

# Professional and Certificate Programs: Smart Options to College

Julene Jarnot  
Director of Student Programs  
New Futures

Why it's Smart to  
Promote Multiple  
Pathways to Career and  
Success

Difference between  
Certificates,  
Certifications, Post-  
Secondary Degrees,  
Licenses And Credentials

New Futures

# Why It's Smart to Promote Multiple Pathways to Career and Success

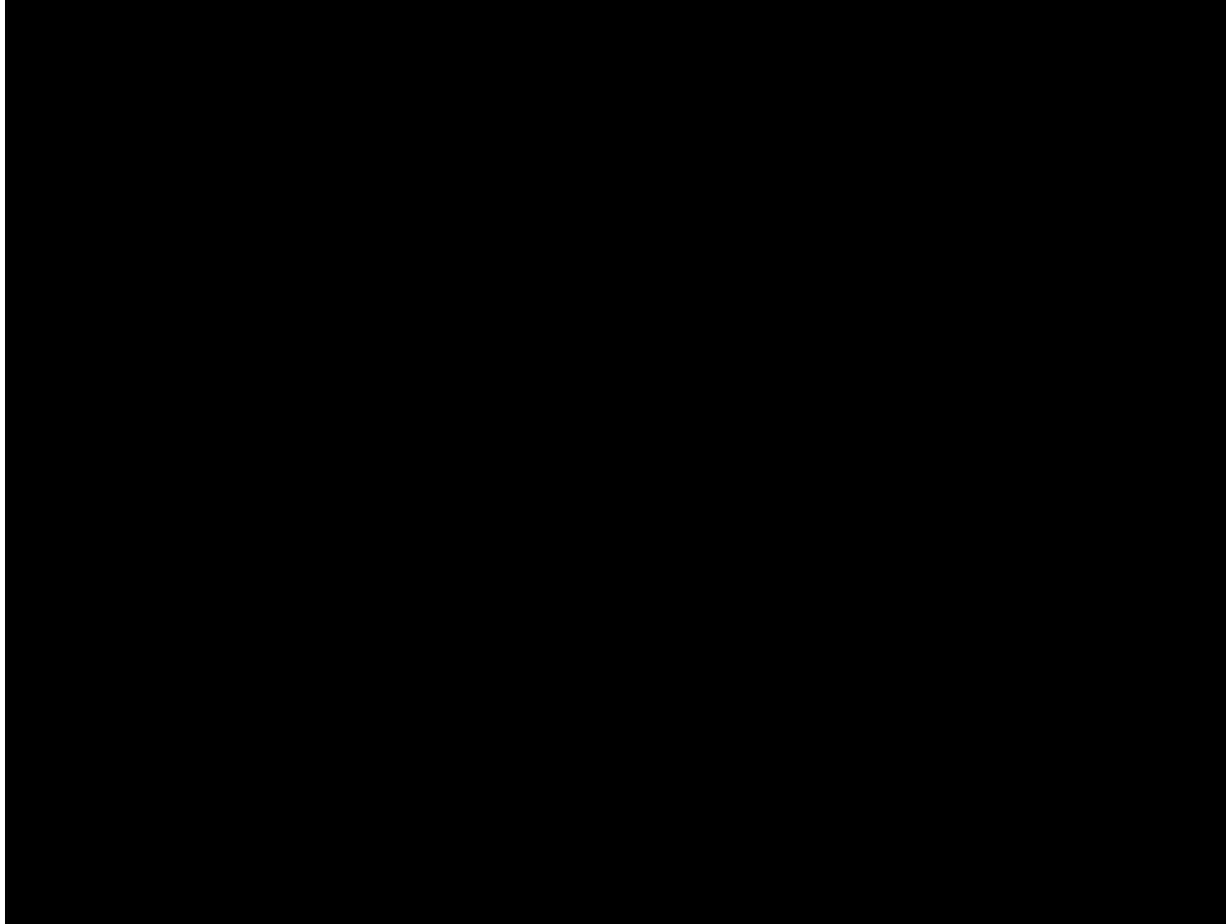
“the United States is increasingly an outlier in its approach to education and youth development. While we continue to overemphasize the academic, four-year college pathway, other nations are increasingly embracing high-quality vocational education. If we hope to regain our leadership in education, we must adopt a broader approach, one that puts far more emphasis on development of a world-class, rigorous system of multiple pathways.”

- William Symonds, *Pathways of Prosperity*



# February 24, 2009

---



# Why is it Smart?

More  
Demanding  
Labor Market

Many  
Americans  
Are Getting  
Left Behind

Students  
Need Multiple  
and Flexible  
Pathways to  
Meet Their  
Varied Needs

