

# “Education is the Key to Economic Prosperity”

Dr. Jason Judd, Executive Director, Educate Maine

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Camden Rotary Club

# EDUCATE MAINE



Educate Maine champions career readiness by increasing the educational attainment of Maine people, enabling all students to succeed in postsecondary education and in the workplace.



# Educate Maine Programs

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- Shortage of Skilled Workers
- Lack of Collaboration
- Needed Increase in High Wage Opportunities

# WHAT IS AND HOW IS IT TACKLING THE NEED FOR A MORE HIGHLY CREDENTIALLED WORKFORCE?

- MaineSpark is a 10-year commitment from Maine's most influential education and business leaders to work together to ensure that Maine's workforce is productive and competitive.
- Organizations in the MaineSpark coalition connect people with the education, training, jobs, programs and resources needed to thrive in Maine's robust and changing economy.
- MaineSpark's member organizations share a common goal:  
**by 2025, 60% of Mainers will hold education and workforce credentials that position Maine and its families for success.**

60%  
by 2025



## WHAT WOULD 60% BY 2025 MEAN FOR MAINE?

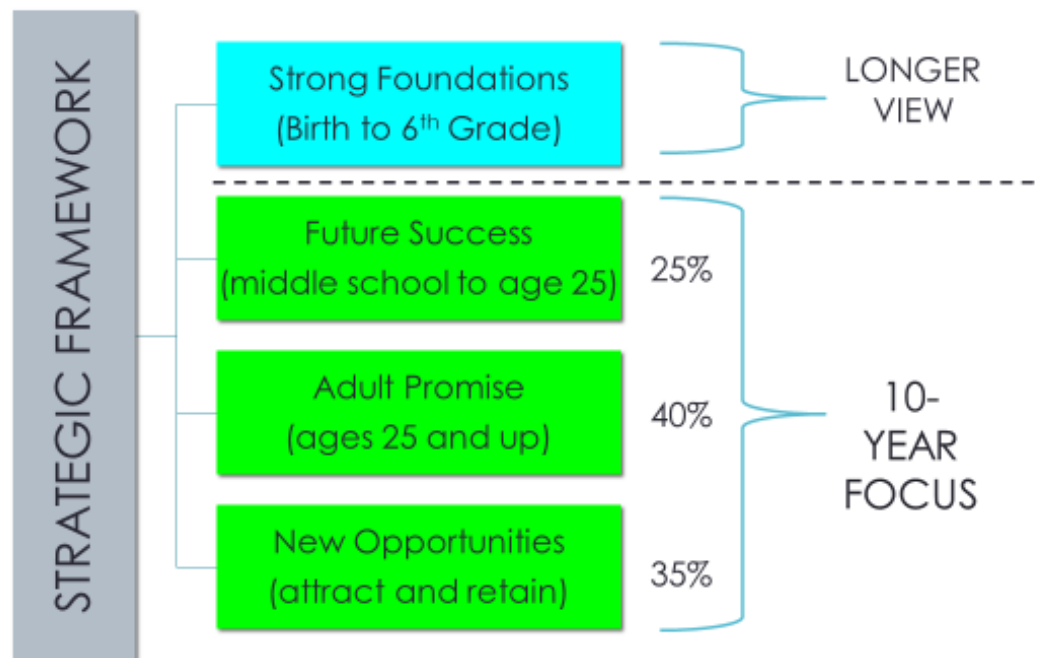
Ten percent growth over 10 years (2014-2025) would mean **65,000 more jobs**.

To meet the demands of the economy, **60% of that larger workforce** would need a **credential of value** in addition to a high school diploma.

This translates to a needed increase of **158,000 skilled workers by 2025**.

*SOURCE: Lumina Foundation, Stronger Nation Report and Georgetown Center for Education and Workforce*

## A Strategic Framework to Achieve the Goal



## MAINESPARK'S TRACKS



### Strong Foundations

For children from birth through Sixth Grade



### Future Success

For students from Sixth Grade through post-secondary education



### Adult Promise

For adult learners looking to earn credentials or change careers



### New Opportunities

For professionals looking to move or begin new careers in Maine



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## MaineSpark Cross-cutting Workgroups:

Communications Workgroup  
Policy Workgroup  
Market Assessment Workgroup



# Supporting Organizations

1

Founding Agencies: Educate Maine, Maine State Chamber of Commerce, University of Maine System, Maine Community College System, Finance Authority of Maine, Maine Development Foundation

