



LOUISIANA'S COMMUNITY AND TECHNICAL COLLEGE SYSTEM

SECURING THE FUTURE OF LOUISIANA'S WORKFORCE

Case for Support



ABOUT LCTCS

The Louisiana Community and Technical College System (LCTCS) serves as the management board for the State's 12 public community and technical colleges. All LCTCS colleges are governed by a single Board of Supervisors and function under one set of policies, the same admissions application, and a single student information system. This degree of coordination provides the LCTCS with the ability to scale state-wide. This also affords a unique opportunity to address socioeconomic, gender, and racial disparities through access to transformative post-secondary education and workforce development.

The LCTCS Foundation supports the system's colleges through advocacy and philanthropic efforts that drive student access, success, and institutional advancement and effectiveness. The LCTCS Foundation also delivers solutions that inform equitable policymaking, sustain job creation, and ready its communities for growth. We do so by prioritizing initiatives that address educational attainment and affordability gaps in higher education, as well as by supporting academic and workforce training that prepares students to prosper in today's economy.

Collectively, the LCTCS Board of Supervisors, LCTCS Foundation Board, and college faculty and staff are high-quality professionals recognized for their invaluable contributions to sustain excellence at our colleges. This dedicated group serve as educators, mission champions, advocates, and spokespeople to raise awareness of the need for greater access to academic and workforce training for historically under-served and under-employed individuals and families throughout Louisiana.

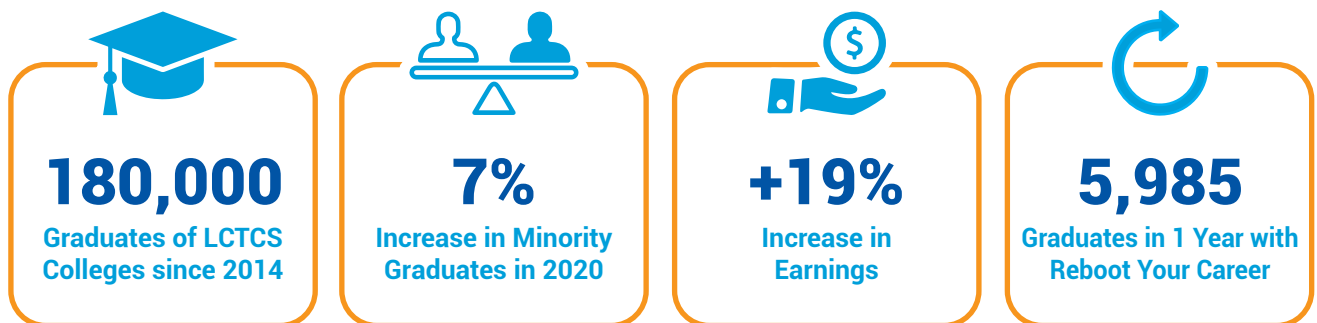


CHANGING LIVES AND CREATING FUTURES

Since 2014, LCTCS has been among the most productive system of two-year colleges in the nation. During this time LCTCS colleges have graduated over 180,000 individuals. More specifically, LCTCS colleges accomplished record graduating classes from 19,810 in 2014 to 33,428 in 2020.

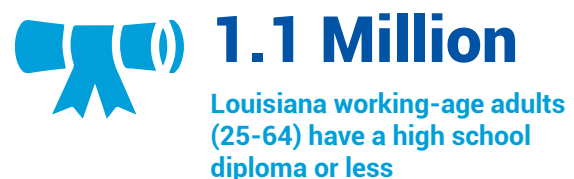
This class also included a 7% increase in minority students graduating. While increasing graduates is important it is equally important that graduate earnings also increase. An independent analysis by Old Dominion University of 9,452 individuals who earned short-term credentials with LCTCS indicated immediate labor market returns of \$6,715.81 (+19%).