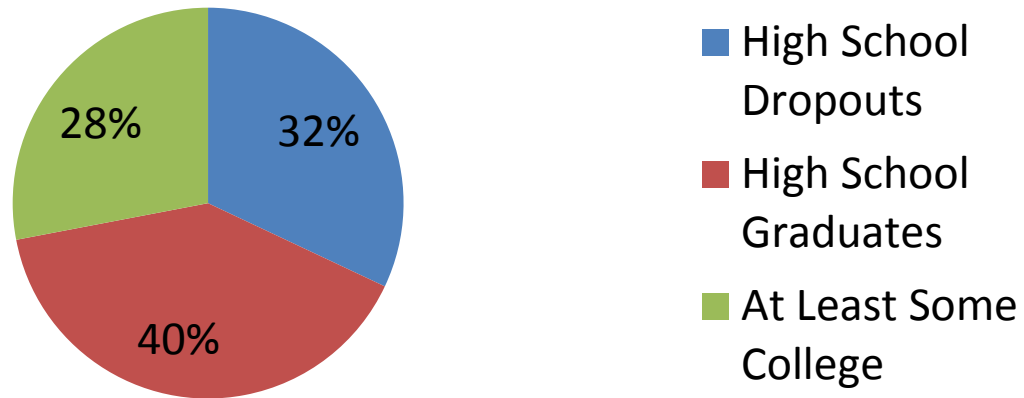
# 1. More Demanding Labor Market



1973

91 Million in the Workforce

**Workforce**



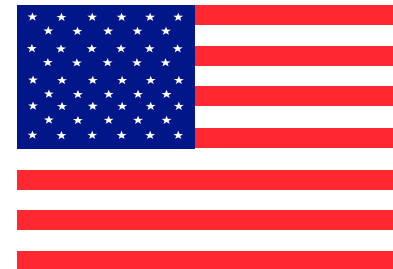
1973

**Economy – Manufacturing Dominant**

**Possible for those with less education but  
strong work ethic to earn a middle-class wage**

1973

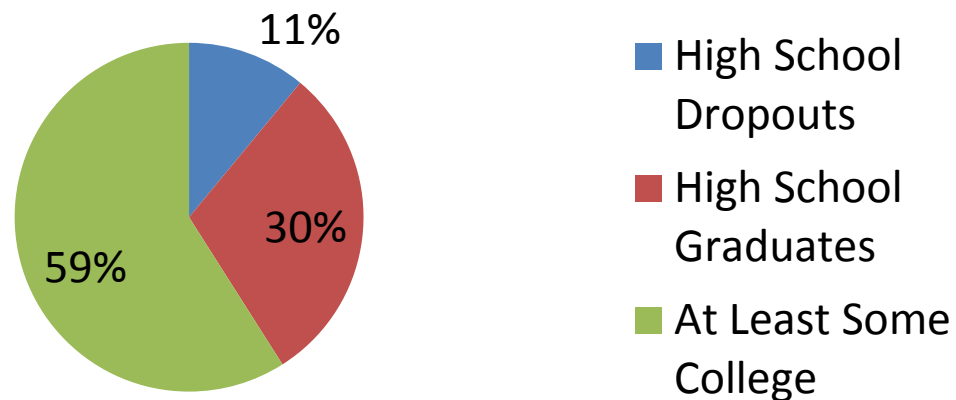
**High School Education  
= Passport to American  
Dream**



# 2007

## 154 Million in the Workforce

### Workforce



- Jobs Requiring a Postsecondary Degree

28% in 1973



59% in 2007

**2007**

**Economy – Rapid Technological Innovation  
means skills demanded by business sector are  
constantly changing**

**High School Diploma no longer guarantees  
middle class wage**

2007

**Post-secondary Education is required  
for a Passport to the American Dream**



# **Georgetown Center on Education and the Workforce projects that between 2008 – 2018:**



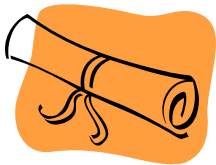
**47 million jobs are being created**

**Nearly 2/3 of these jobs will require at least some post-secondary education**

**Those with high school degree will fill just 36% of the job openings**

**ONLY 1/3 WILL NEED A BACHELOR'S  
DEGREE OR HIGHER**

**ABOUT 1/3 WILL NEED JUST AN  
ASSOCIATE'S DEGREE OR AN  
OCCUPATIONAL CERTIFICATE**



**Nearly half of the job openings  
(14 million) that require post-  
secondary education will go to  
people with an associate's degree or  
occupational certificate**

**These “middle-skill occupations” pay a significant premium over jobs open to those with just a high school degree.**

**27% OF PEOPLE WITH POST-  
SECONDARY LICENSES OR  
CERTIFICATES EARN MORE THAN  
THE AVERAGE BACHELOR'S DEGREE  
RECIPIENT**



# Middle-Skill Jobs

---

- Registered Nurse – A, B  
– \$74,000



- Computer Support Specialist – A, B, C  
– \$48,900

- Dental Hygienists – A, C  
– \$72,500

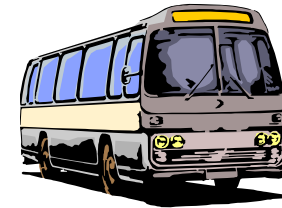
- A – Associate's
- B – Bachelor's
- C - Certificate



