold goal of adding 40,000 bachelor's degrees and 15,000 associate's degrees by 2020.

**55,000  
Degrees**

Greater Louisville's  
Education Commitment.

## 55,000 DEGREES HISTORY

Louisville was at a crossroads as city and county governments merged in 2003. With unity came a community consensus to take stock of the city's strengths and challenges. Whether the issue was attracting new jobs or improving quality of life for all residents, the top priority for the new city of Louisville to flourish became increasingly clear: Increasing educational attainment.

The rewards would be plentiful: More opportunities for individuals – as lifetime earnings nearly double with a college degree, as well as more opportunities for the city as it competes for 21st-century jobs and improves its quality of life.

To jumpstart a new level of community conversation, Mayor Jerry Abramson invited school superintendents, regional college presidents and civic leaders to a new Education Roundtable in late 2008. The challenge was to look at strategies to raise educational attainment and create transformational change. At the same time, GLI's Business Leaders for Education called for the urgent need to respond to global competitiveness challenges.

In May, the members of the Roundtable signed the historic Greater Louisville Education Commitment with five key objectives:

1. Create and support a college-going culture
2. Use the business community's unique points of leverage to accelerate attainment
3. Prepare students for success in college, career, citizenship and life
4. Make post-secondary education accessible and affordable
5. Increase educational persistence, performance and progress

Culminating from the Commitment signing was the partnership now known as 55,000 Degrees. Over the next ten years, 55,000 Degrees will collaborate with all sectors of the community to work toward increasing the number of degree-holders by: creating a college-going culture, increasing college knowledge and helping to make college more affordable.

## Employee Education Delivery System

In October, HIRE, in partnership with the Business Leaders for Education and 55,000 Degrees, was awarded a four-year grant from The Lumina Foundation, along with additional funding from The Community Foundation of Louisville, to engage working adults who have some college credit in returning to post-secondary education to complete their degree. This grant comes with a target of increasing degree attainment for 3,500 adult learners, of which 500 will be minorities, by 2014.

The project aims to encourage employers to support adult employee returners through:

- production and promotion of an 'employer toolkit';
- development of an education audit tool for employers; and
- creation of business 'Gold Standards' – to measure an employer's support of their employees returning to college.

The endeavor plans to advise and support current and potential adult returners through:

- production and promotion of an 'employee toolkit';
- production of career maps in industry growth sectors;
- compilation of degree completion routes;
- provision of enhanced counseling; and
- peer support networking opportunities.

The Employee Education Delivery System is guided by an Advisory Board – comprised of education, business and community leaders – an Employer/Employee Advisory Committee and a Post-Secondary Education Advisory Committee. HIRE members will serve on all committees and be utilized as a resource for employers engaged in this project.

The Employee Education Delivery System is synchronized to help meet the community's goal of attaining an additional 40,000 bachelor's degrees and 15,000 associate's degrees by 2020.



## Graduate! Greater Louisville: GED to PhD

The goal of Graduate! Greater Louisville is to increase educational attainment levels - from GED to PhD - throughout the region. Target audiences range from potential and current students residing in the region to employers and their existing workers who can be inspired to pursue higher education through incentives and career pathway planning. At the core of this initiative are a comprehensive website - GraduateGreaterLouisville.com, and a dedicated toll-free hotline, 1.877.GO4.GRAD - which connects callers to a counselor who can guide them through the steps of pursuing higher education.

## Intern to Earn



With the support of HIRE and the HIRE Career Services Committee during 2010, Intern to Earn was able to create the much needed internship-related connections between employers and students in the Greater Louisville region.

As a result of funding from Wired65, the Greater Louisville region now has a robust website, tools and baseline data from which to expand the breath and depth of a regional internship program. The grant allowed Intern to Earn to outreach to businesses, students and HIRE schools, build the platform for an on-going regional internship program and begin the first phase of a more comprehensive workforce attraction and retention strategy for the region.

During this program's inaugural year, HIRE and community partners were able to:

- Build and launch a regional web portal
- Conduct five employer workshops
- Post more than 135 regional internship opportunities, representing industries such as healthcare, entrepreneurship, food franchising and arts and cultural attractions
- Fill more than 100 regional internship needs
- Allow more than 200 interested students to apply for these positions
- Educate more than 70 employers about the benefits of interns
- Engage more than 40 colleges and universities, including many outside of our region
- Connect over 360 individuals via summer events

While the initial grant funding concluded in June, Intern to Earn remains active. Intern to Earn continues to participate in regional career and internship fairs. In addition, interns were invited to participate in two professional development workshops this fall: "Launch Your Career" - providing tips on how to use Business First, the region's weekly business newspaper and "A Guide to Networking" - giving interns tips on how to use the social media outlet Linked-In.

