



Massachusetts Online Learning Pilot Program

NASWA ANNUAL CONFERENCE
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CHARLESTON, SC

PURPOSE

- To bring educational opportunities to Career Center customers who would otherwise not be able to pursue traditional classroom training.

PROGRAM GOAL

- To enroll 75 career center customers into online learning courses or programs
 - To update their business and professional skills
 - To increase their professional marketability
 - To increase earning potential

MA Model

- Rutgers University Center for Women and Work
- 5 NJ Workforce Investment Board areas
 - Online Training for Low Wage Workers
 - 128 Single mothers earning 250% or less of poverty
 - Received laptop computer, printer, Internet access and courses for one year

Target Population

- Customers previously enrolled in the EAS (Employment Assistance Services) program
- Individuals not able to take advantage of traditional educational opportunities or training due to child care issues, transportation barriers or non-permitting work schedules.

ELIGIBILITY CRITERIA

- Massachusetts resident
- Minimum of a High School Diploma or GED
- Currently employed
- Able to read and write English

PRIOR TO IMPLEMENTATION

- Program design was presented to MA Workforce Partners
- Developed Outreach Strategy
- Trained Career Center Staff
- Selected On-line training providers (MindLeaders, MA College On-Line (MCO))

Career Centers Initial Rollout

December 2005

- JobNet, Boston
- North Shore Career Center of Salem
- ValleyWorks Career Center, Lawrence

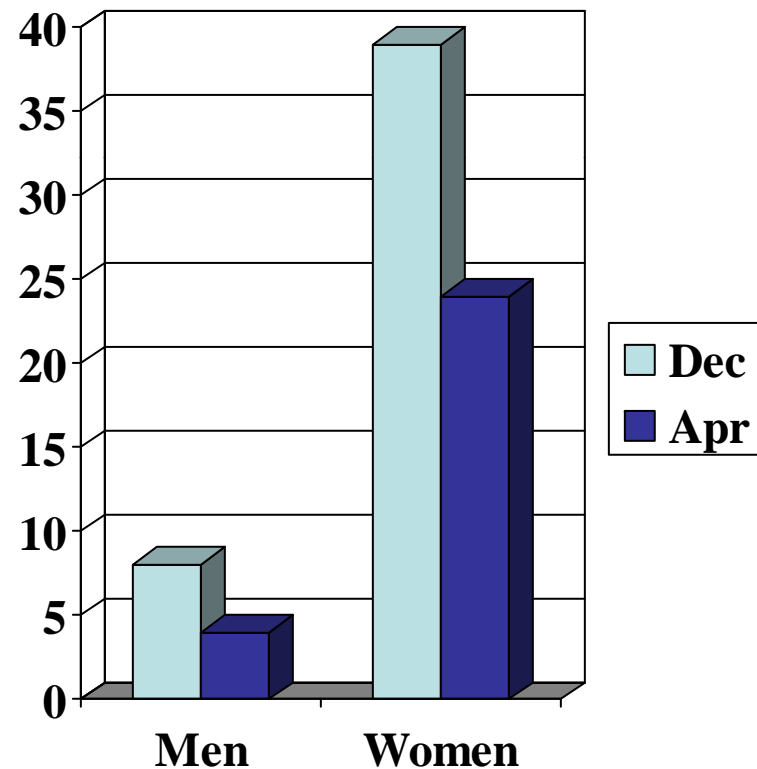
Career Centers Rollout

April 2006

- Career Center of North Central MA, Leominster
- Workforce Central, Milford
- Workforce Central, Southbridge
- Workforce Central, Worcester