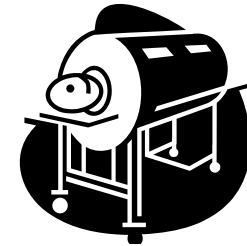
# Middle-Skill Jobs

---

- Bus/Truck Mechanics and Diesel Engine Specialists – C  
– \$43,300



- Respiratory Therapists – A  
– \$62,000



- Auto Service Technicians and Mechanics – C  
– \$39,600

# Middle-Skill Jobs

---

- Medical and Clinical Laboratory Technicians –  
A, B, C  
– \$43,000
- Bookkeeping, Accounting and Auditing – A, C  
– \$37,200
- Electricians – Apprenticeship  
– \$49,000





- Police and Sheriff's Patrol Officers – A, B & Police Academy

– \$49,400



- Plumbers, Pipefitters, and Steamfitters – A, C

– \$49,400

- Pharmacy Technician – A, C

– \$28,300



# Middle-Skill Jobs

---

- Fire Fighters – A, B, plus Fire Academy  
– \$48,600
- Paralegals and Legal Assistants – A, B  
– \$47,400
- Automotive Body and Related Repairers – A,  
C  
– \$46,300



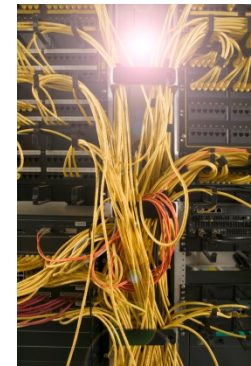
# Middle-skill Jobs

---

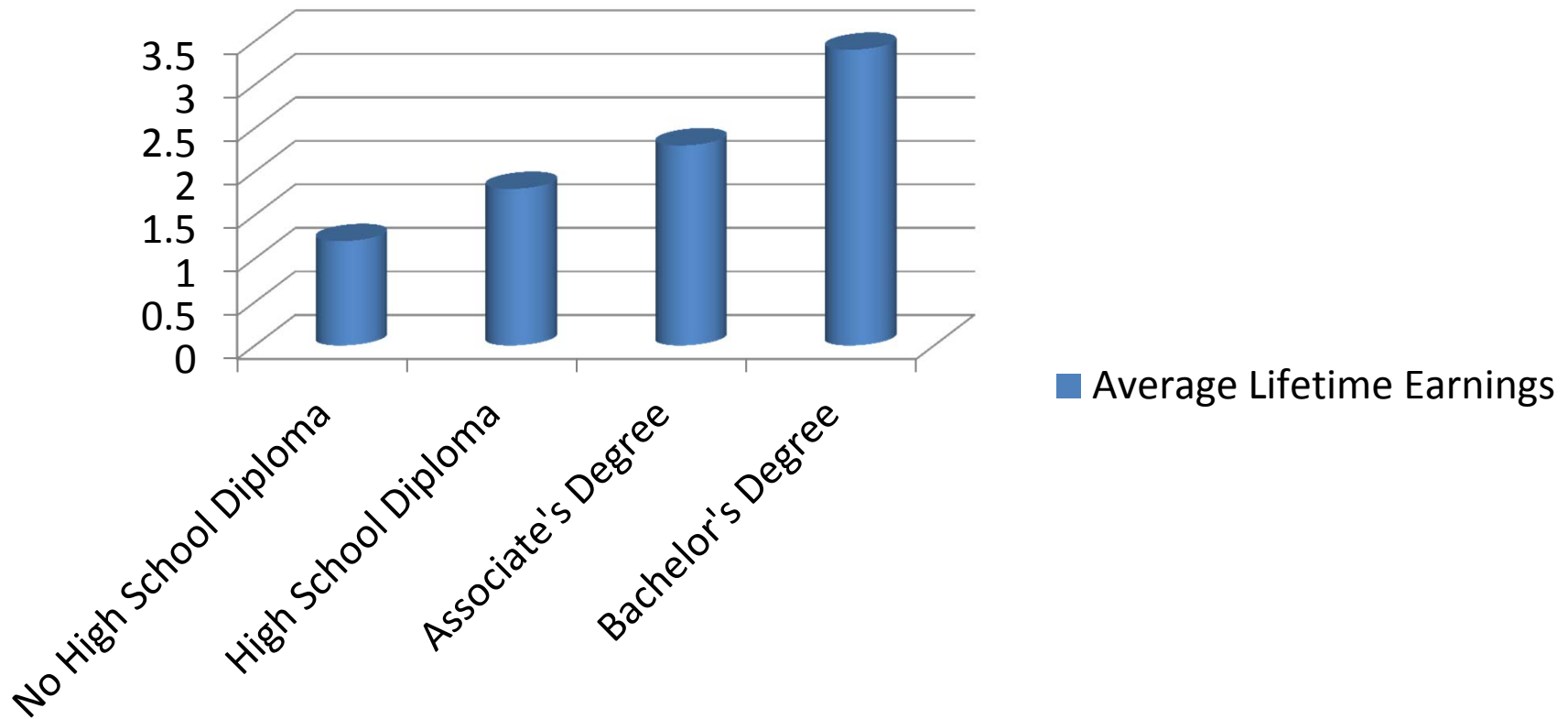
- Legal Secretaries – A, C  
– \$41,400



- Telecommunications Line Installers – A, C  
– \$57,600



## Average Lifetime Earnings



## Wages Rise with Education

Only 36 percent of jobs for workers with only a high school diploma pay \$35,000 or more, compared to 54 percent of jobs for associate degree graduates and 69 percent of jobs requiring a bachelor's degree.