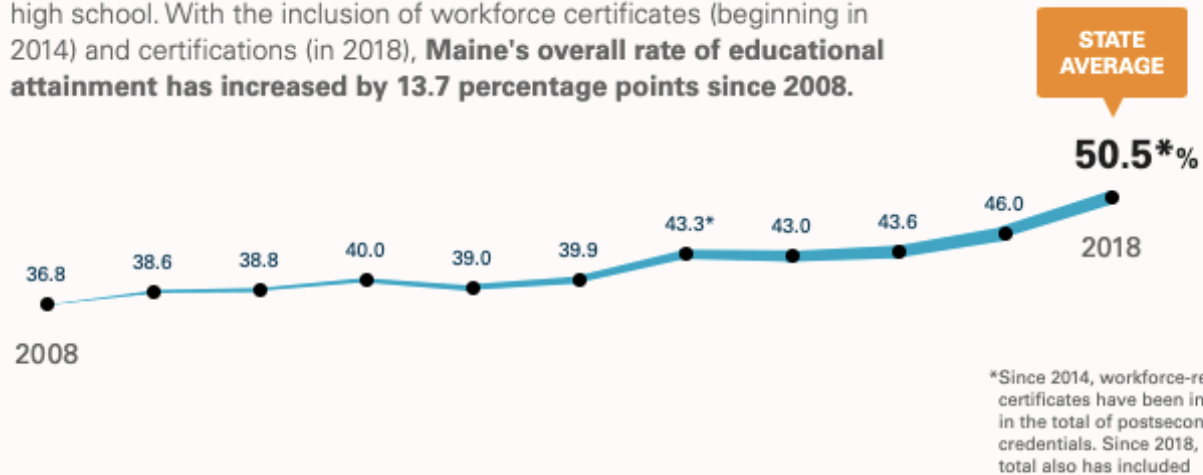
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Other Lead Organizations: Live and Work in Maine, Alford Scholarship Foundation

3

Grown to more than 100 Maine organizations supporting the effort including JMG, Lerner Foundation, Island Institute, MaineHealth, CEI, Pica, Bangor Savings Bank, etc.

To reach state goals, the state will not only have to maintain current rates of attainment but also significantly increase the number of people who enroll in programs and earn all types of credentials beyond high school. With the inclusion of workforce certificates (beginning in 2014) and certifications (in 2018), **Maine's overall rate of educational attainment has increased by 13.7 percentage points since 2008.**



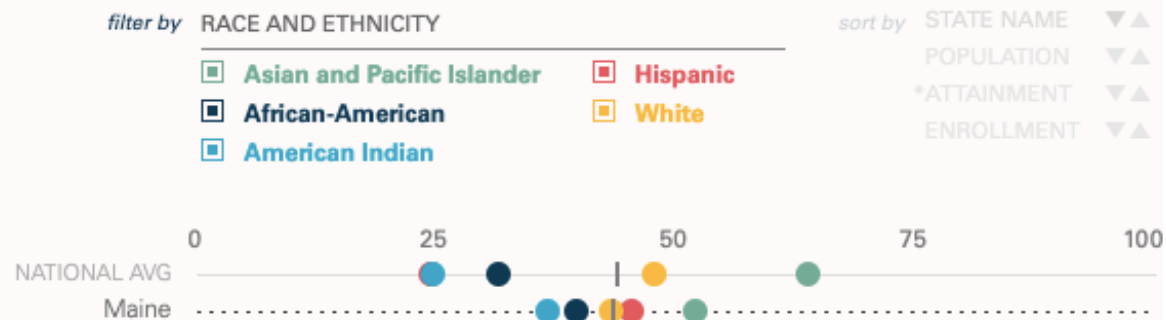
## Maine's Progress

Source: "A Stronger Nation" from the Lumina Foundation (2020)

## Results by race and ethnicity in Maine

A growing proportion of today's learners are African-American, Hispanic, and American Indian; and data show persistent and troubling gaps between their attainment levels and those of their white peers. Addressing these gaps – and expanding post-high-school learning opportunities for all – is essential to reducing the inequality that influences much of American life.

Explore **Maine's attainment rates across five racial and ethnic groups**, and see how it performs relative to other states. Attainment is shown here as the percentage of residents, ages 25-64 with at least an associate degree.\*



## Adult Credential Attainment by Race and Ethnicity

Source: "A Stronger Nation"  
from the Lumina Foundation  
(2020)

# Adult Credential Attainment in the Camden Region...

Knox County – 37.9%

Lincoln County – 36%

Sagadahoc County – 44.2%

Waldo County – 37.7%

Source: “A Stronger Nation” from the  
Lumina Foundation (2020)

# Concerning Trends due to COVID- 19

- Economic Realities
- Childcare
- Remote Learning for Pre-K-12 Students
- Broadband
- Remote Learning for Higher Education
- Focus on Short-term vs Long-term needs
- Uncertainty

# How can you help?

- Set local goals that align with 60% by 2025
- Focus on one area that makes sense for your club (hs graduation, aspiration building, employer upskilling, remote work, workforce attraction, early learning)
- Sign the resolution to support the 60% by 2025 goal
- Volunteer with one of the tracks or workgroups








- Spread the word about MaineSpark
- Focus on individuals to help them finish a degree, short-term training, or to participate in upskilling
- Partner with your local education institutions to help connect students with employers
- Partner with tourism partners to collaborate to bring more workers to your region
- Help fund adult learner programs or wrap around services





Discussion  
and  
Questions?

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[Jason@educatemaine.org](mailto:Jason@educatemaine.org)

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(207) 458-7824

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[www.educatemaine.org](http://www.educatemaine.org)

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[www.mainespark.me](http://www.mainespark.me)