In response to the impact of the COVID-19 pandemic on the state's economy and soaring unemployment, LCTCS with financial support from the state initiated Reboot Your Career. Reboot was a training and workforce development program designed for adults who were unemployed due to the pandemic. In one year, LCTCS colleges produced an additional 5,985 new completers in short-term programs of value.



Statewide Workforce Challenges Remain Great

The future of work is changing dramatically and rapidly, and so are the skills and preparation required for Louisianans to fully participate in the modern workforce. An estimated 250,000 more adults will need to earn credentials beyond high school to fill available jobs in Louisiana by 2026. Of Louisiana's 4.6 million residents 1.1 million hold a high school diploma or less as their highest level of educational attainment. This population struggles to carve out a good quality of life for their families. Additionally, this population needs the training opportunities that exist at Louisiana's Community and Technical Colleges to improve their chances of earning family-sustaining wages.





A Solution – Louisiana's MJ Foster Promise Program

One of the solutions to address the state's workforce challenges is the MJ Foster Promise Program.

Named after former Louisiana Governor Murphy "Mike" J. Foster, the founding father of the state's community and technical college system, the MJ Foster Promise Program is a new \$10.5 million annual state fund. This fund provides financial support for adults 21 and older to earn college credentials that align to high-demand jobs in growing industry sectors, such as construction, healthcare, information technology, manufacturing, and transportation and logistics.

Program participants will earn credentials through short-term workforce training as well as more traditional academic degree programs no longer than 60 credit hours (an associate degree). All public two-year colleges in Louisiana including Southern University Shreveport and LSUE are eligible training providers as well as proprietary schools licensed by the Board of Regents. The MJ Foster Promise Program is administered by the Louisiana Office of Student Financial Assistance (LOSFA) at the Board of Regents and participants will be able to participate beginning in July 2022. Once available, more than 5,000 Louisiana adults will be able to access training through the MJ Foster Promise Program annually.

To ensure maximum accessibility, there are no merit-based requirements or barriers to qualify for the program such as a GPA requirement or an ACT score. Eligible participants must be Louisiana citizens, meet a family income threshold of 300% of the Federal Poverty Level, or be unemployed or underemployed for six months.

The creation of this financial aid fund brings about a new set of challenges which include the need to:

- 1** Create and implement re-envisioned student support services and student onboarding processes.
- 2** Improve infrastructure to accommodate an influx of new students by upgrading training equipment and supplementing expensive in-demand training programs.
- 3** Implement comprehensive awareness, outreach initiatives to meet disenfranchised adult students where they are.



OUR APPEAL

As the LCTCS implements this new funding model for students through the MJ Foster Promise Program, it has become apparent that there is a need across the system to streamline processes and policies related to student onboarding, retention and completion.

While the system needs to have scalable and customizable solutions to meet the needs of its unique student populations, it is imperative that each college has the tools and resources to successfully acquire, enroll and retain students, and common areas of transition/triggers so that colleges can identify challenges within processes related to conversion.

To implement these solutions, the LCTCS Foundation is making an appeal to donors to support a three-year fundraising effort, with a goal of \$5 million over three years, which will be used to impact the following areas:

Re-envisioned student support services and onboarding process

1

Once enrolled, adult students, especially those with dependents, face internal and external barriers to success such as housing and food insecurities, transportation, and childcare. To provide additional support, LCTCS is working with state agencies to align social services which will help eligible students overcome these barriers. Through this work LCTCS will focus on strategies for students who have entered the enrollment funnel through the point of completion. These strategies include customer service, process re-engineering, student experience model development, change management, and retention strategies. The re-envisioned student support services and onboarding will streamline the application and enrollment process and increase student retention and graduation targets.

Improve infrastructure

2

Through the MJ Foster Promise Program, LCTCS colleges expect a substantial influx of students. As new students enroll, there will be a need to ensure the infrastructure is in place to maximize student success and a return on the state's investment in this new fund. Additionally, there will be a need to invest in industry-endorsed training equipment, specifically in transportation and logistics, manufacturing, and health care which are high-cost, high-volume programs.