- Rapid technological innovation means that skills demanded by the business sector is constantly changing
- All in the workforce must be prepared to engage in life-long learning



# 2. Many Americans Are Getting Left Behind

70% of High School Graduates  
now go to college within two  
years of graduation



- BUT only about 4 in 10 Americans have obtained either an associate's or bachelor's degree by their mid-twenties
- Roughly another 10% have earned a certificate

While much emphasis is placed in high school on going to a four-year college, only 30% of young adults in the U.S. successfully complete a bachelor's degree.



A large, solid blue circle is centered on the page. Inside the circle, the word 'GAP' is written in a bold, white, sans-serif font.

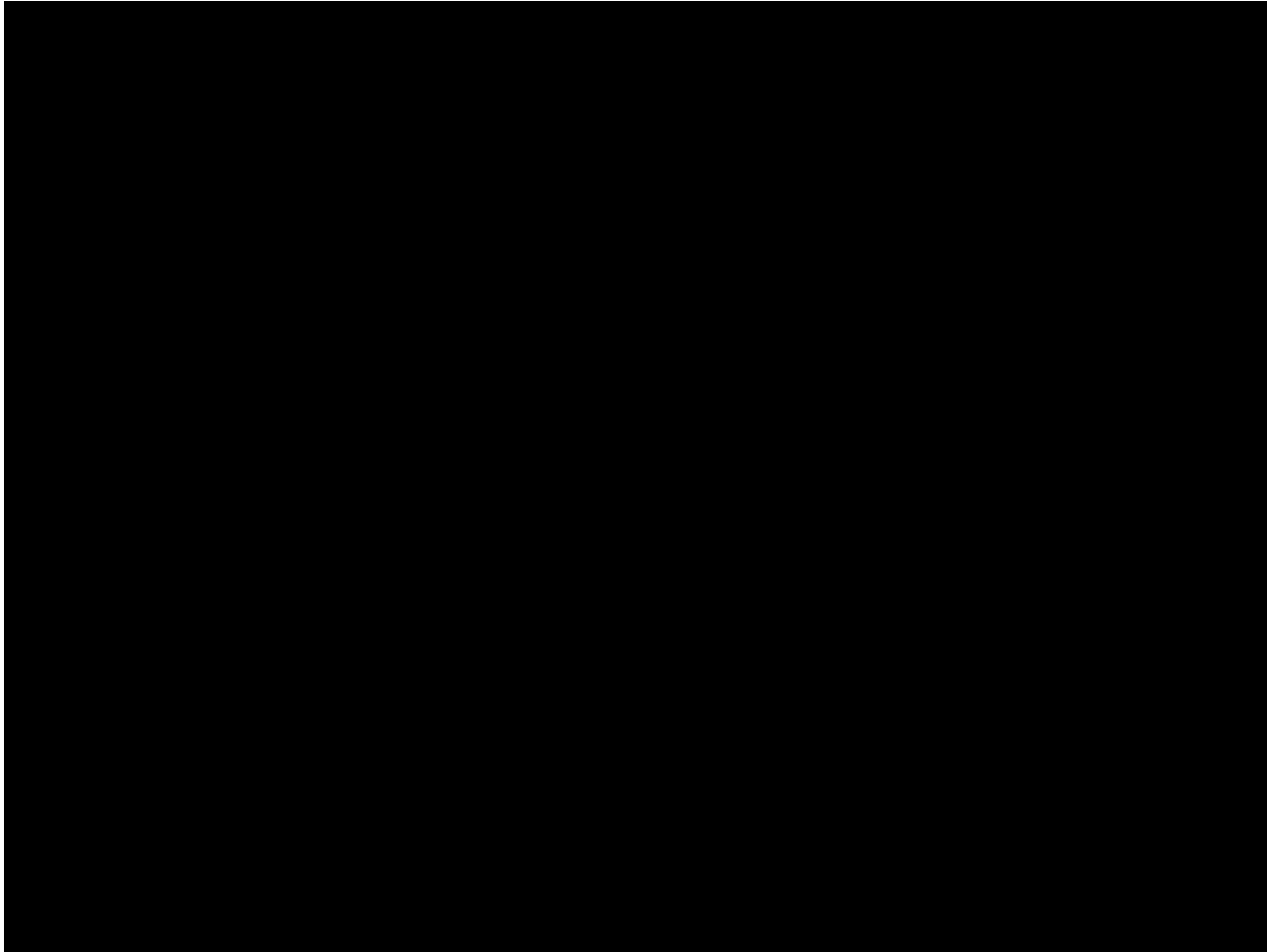
**GAP**



Tony Carnevale, Director of the  
Georgetown University Center on Education and the Workforce

---

---



**Not all careers require a 4-year college degree, nor does everyone need a baccalaureate to be successful.**

# MIDDLE SKILL JOBS



Examples: Health care, information technology, police, paralegal jobs, electrician, construction manager

Health care, information technology – among most high demand fields



There are 29 million “middle jobs” in the U.S. that pay \$35,000 or more on average and don’t require a Bachelor’s degree.