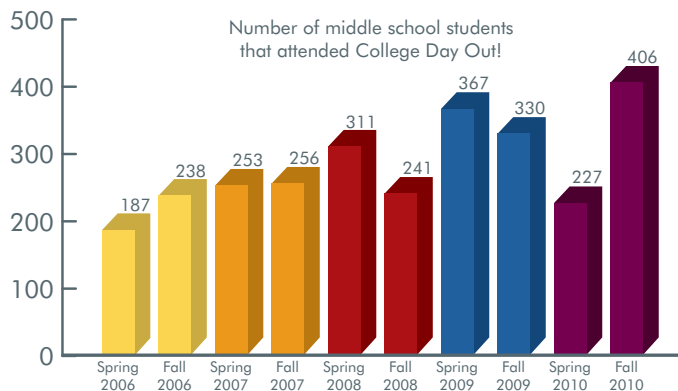
## College Day Out!

Presented in partnership with the Jefferson County Public School System, College Day Out! hosts 8th graders at colleges in the region twice a year. The goal of the district-wide program is to motivate students to pursue a college education by giving them a real-life, half-day college experience.

This program continues to be held on a normal school day, with school administrators encouraging 8th graders to attend. Of special note this year, the fall session of College Day Out! saw a record number of students visiting a HIRE campus – 406.

Through the leadership of Ivy Tech Community College, College Day Out! also continues to welcome 8th graders from the New Albany/Floyd County school system to its Sellersburg campus.

Since the program's inception in 2006, College Day Out! has hosted more than 2,800 8th grade students on regional college campuses.



## HIRE Leadership

### Executive Council Co-Chairs

**Dr. Gale Rhodes**  
University of Louisville

**Jerry A. Wayne**  
Indiana University Southeast

## HIRE Executive Council Members

**Doris Tegar**  
Bellarmine University

**Jerry A. Wayne**  
Indiana University Southeast

**Marilyn Faulkenburg**  
Ivy Tech Community College

**Diane Calhoun-French**  
Jefferson Community and Technical College

**Darrel Hardt**  
McKendree University

**Rick Barney**  
Spalding University

**Jenna Copple**  
St. Catharine College

**Allen Rose**  
Sullivan University

**Gale Rhodes**  
University of Louisville

**Scot Mall**  
University of Phoenix – Louisville Campus

**Brian Daly**  
Webster University

## GLI Representatives

**Kathy Zandona**  
Vice President, Education

**Sam A. Mannino**  
Manager, Education

**Jacki Westwell**  
Executive in Residence, Education

## Close the Deal

In 2008, Mayor Jerry Abramson and Valley Traditional High School Principal Gary Hurt began a conversation that resulted in a pilot program called Close the Deal, an education initiative with the purpose of building a college-going culture at Valley High School. The pilot's results were overwhelming as the number of seniors attending college increased by 200 percent from the previous school year and the senior class received more than \$200,000 in scholarships.

Building on the great success at Valley, HIRE, Louisville Metro Government and Greater Louisville Inc. expanded the Close the Deal program to 11 regional high schools during the 2009-2010 school year. This was made possible through funding from a Wired65 federal grant, along with the support of local businesses such as GE, AEGON and Yum! Brands. Close the Deal was active at three JCS high schools – Fairdale, Iroquois and Valley – and eight other high schools in Bullitt, Shelby and Spencer counties in Kentucky and Greater Clark County in Southern Indiana.

Also as a result of funding from Wired65, Close the Deal was able to host two forums associated with the program. In January, representatives from each of the participating high schools were invited to attend a Close the Deal forum and share best practices for their school's Close the Deal program. In May, Close the Deal hosted a forum that served as a pre-college orientation session for more than 300 seniors who entered college this fall.

Additionally, Wired65 made it possible to create a website dedicated to Close the Deal. This website provides much-needed resources for navigating the road to college for high school counselors, students and parents. To access the website online visit: [CloseTheDealKY.com](http://CloseTheDealKY.com) or [CloseTheDealIN.com](http://CloseTheDealIN.com).

