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U.S. CHAMBER OF COMMERCE	
July 2010	
<p style="text-align: center;">In This Issue</p> <p>ICW Monthly Webinar</p> <p>Higher Education 'Gainful Employment' Provisions Under Scrutiny</p> <p>More Jobs Go Unfilled Due to Skills Shortage</p> <p>ICW's Arthur Rothkopf Retiring</p> <p>Business Makes Learning Stick</p> <p>Jobs for America: Summit 2010</p> <p>Chamber Highlight Erie (PA) Regional Chamber and and Growth Partnership</p> <p>Business Highlight Walmart</p> <p>What's ICW Reading?</p>	<p style="text-align: center;">ICW Monthly Webinar Wednesday, July 14</p> <p style="text-align: center;">The Postsecondary Challenge--Meeting Employer Demands for a Highly Skilled Workforce</p> <p style="text-align: center;">Date: Wednesday July 14 Time: 1:00-2:00 p.m. EDT</p> <p style="text-align: center;">Register online</p> <p>The Georgetown University Center on Education and the Workforce recently released a report titled, Help Wanted: Projections of Jobs and Education Requirements Through 2018. Their research found that by 2018, 63% of job openings--equaling 29.5 million jobs--will require some college education. One-third of those jobs (16 million) will require a bachelor's degree or higher. This information comes as no shock to the business community, which is already struggling to find enough skilled workers to sustain or expand their operations during one of the highest periods of unemployment since the Great Depression.</p> <p>Join ICW on Wednesday, July 14th as we discuss the challenges and opportunities that lie ahead in increasing postsecondary education completion rates as employer demand for high skills continues to grow. Learn what states are doing and how you can get involved to push the needle forward with the recently launched Complete College America Alliance of States initiative, www.completecollege.org. This initiative focuses on significantly increasing the number of students successfully completing college and achieving degrees and credentials with value in the labor market and closing attainment gaps for traditionally underrepresented populations.</p> <p>Speakers include:</p> <ul style="list-style-type: none"> • Anthony P. Carnevale, director, Georgetown University Center on Education and the Workforce • Dominique Raymond, director of alliance state relations, Complete College America <p style="text-align: center;">Register online</p> <p style="text-align: center;">Call in #: 312-878-0222, access code: 674-851-565</p>
<p style="text-align: center;">From the Blog</p> <p>1,412 to 425 That was the overwhelming vote count from teachers in the District of Columbia yesterday to ratify their new contract with DC Public Schools (DCPS). Read more...</p> <p>Is "Career Ready" a Higher Standard Than "College Ready"? It wasn't long ago that education advocates used to push the notion that we needed all kids to be "college ready" upon</p>	

completion of high school.
[Read more...](#)

Higher Education and Regulation

New regulations formally proposed by the Education Department last week intend to crack down on higher education institutions. Are the proposed rules in the best interests of students?
[Read more...](#)

Save Teachers or Save Education Reform Programs?

Are education reform programs appropriate places to cut? If not, what are better alternatives and why?
[Read more...](#)

Upcoming ICW Events

July 12: Domenic Giandomenico will speak on a panel at the Council for Advancement of Adult Literacy Roundtable in New York City.

July 14: Domenic Giandomenico will speak at the 2010 TATRA National Conference: Current Practices and New Directions in Vocational Rehabilitation, Postsecondary Education, and Career Development for Youth with Disabilities in Arlington, VA.

July 15: Domenic Giandomenico will be speaking at the 2010 South Carolina Mayoral Afterschool Education Summit in Columbia, SC.

August 5: Karen Elzey will participate in a conversation on the state of education in North Carolina at the North Carolina Education Summit in Raleigh, NC.

Higher Education 'Gainful Employment' Provisions Under Scrutiny

President Obama has emphasized his commitment to improving the nation's college graduation rates. He has set a goal of having the highest proportion of college graduates in the world by 2020. To meet this goal, the Obama administration has expanded access to federal financial aid so that all colleges can better serve a wide range of students. With this expected increase in enrollment, all sectors of higher education will be needed to reach the President's goal.

