

TRANSFORMATIVE PARTNERSHIP:

Success Story in
Workforce Development



Executive Summary

In a groundbreaking collaboration, our educational partner and their local hospital chain joined forces to address the workforce needs of job seekers in Florida, leveraging funds from the Federal Government.

This whitepaper outlines the success of this partnership, highlighting a remarkable increase in sales, substantial enrollments, and the diversification of courses that have empowered the hospital chain to upskill its employees. Our educational partner, responding to the urgent needs in the health sector, aligned the funding with ed2go programs, leading to licensure and industry certifications in critical areas.

Background

Following the receipt of the Federal funds, the Economic Development Office sought to align workforce needs with residents, offering entities in the area an opportunity to submit proposals. Our educational partner responded by presenting a scope of work that initially included micro-credential programs, credit-bearing courses, and continuing programs in various local high-demand fields like construction management, turf grass management, and senior care.

Recognizing a gap in the health sector, Our educational partner strategically aligned the funding with ed2go programs known for leading to licensure, targeting critical areas like certified nursing assistant (CNA) and certified clinical medical assistant (CCMA).

Key Results

- **Sales Surge:** The partnership resulted in a remarkable 210% increase in sales from January to January, showcasing the effectiveness of the collaboration in meeting the demands of the workforce.
- **Enrollment Boom:** Since the launch of the partnership, 112 enrollments were recorded in the GES180 Certified Clinical Medical Assistant (CCMA) course from March 2023 to February 2024. This surge in enrollments reflects the significant impact of the collaboration on workforce development.
- **Doubled Business:** The hospital witnessed a doubling of their business in the CCMA course from March 2023 to February 2024, underscoring the success of the collaboration in meeting the growing demand for skilled professionals.
- **Course Diversification:** Initially, GES180 was the only approved course. However, Lee Health is now leveraging additional courses to upskill its employees, broadening the impact of the partnership beyond its initial scope.

Strategic Alignment

Our educational partner's proactive approach in aligning the funding with critical health sector needs has proven to be a strategic step. By focusing on programs leading to licensure and industry certifications in areas such as nursing assistant and medical assistant, the collaboration has not only met immediate demands but has positioned Lee Health to address long-term workforce requirements.

Tailored Courses to Meet Unique Learner Needs

What sets these training programs apart is their meticulous tailoring to provide learners with a comprehensive skill set ready for immediate application in the workforce.

JOB-READY CURRICULUM

ed2go courses are designed to ensure learners are job-ready upon completion. The curriculum emphasizes practical skills, industry-relevant knowledge, and hands-on experiences. The focus on licensure and certifications means graduates possess not only theoretical understanding but also the practical expertise necessary to excel in their roles.

EMPLOYER BENEFITS

Employers, especially at the hospital, have witnessed the direct benefits of this tailored approach. The courses prepare employees for seamless transitions from non-clinical to clinical roles, addressing specific skill gaps identified within the organization. This targeted preparation not only enhances workforce capability but also streamlines the onboarding process, reducing training time and costs for employers.

MENTORING SESSIONS

A standout feature of these ed2go courses is the inclusion of mentoring sessions. Learners have the opportunity to engage with experienced mentors, providing valuable insights, guidance, and support throughout their learning journey. This personalized approach enhances the overall learning experience, fostering a sense of community and mentorship crucial for success in healthcare professions.

FLEXIBLE ONLINE COURSES

Recognizing the diverse needs of adult learners, Our educational partner and ed2go offer flexible online courses. This accessibility ensures that individuals can pursue education without compromising their existing commitments. Learners can access course materials, participate in discussions, and complete assignments at their convenience, promoting a healthy work-life-study balance.

SELF-GUIDED LEARNING

ed2go courses are structured to accommodate various learning paces. Recognizing that each learner has a unique rhythm, the self-paced nature of these courses allows individuals to progress through the material at a speed that suits their learning style and schedule. This flexibility caters to the diverse workforce needs, enabling learners to acquire new skills without undue pressure.

Future Prospects

The success of the collaboration positions our educational partner and the hospital as pioneers in addressing the workforce challenges in Lee County. As the partnership continues to evolve, there is immense potential to expand into additional critical areas, further solidifying their impact on the local workforce.

The story of our educational partner and the hospital is a compelling narrative of how academia and healthcare institutions can join forces to create lasting positive impacts on the community's workforce and economic development.