Multi-year comprehensive statewide awareness campaign

3

Engaging and enrolling marginalized adult students in college programs has historically been a difficult task nationally. Many adults do not understand the career opportunities made available by training at LCTCS colleges. We must continually communicate with adults more strategically to convince them to enroll in college. This level of engagement and outreach will require a multi-year, far-reaching and impactful statewide awareness campaign to facilitate student recruitment and enrollment.

Your support of this effort will directly benefit students, their families, and Louisiana's business community with workforce training programs providing businesses with a new pool of highly skilled job applicants who are ready for work. With your support, the LCTCS and LCTCS Foundation will continue to work making Louisiana one of the nation's most responsive states to employers' workforce needs and one of the most effective at helping adults succeed in high-value careers.



LOUISIANA'S ULTIMATE SUCCESS IS STUDENT SUCCESS

In the last seven years, thousands of students have benefited from scholarships that are managed by the LCTCS Foundation. Thanks to generous donors such as DOW Chemical, CHASE, Healthy Blue Louisiana, Cheniere Energy, the Louisiana Education Construction Foundation, Linde, the Louisiana Motor Transport Association, and many others, students have accessed the life-changing training that occurs at Louisiana's Community and Technical Colleges.

Here are some of their stories:



Jennifer Burgess was 30 years-old when she decided to give college another try. After working eleven years in retail she enrolled at Baton Rouge Community College in the Computer Science program. She earned an Associate of Applied Science with honors. Jennifer was the first "new collar" hire at IBM in Baton Rouge and continues to excel in her career. She currently works as a Junior Project Manager where she supervises software developers, manages projects, and mentors high school students through the IBM PTEC program at the Cy-Tech Magnet Academy in Baton Rouge.



Adrian Johnson, 36, recently earned his industry-based certification in welding in 12 weeks from SOWELA Technical Community College. After completing the program, Adrian was immediately hired to work on the Cameron LNG project in Hackberry. Adrian is currently employed by a contractor in Southwest Louisiana.



Lindsay Parker recently graduated from Louisiana Delta Community College in Winnsboro in the practical nursing program. Lindsay dropped out of high school, got married, and started a family as a teen parent. At 27 she enrolled in Louisiana Delta's Adult Basic Education program and earned her HiSet. After earning her HiSet (high school equivalency), she enrolled in the practical nursing program, graduated, and is currently working at Winnsboro Franklin Medical Center as a Licensed Practical Nurse.



Liam Doran spent 20 years cooking and managing restaurant and hotel kitchens in New Orleans. He worked full-time and was a full-time dad and husband while going to school. Nunez Community College made going back to school accessible with evening and online class options. After starting his community college education at age 40, Liam has successfully changed careers, leaving the hospitality industry for the oil and gas industry. Liam is employed full-time as an operator at Phillips 66 Alliance Refinery in Belle Chasse.

Please join us now to ensure that Louisiana's adult citizens can take advantage of the MJ Foster Promise Program and LCTCS' academic and workforce training opportunities and that all of our State's employers can fill their jobs locally with a highly-qualified workforce.

CHANGING LIVES. CREATING FUTURES.



BATON ROUGE COMMUNITY COLLEGE
BOSSIER PARISH COMMUNITY COLLEGE
CENTRAL LOUISIANA TECHNICAL COMMUNITY COLLEGE
DELGADO COMMUNITY COLLEGE
LOUISIANA DELTA COMMUNITY COLLEGE
FLETCHER TECHNICAL COMMUNITY COLLEGE
NORTHSHORE TECHNICAL COMMUNITY COLLEGE
NORTHWEST LOUISIANA TECHNICAL COMMUNITY COLLEGE
NUNEZ COMMUNITY COLLEGE
RIVER PARISHES COMMUNITY COLLEGE
SOUTH LOUISIANA COMMUNITY COLLEGE
SOWELA TECHNICAL COMMUNITY COLLEGE



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LOUISIANA'S
MJ FOSTER
PROMISE PROGRAM