Currently, about ten percent of all higher education enrollments are found in private sector higher education institutions. Private sector colleges such as DeVry, Corinthian, Education Management Company, and Capella enroll hundreds of thousands of students each year in a range of degree programs. With increased federal investments in financial aid, the Department of Education is committed to ensuring that all institutions are accountable. Senator Tom Harkin (D-IA) recently announced plans to hold a [series of hearings](#) to examine federal education spending at for-profit higher education institutions.

As part of the Higher Education Act's (HEA) Negotiated Rulemaking Process, one of the issues discussed was whether "gainful employment" should be defined as the relationship between tuition and fee charges and loan debt and expected earnings. The U.S. Department of Education proposed defining "gainful employment" by establishing an 8% debt-service-to-income threshold based on median student debt and anticipated earnings in the field in which the student was enrolled. Concerns raised about this proposal included: whether the Department has the authority to regulate this issue in the manner proposed; a belief that the formula was arbitrarily determined; and that the formula essentially established a "price control." At the end of the negotiated rulemaking process, the stakeholders were unable to come to agreement about a definition of gainful employment.

On June 10, the Department of Education released proposed rules to improve integrity in the programs authorized under title IV of the Higher Education Act of 1965. The proposed rules addressed technical, reporting, and disclosure issues. However, the [proposed rules](#) did not address which educational programs lead to gainful employment and their eligibility for funds under title IV of HEA. Rules on gainful employment may still be proposed. The public may [submit comments](#) on this issue through August 2, 2010.

Commenting on the issue of gainful employment, U.S. Chamber of Commerce Senior Vice President Arthur Rothkopf stated that, before new rules are promulgated, "careful and thoughtful analysis of the issue and the data would benefit everyone."

More Jobs Go Unfilled Due to Skills Shortages

The *New York Times* recently published an article discussing what many of us have known for quite a while now--that the [skills of our current workforce are not matching up with industry needs](#). One company highlighted, Ben Venue Laboratories in Cleveland, was only able to hire 47 people out of 3,600 job applications due to a lack of skills. Many of the applicants failed a basic test measuring literacy and the ability to do ninth-grade math. The pharmaceutical company is still struggling to fill another 100 jobs.

"You would think in tough economic times that you would have your pick of people," said Thomas J. Murphy, chief executive of Ben Venue.

With the unemployment rate today reported at 9.5%, it is a tragedy and an abject failure of our education system that we have millions of jobs--about 3 million, according to the Obama administration--that continue to go unfilled because our workers cannot even pass basic literacy and math requirements. Many of these Americans have high school diplomas, yet still lack the skills necessary to compete for these unfilled jobs. It is apparent that we must not only focus on raising the number of students that graduate from high school, but also that we must ensure that the quality of the education they receive in high school prepares them for some form of postsecondary education or a family-sustaining career. Furthermore, this highlights the need to ensure that all Americans receive a quality education in the STEM fields--science, technology, engineering, and mathematics. Even if one does not think they will require math for their desired career, STEM education is vitally important to the development of one's ability to problem solve and to analyze situations logically. Ninth-grade math should never be the difference between having a good career and being mired in perpetual unemployment.

Finally, it is clear that we must evolve our adult education system such that the millions of Americans already in the workforce have an opportunity to obtain the skills necessary to compete for jobs. Perhaps some of them might get lucky and find a job that doesn't require upgrading their skills, but they will always be just a recession away from needing to beat very long odds to find another job. Without a system that actively reaches out to these adults and provides them with an education that meets their needs and the needs of employers, they will forever remain among the most vulnerable in our society.

Arthur Rothkopf to Retire as Leader of U.S. Chamber's Institute for a Competitive Workforce

Arthur Rothkopf, senior vice president and counselor to the president, has announced that he is retiring from the Chamber at the end of July 2010. For the past five years, Mr. Rothkopf has led the Chamber's education and workforce initiative, including the non-profit Institute for a Competitive Workforce.