The 29 million “middle jobs” represent one out of every five jobs in the American economy and nearly half of all American jobs that pay middle-class wages.

More than 11 million middle-skill jobs pay \$50,000 or more annually, and 4 million pay \$75,000 or more.





# MANY STUDENTS NOT PREPARED FOR COLLEGE

# High Cost of College



“Too many students cannot see a clear, transparent connection between their program of study and tangible opportunities in the labor market.”

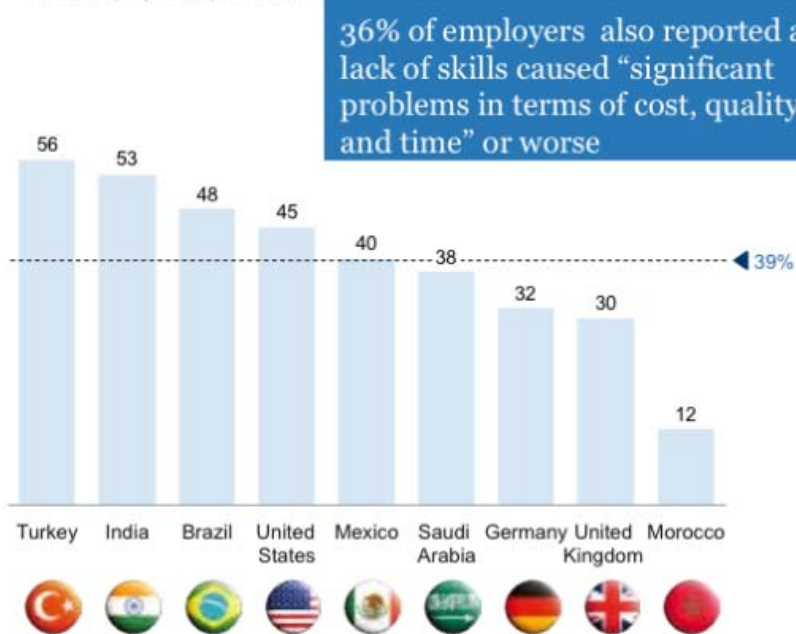
- Pathways to Prosperity

# Skill Gap

**39% of employers say a skills shortage is a leading reason for entry-level vacancies**

Lack of skills is a common reason for entry-level vacancies

% of employer respondents



SOURCE: McKinsey survey, Aug-Sept 2012

McKinsey Global Institute-  
39% of employers say a skills shortage is a leading reason for entry-level vacancies

# DIGNITY TO ALL EDUCATION AND WORK

# **3. Students Need Multiple and Varied Pathways to Meet Their Needs**

# MANY STUDENTS BALANCING DEMANDS OF WORK, SCHOOL AND FAMILY.



**Employers complain that today's young adults are not equipped with skills needed to succeed in 21<sup>st</sup> century workforce.**



## Career- Readiness Skills

- Core Academic Skills
- Employability Skills
- Technical, Job-Specific Skills

## Young People Need:

1) Strong Relationships with Adults

2) A Network of Resources

3) Positive Work Experiences Early On

## STACKABLE CREDENTIALS



Can increase the persistence and motivation of the student by offering smaller, yet recognized sub-goals

Two out of every three workers who have a certificate and a college degree earned the certificate first, an indication that certificates can serve as a stepping stone on the way to a college degree.

*- Certificates: Gateway to Gainful Employment and College Degrees*



# Difference Between Certificates, Certifications, Post-Secondary Degrees, Licenses and Credentials

## Credentials Can Be Acquired Through A Variety of Means

- Employer-based training
- Industry-based certifications
- Apprenticeships
- Post-Secondary Certificates
- Associate's Degrees

## Possible Credentials Include:

- Diplomas
- Occupational Certificates
- Certifications
- Degrees
- Occupational Licenses
- Apprenticeship Certificates
- Specific Skills Certificates
- Certifications within one or more industries or occupations

## License

- Documentation granted by a governmental agency, typically at the state level
- Confirms that license holder has met the state standards for practicing a particular profession
- Most restrictive form of professional and occupational regulation
- Required before one can in certain occupations



# Industry Certification

- Less tightly restricted
- Typically refers to documentation by exam or a record of work-related skill
- Verified by an external organization (industry association) that the holder has demonstrated the skill

# CERTIFICATE

- Non-degree program
- Provides students with specialized knowledge
- Planned, sequential program of study in a particular field of knowledge