Through the great support of the region, Close the Deal was able to increase many of these schools' college-going rates and Close the Deal seniors in the class of 2010 earned over \$17,500,000 in scholarships.

The fall of 2010 saw the return of the Close the Deal program to the region. Programs have been initiated with a successful kick-off at four JCS schools along with programs in Spencer County and three schools in Greater Clark County in Southern Indiana.



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## College & Career Coaches

HIRE, in partnership with Jefferson County Public Schools, initiated a College & Career Coaches pilot program with Fairdale High School, funded in part by the AT&T Foundation. This pilot program is a new extension of the Close the Deal initiative at Fairdale.

Many students have big dreams for life after high school. However, many are missing the resources, knowledge and extra support they need to ensure their futures are full of promise. College & Career Coaches, much like mentors, add value to a student's life by sharing time, experience, and knowledge that help students envision fruitful and satisfying post-secondary academic and career paths.

In order for our region to grow and prosper, our youth must have the proper knowledge and training, allowing them to become valuable members of the workforce. Students that develop meaningful and encouraging relationships based on mutual trust and respect with caring adults are more likely to graduate from high school and to pursue higher education.

This year, more than 25 coaches have volunteered to mentor a senior at Fairdale High School. These coaches worked, and will continue to work, one-on-one, through a blended mentoring program, over the course of the next two years, ensuring the students have a successful senior year of high school and freshman year of college.

## BRAC\*/kix.com Partnership

As HIRE has known for the past several years, by the end of 2011 the U.S. Army will have relocated a major portion of its Human Resources Command (HRC) to Ft. Knox. This transition will make significant contributions to the regional economy and will also create nearly 1,500 new civilian jobs. Local talent from HIRE member schools will be needed to help fill many of these jobs. To assist in meeting these needs, HIRE continued to build upon the strong relationships with OneKnox, Heartland Communications and the U.S. Army.

HIRE has worked very closely with Heartland Communications over the past three years, and this year both groups began to see significant results of this partnership. In 2010, a large number of positions became available at Ft. Knox's HRC and Heartland Communications utilized HIRE members to their fullest extent to help fill these jobs.

HIRE and Heartland Communications also hosted several events this past year to help with the HRC transition. Thanks to both Heartland Communications and Wired65, HIRE members were invited to attend a Regional Talent Summit at Ft. Knox in June. HIRE members were also invited to Ft. Knox in October for a Veterans Eligibility Workshop, detailing the recent changes affecting veterans as well as how veterans at regional colleges and universities can apply for open positions at Ft. Knox.

HIRE has also been very involved with Heartland Communications on the development of kix.com, the regional web portal which serves as a valuable resource coordinating the needs of employers, job seekers, students, and workforce and economic development professionals. Monster.com and ERISS Corporation hosted an in-person demonstration of the capabilities of kix.com for HIRE members in February and a more in-depth webinar tutorial in June, after the portal's launch in April. HIRE members will continue to be a vital element of kix.com's Learning Exchange and members will continue to be engaged to update information provided on the website.

\*BRAC (Base Realignment and Closure), is an operation that reorganizes the military base structure to more efficiently and effectively support our forces, increase operational readiness and facilitate new ways of doing business.

## Greater Louisville Inc. Education Policy Advisory Committee

GLI's Education Policy Advisory Committee is comprised of business and community leaders representing all levels of education, from pre-K to continuing education. The group forwards GLI's goal of increasing educational attainment for all Kentucky residents by promoting sound education policy and recommending legislative action through GLI's public policy process. The committee's higher education priorities include preparing Kentucky students for the workforce needs of our economy, providing affordable access to higher education, ensuring adequate investment in university research and better preparing high school students to excel in college and beyond.

## Kentucky / Indiana Tuition Reciprocity

In April of 2007, a new Kentucky & Indiana tuition reciprocity agreement was approved by both states. This agreement, applicable only to publicly-funded institutions, includes Indiana University Southeast, University of Louisville, Ivy Tech Community College, and Jefferson Community and Technical College. At HIRE's request, this agreement was separated from other multi-state agreements to avoid delay in renewal. The new agreement's duration is five years, expiring on June 30, 2013.



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An Affiliate of Greater Louisville Inc.

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