"Throughout his career, Arthur has been a major force in education reform in both the public and private sectors," said

Thomas J. Donohue, the Chamber's President and CEO. "He understands that education is the key to job growth and keeping America competitive in a world-wide economy. When he came to the Chamber, he created an education initiative that was all about substance and accountability at both the state and federal levels. Arthur's leadership on the Elementary and Secondary Education Act (No Child Left Behind) legislation and the Chamber's groundbreaking studies of state education performance, Leaders and Laggards, are just two examples of a legacy that extends well beyond the Chamber. He has made a real difference in the lives of our nation's students."

Prior to joining the Chamber in July 2005, Rothkopf served 12 years as president of Lafayette College. Prior to becoming Lafayette president in July 1993, he was deputy secretary of the U.S. Department of Transportation and also served as general counsel for the department. Upon receiving his law degree from Harvard University, Mr. Rothkopf began his career as a lawyer for the Treasury Department and the Securities and Exchange Commission, and he was a senior partner in the Washington-based law firm of Hogan and Hartson.

Mr. Rothkopf was recently appointed by the House of Representatives as a member of the Department of Education's National Advisory Committee on Institutional Quality and Integrity for a six year term. He will continue to serve as a trustee of American University and the Educational Testing Service and as a director of Verisk Analytics, a NASDAQ-listed company. He plans to continue working in the education reform arena.

Margaret Spellings, former Secretary of Education under George W. Bush and currently Senior Vice President for the Chamber's National Chamber Foundation, will oversee the Chamber's education programs.

Arthur's leadership and guidance at ICW will be missed, but we congratulate him on his retirement!

Business Makes Learning Stick

One of ICW's key funders, the Charles Stewart Mott Foundation, has just launched its Make It Stick campaign to spread the idea that when academics are connected to the real world, learning becomes relevant and it sticks. As business leaders concerned that our young people lack the knowledge and skills they need to succeed in today's workforce, we can support afterschool, summer learning and other expanded learning opportunities that provide:

- More young people with engaging learning opportunities tied to academics
- More collaboration between schools and communities
- More structure at the state level supporting innovation and improvement
- More research on what works
- More of what makes it stick!

How Make It Stick Can Help the Business Community:

The Make It Stick campaign highlights and supports the critical role business plays in ensuring college and career readiness by:

- Telling stories through videos, blog posts, case studies and other resources from the business community.
- Providing messaging, research and outreach tools that can help us make the case for expanded learning opportunities.

How the Business Community Can Help Make It Stick:

- Share. Our stories and resources will help build the Make It Stick community, raise awareness about our great work, and help other business leaders across the country make learning stick.
- Host the Brain. We can help get the word out by hosting a Make It Stick web button on our web sites.
- Be a Fan. We can become fans on Facebook to share stories and connect with other business leaders across the country who make learning stick.
- Stick With It. We can sign-up for monthly updates.

Expanded learning opportunities are about providing more... and more makes learning stick! Visit www.MakeltStick.org.

Save the Date!**Jobs for America: Summit 2010**

Wednesday, July 14, 2010

U.S. Chamber of Commerce
1615 H Street NW | Washington D.C. | 20062
Registration: **11:30 a.m. - 12:00 p.m.**
Program and Luncheon: **12:00 p.m. - 4:15 p.m.**

The uncertainty facing American businesses is, in part, due to actions taken in Washington. The U.S. Chamber of Commerce's [Campaign for Free Enterprise](#) is uniting key stakeholders at the Jobs For America: Summit 2010, July 14th in Washington, D.C. to review what's happening in the current political and economic landscape and discuss the policies needed to create jobs.

This event will bring together thought leaders and decision makers to analyze the state of our nation's job market, evaluate the role of government in creating an environment in which the private sector can thrive, and outline policies needed to generate jobs, accelerate economic growth, and bolster our free enterprise system.

Register today!

This event is complimentary.