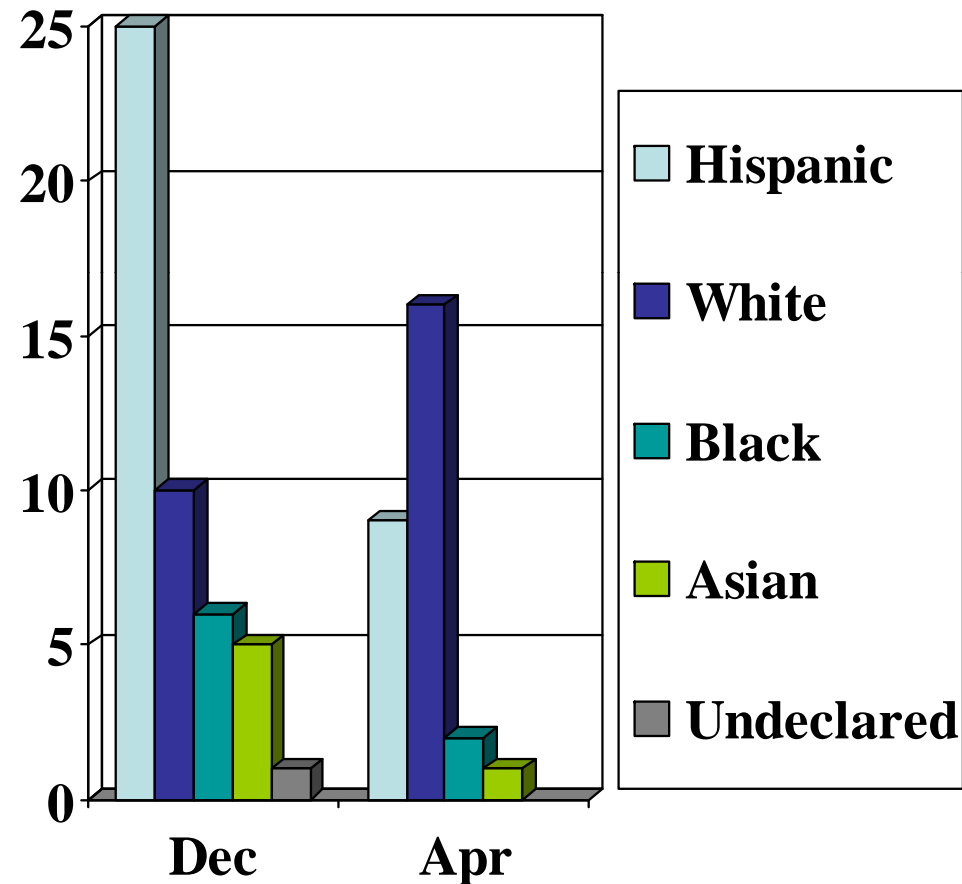
Participant Profile - Gender

- The December 2005 rollout had 8 (17%) men and 39 (83%) women
- The April 2006 rollout had 4 (14%) men and 24 (86%) women



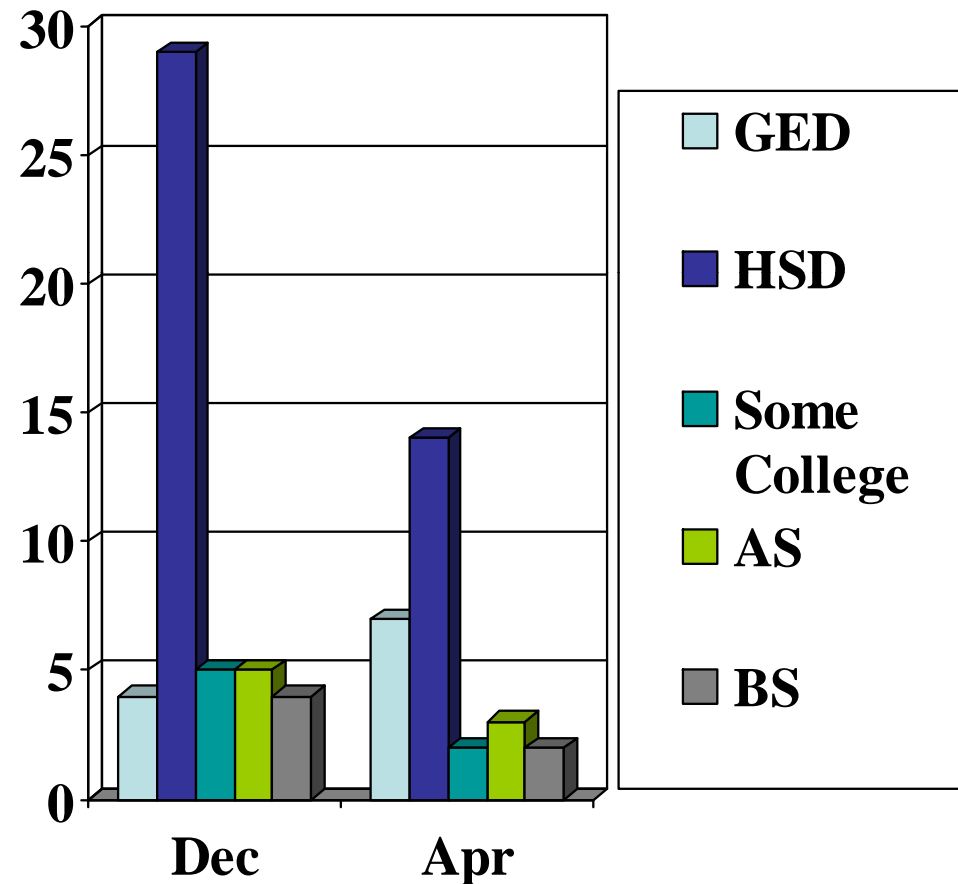
Participant Profile - Ethnicity

- Ethnic groups within the program
 - Hispanic, 33 (44%)
 - White, 26 (35%)
 - Black, 9 (12%)
 - Asian, 6 (8%)
 - Undeclared, 1 (1%)