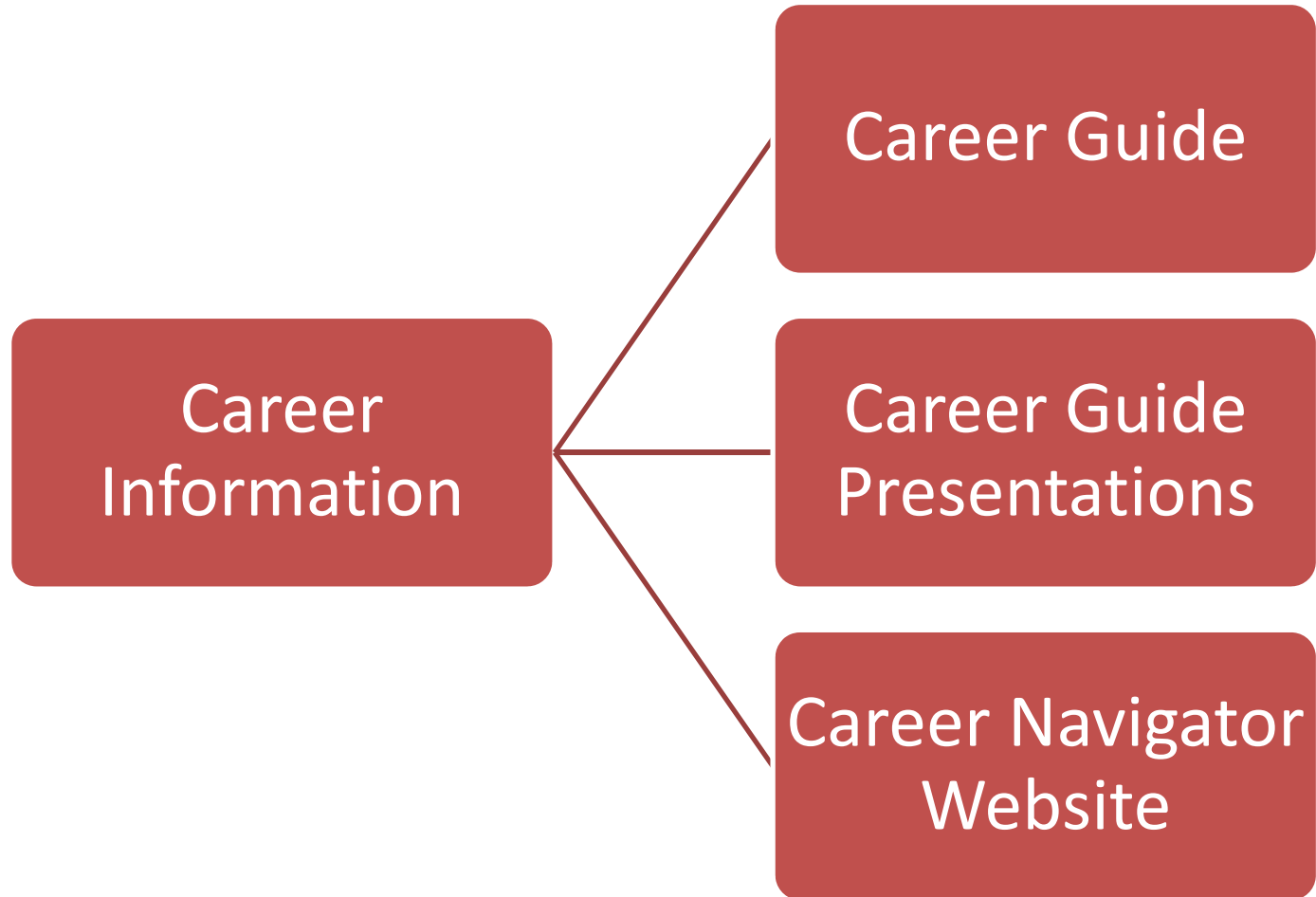
# ASSOCIATE'S DEGREE

- Undergraduate academic degree
- Awarded by community colleges, junior colleges, technical colleges, or bachelor's degree-granting colleges
- Awarded upon completion of a course of study usually lasting 2 years