(If you are an employee of the Federal Government, you must abide by the Rule of Ethics and pay \$65.00 to attend the event)

Confirmed speakers include:

- **Tom Donohue**, U.S. Chamber President and CEO
- **Senator Judd Gregg** (R-NH)
- **Congressman Paul Ryan** (R-WI)
- **Commissioners Erskine Bowles** and **Alan Simpson** of the National Commission on Fiscal Responsibility and Reform

It is now more important than ever that business play a role in conversations with Congress and the Administration about the fate of our free enterprise system, the job market, and our economy. Join the U.S. Chamber of Commerce's [Campaign for Free Enterprise](#) as we lead this important discussion.

For more information please contact the National Chamber Foundation at (202) 463-5500 or ncfevents@uschamber.com.

Chamber Highlight

Erie Pennsylvania REthinking Regional Workforce Needs



Erie, Pennsylvania, known as the Great Lake port city, has a history of having a vibrant and dynamic economy. In its first years, Erie was known as being a major manufacturing hub, and for having the largest fishing port in the world. Today, the Erie economy is in transition, which is being assisted by an unprecedented partnership between the region's businesses, government, economic development agencies, and philanthropic communities called [REthink Erie](#). REthink Erie is an organization dedicated to addressing the region's workforce development challenges and to creating a community college in the Erie region.

Results from an April 2009 survey of Erie's employers confirmed that the region wanted to start a community college in the area. Too many employers were unable to find workers with the skills needed to fill available jobs. Employers made their point loud and clear: the region needed affordable education options, postsecondary training opportunities, and more skilled workers. A community college was the perfect solution to all three of these needs.

[Letters of support](#) from many of the region's corporations, small businesses, religious institutions, and philanthropic organizations demonstrate the solidarity behind this movement. The Erie Regional Chamber and Growth Partnership and their partner organizations recognize that community colleges allow individuals to earn credits which transfer to four-year higher education institutions, as well as provide the training and knowledge workers need to fulfill regional employers' needs. All that was needed was to secure a local sponsor to submit the state application and accept responsibility for the community college once it was created.

[Read more...](#)

Business Highlight

**Earn a Degree While on the Job--
Yes, it is Possible!**



It is the ideal situation--work a full-time or part-time job and gain a college degree at the same time. No need to travel to a separate campus--many of your lessons take place right where you work. Some of your teachers are your supervisors, and the lessons you learn from class work are directly applicable to your daily job.

As the top retailer in America, [Walmart](#) is forging a path as a leader of businesses that are offering their employees a postsecondary degree program. Through a partnership with American Public University (APU), [Walmart's Lifelong Learning Program](#) will allow employees of Walmart and Sam's Club to earn Associate's or Bachelor's degrees in subjects such as retail management while fulfilling their job requirements. These degrees are transferable regardless of whether or not the employee chooses to remain with Walmart long-term. On-the-job training can count up to a maximum of 45% of the credit hours required for a postsecondary degree, and the rest of the hours are earned through online classes. Online coursework provides students with a great deal of flexibility in terms of how and when they complete the required work--a huge benefit for adults currently in the workforce.

Perhaps most attractive to employees interested in gaining a degree while working is the fact that it will come at a significantly lower cost through the program. Every Walmart and Sam's Club employee enrolled in classes at APU will receive a grant from APU equal to 15% of their tuition. Additionally, Walmart is investing \$50 million over the next three years to provide tuition assistance and other services to in-need employees.

[Read more...](#)

What's ICW Reading?

- [Opportunity at the Top: How America's Best Teachers Could Close the Gaps, Raise the Bar, and Keep Our Nation Great](#) (pdf)
Public Impact, 2010
- [Path to Opportunity--Community Colleges Serving Adult Students](#)
Ed.gov Blog, 2010
- [Minorities and the Recession-Era College Enrollment Boom](#)
Pew Research Center, June 2010

The U.S. Chamber of Commerce, the world's largest business federation, is working to drive public policies that increase opportunity and prosperity through advocacy, intelligence, and our worldwide network. Through the Chamber's Institute for a Competitive Workforce (ICW), the Chamber promotes high educational standards and effective workforce training systems to attract, educate, and empower works for successful careers.



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