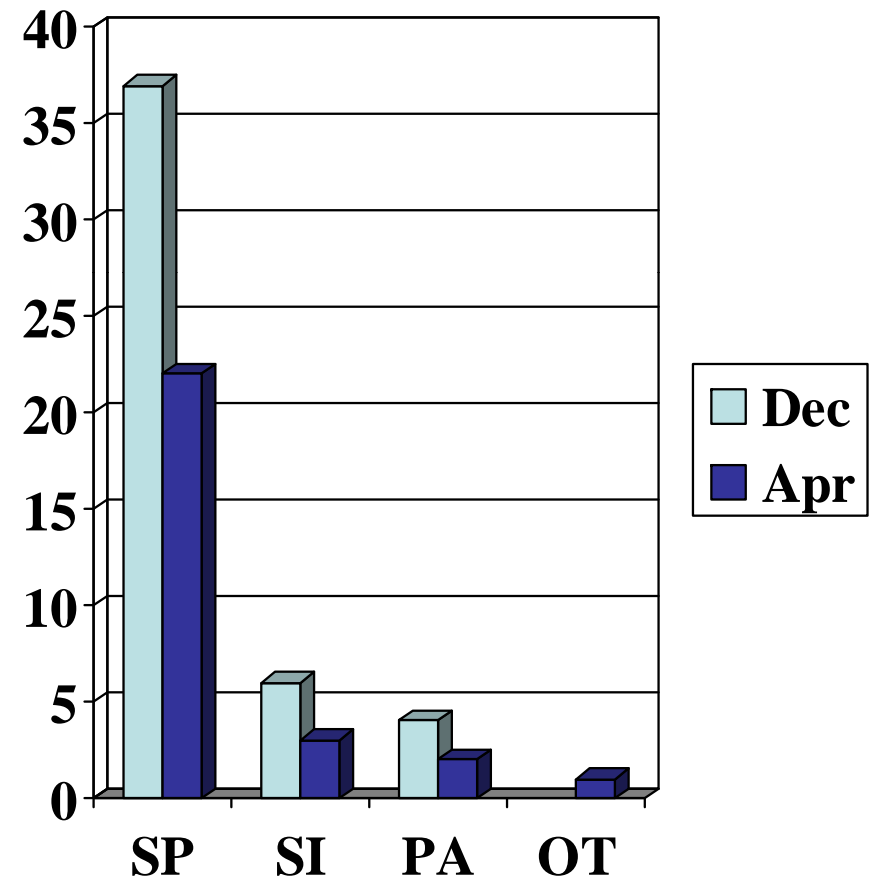
Participant Profile - Education

- Education levels for both groups:
 - GED, 11 (15%)
 - HSD, 43 (57%)
 - Some College, 7 (9%)
 - AS, 8 (11%)
 - BS, 6 (8%)



Participant Profile – Marital Status

- The participants were:
 - SP, 59 (79%) single parents
 - SI, 9 (12%) single individuals – not part of a family
 - PA, 6 (8%) parent of a two parent family
 - OT, 1 (1%) Other



Participant Requirements (Prior to Enrollment)

- Attend all individual and group meetings
- Complete assessment testing
 - TABE – English (6th grade reading level or higher)
 - Self Directed Search (SDS) Skills Assessment
- Work with Case Manager on education plan
- Complete and return program application
- Sign equipment assurance form and program participation agreement

Program Requirements

- Complete 3 courses and 1 video in MindLeaders prior to starting specific field of study.
- Dedicate a minimum of 5 hours per week to online course work
- Weekly follow up with case manager
 - Telephone
 - E-mail
 - In-person
- Attend monthly group meetings

COURSE COMPLETION OUTCOMES

- 38 OR 51% of customers completed all of their scheduled courses and program
- 62 or 83% of customers completed computer basics

WAGE GAIN OUTCOMES

- Average Quarterly Wage @ Program Start \$5,632.23
- Average Quarterly Wage @ Exit Quarter \$5,861.32 (4% increase)
- Average Quarterly Wage @ Quarter After Exit Quarter \$6,591.65 (11% increase)
- Average Quarterly Wage Start vs. Program End (15% increase)

LESSONS LEARNED

- Need dedicated staff both centrally and locally
- Smaller groups for staff to case manage (8 or less)
- A more thorough screening of the participants ability to participate
- Closely monitor course selection vs. education plan
- More structured monthly meetings (sharing, learning activities, speakers)
- If working with Community Colleges – allow only one course at a time