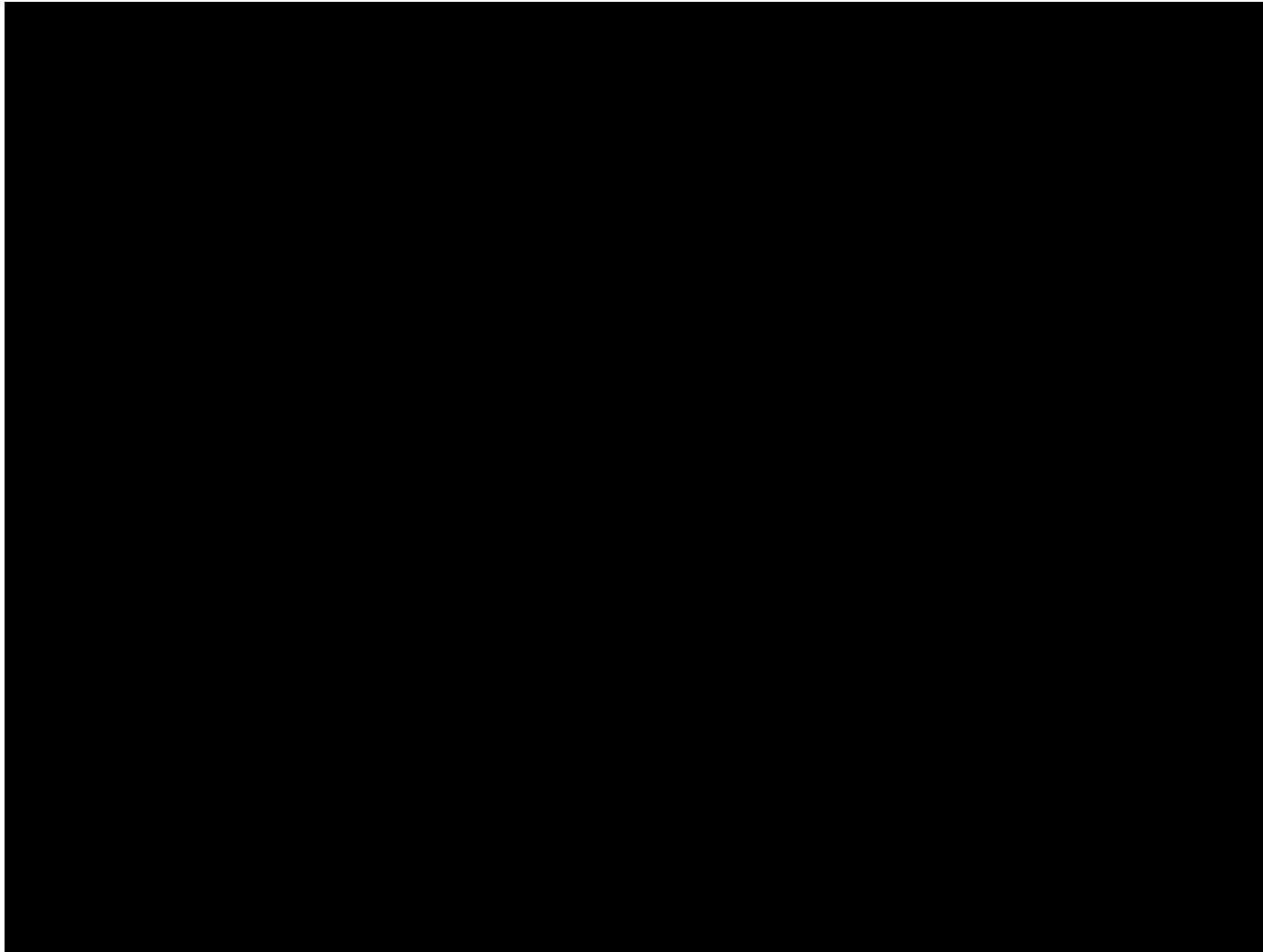
**New  
Futures  
Provides:**

- Career Information
- Scholarships
- Mentoring Support



# Sesame Street

---





## Career Guide

*Promising Careers that Don't Require  
Four Years of College*



*Jacquin,  
Massage Therapist  
Cosmetologist*

*Lizandro,  
IT Technician*

*Jonathan,  
Auto Technician*

*Fior,  
Medical Assistant*

*Maya,*



Table 1. Top Five Jobs in DC, MD, and VA for persons with some college/certificate, no degree

#### District of Columbia

- Office and Administrative Support.
- Business and Operations Specialty
- Sales
- Food Preparation and Serving
- Education

#### Maryland

- Office and Administrative Support
- Sales
- Food Preparation and Serving
- Management
- Transportation and Material Moving

#### Virginia

- Office and Administrative Support
- Sales
- Food Preparation and Serving
- Transportation and Material Moving
- Construction and Extraction

Table 2. Top Five Jobs in DC, MD, and VA for persons with an Associate's Degree

#### District of Columbia

- Office and Administrative Support.
- Food Preparation and Serving
- Education
- Healthcare Practitioners
- Sales

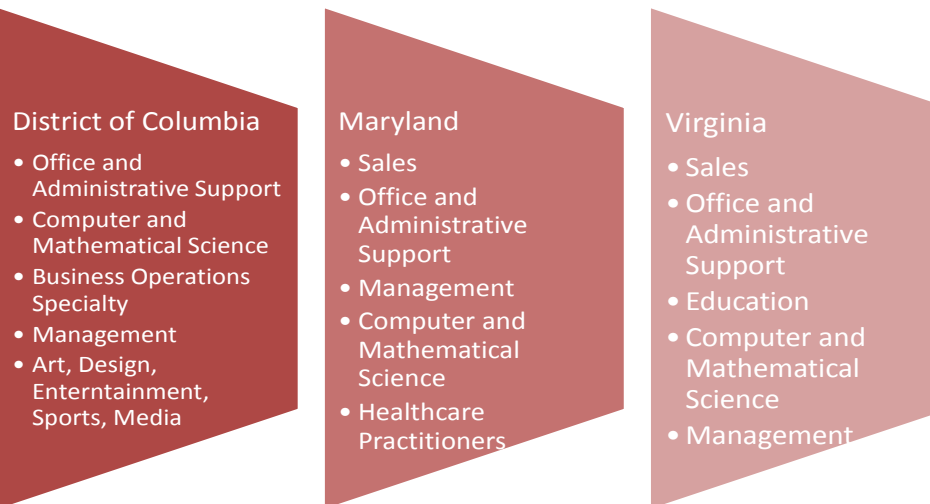
#### Maryland

- Office and Administrative Support
- Healthcare Practitioners
- Sales
- Food Preparation and Serving
- Management

#### Virginia

- Office and Administrative Support
- Healthcare Practitioners
- Sales
- Computer and Mathematical Science
- Installation, Maintenance and Equipment Repair

Table 3. Top Five Jobs in DC, MD, and VA for persons with a Bachelor's Degree



Source: "Help Wanted: Projections of Jobs and Education Requirements Through 2018"; Anthony P.Carnavale, Nicole Smith, Jeff Strohl. Georgetown Center on Education and the Workforce, 2010.

## Physical Therapist Assistant



- **What would I do?** Physical therapist assistants help physical therapists to provide treatment that improves patient mobility, relieves pain, and prevents or lessens physical disabilities of patients.



- **What education or training do I need after high school?** Most physical therapist assistants earn an associate's degree from an accredited physical therapist assistant program, which generally takes about 2 ½ - 3 years.

- **Do I need to be certified?** Most states require licensure based on program completion and a certification exam.
- **What will I do on the job?** Under the direction of a physical therapist, physical therapist assistants perform a variety of tasks. This might involve exercises, massages, electrical stimulation, paraffin baths, hot and cold packs, traction, and ultrasound. Physical therapist assistants record the patient's responses to treatment and report the outcome of each treatment to the physical therapist.
- **What does the workplace look like?** Physical therapist assistants need a moderate degree of strength because of the physical exertion required in assisting patients with their treatment. In some cases, assistants need to lift patients. Frequent kneeling, stooping, and standing for long periods also are part of the job. The hours and days physical therapist assistants work vary with the facility; many outpatient physical therapy offices and clinics have evening and weekend hours to accommodate patient's schedules.



- **How much money will I make?** Physical Therapists Assistants earn a median wage of \$37,710 per year or \$18.13 per hour.



- **Job Outlook: Really Good.** Employment of physical therapist assistants and aides is expected to grow faster than the average for all occupations.

• **How can I move up in the profession?** Some physical therapist assistants advance by specializing in a clinical area. They gain expertise in treating a certain type of patient, such as geriatric or pediatric, or a type of ailment, such as sports injuries. Many physical therapist assistants advance to administration positions. These positions might include organizing all the assistants in a large physical therapy organization or acting as the director for a specific department such as sports medicine. Other assistants go on to teach in an accredited physical therapist assistant academic program, lead health risk reduction classes for the elderly, or organize community activities related to fitness and risk reduction.

## Physical Therapist Assistant

- **Montgomery College, Takoma Park/Silver Spring campus** This is an associate degree program with a selective admissions process; there is recommended prerequisite coursework with at least a 2.5 GPA and suggested volunteer hours in a physical therapy office. The program would take about 3 years to complete. Cost for in-county residents would be about \$10,658; for nonresidents it would be about \$28,003 (reduced by \$2,500 per year for those with DCTAG).

Address: 7600 Takoma Avenue, Takoma Park, MD 20912 (Metro accessible – Silver Spring Metro station; short ride on bus to campus).

Phone: 301-650-1501,

Website: Go to [www.montgomerycollege.edu](http://www.montgomerycollege.edu), type “Physical Therapist Assistant” in the search bar

- **Northern Virginia Community College, Medical Education Campus** Students must complete 2 pre-requisite courses with a grade of “C” or better and have at least a 2.5 GPA. They may then apply to the program, which is 2 years long, so the total length would be about 2 ½ years. Cost for Virginia students would be about \$9,780, and non-residents would pay about \$23,572 (reduced by \$2,500 per year for those with DCTAG)

Address: 6699 Springfield Center Drive, Springfield, Virginia 22150

Phone: 703-323-3000, (shuttle bus from Franconia Springfield Metro station)

Website: [www.nvcc.edu/curcatalog/programs](http://www.nvcc.edu/curcatalog/programs).



# Career Guide Presentation

---



# Career Guide Presentation

---



# New Futures Career Navigator Website



Will be launched Fall 2013

# NEW FUTURES SCHOLARSHIP ELIGIBILITY



# NEW FUTURES SELECTION CRITERIA



# SCHOLARSHIPS UP TO \$12,800



A New  
Futures  
Scholarship  
can be  
used  
toward:

- Tuition
- Books
- Uniforms
- Tools
- Transportation
- Childcare
- A computer

# Scholar Award Dinner

---





# Fall 2012 New Futures Scholars

---





**JONATHAN**



# New Futures Community Partners

---

Academy of Hope

Community Club,  
NY Avenue  
Presbyterian  
Church

Covenant House

For Love of  
Children

Hope and a Home

Jubilee Jobs

Latin American  
Youth Center

Liberty's Promise

See Forever  
Foundation / Maya  
Angelou Public  
Charter School

Year Up

# Mentoring Support

---



# Two Scholar Workshops

---



# “Preparing for Success”

---



# References

---

- William C. Symonds, Robert B. Schwartz and Ronald Ferguson, February 2011, Pathways to Prosperity: Meeting the Challenge of Preparing Young Americans for the 21<sup>st</sup> Century
- Anthony P. Carnevale, Nicole Smith, Jeff Strohl, June 2010, Help Wanted: Projections of Jobs and Education Requirements Through 2018
- Martha Ross, October 2011, Creating New Pathways for Youth Success in D.C.
- James T. Austin, Gail O. Mellow, Mitch Rosin and Marlene Seltzer, November 2012, Portable, Stackable Credentials: A New Education Model for Industry-Specific Career Pathways