

The Regional Opportunity Portal

Connecting People,
Programs and Jobs



 **Educate**
The Opportunity Marketplace

GoEducate provides talent development infrastructure that links people, educators, training providers and employers. This is done by offering a scalable and inclusive approach that helps create ongoing interest in regions for the employers that need to find qualified talent at scale.

The GoEducate Opportunity Platform provides the key “cloud ecosystems” to improve the effectiveness and efficiency of regional workforce and economic development activity at an ecosystem level. The goal is to increase equitable economic growth for all.

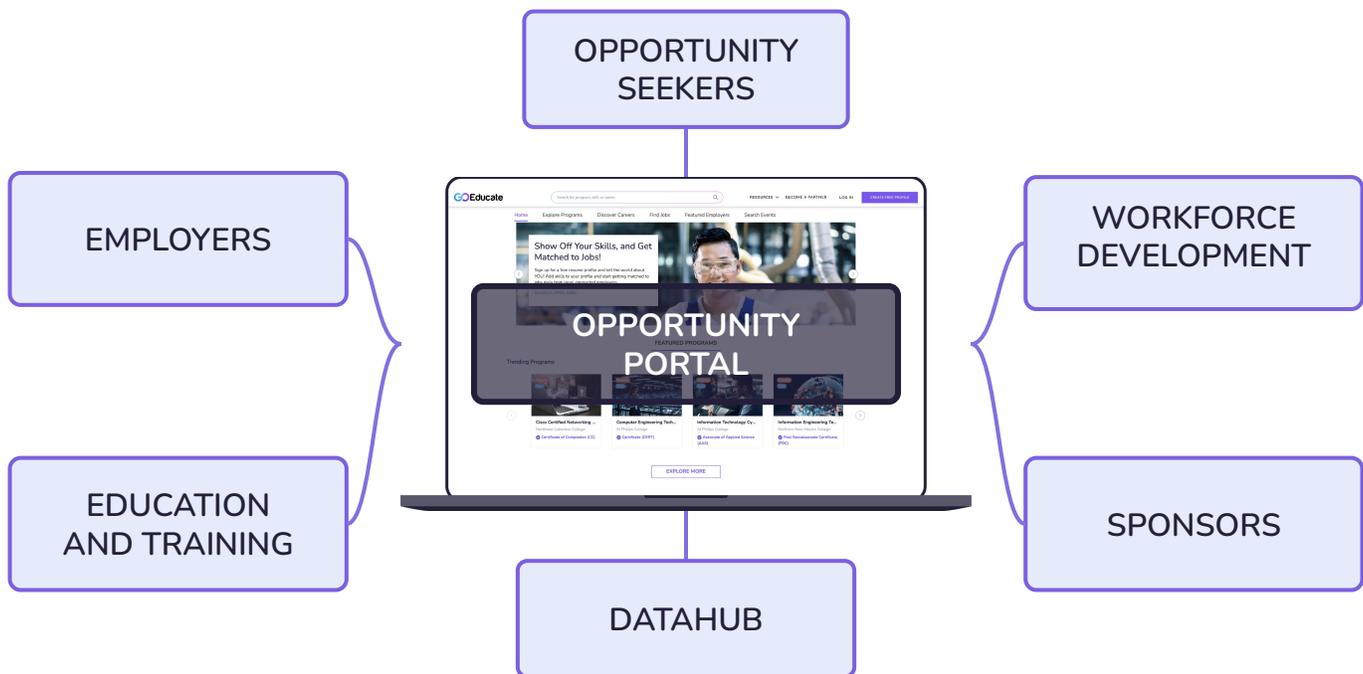


The Problem: Employers are heavily impacted by ever-increasing labor shortages brought on by rapidly evolving trends:

Massive demographic shifts, poor education outcomes for many applicants, a general lack of awareness about current work and employment, and new employee expectations or concerns about workplaces. These problems are accelerating because of the return or “re-shoring” of many U.S. overseas operations from China, Russia, and Eastern Europe. These factors are significantly complicating recruitment.

To answer the need for aligning education-to-employment, GoEducate has developed Regional Opportunity Portals for communities to better support industry verticals most affected by endemic labor shortages. The “ROP” is a digital bridge that brings educators, employers and learners within a region through a connected ecosystem.

Talent strategies that rely on recruiting talent from one business to another are problematic and cannot fill the widening gaps. In order to develop talent, especially at the local level, communities must effectively work to develop new generations of employees and make it easier for them to understand and connect to opportunities. Modern cloud-based technologies can help high school and college students make more informed choices.

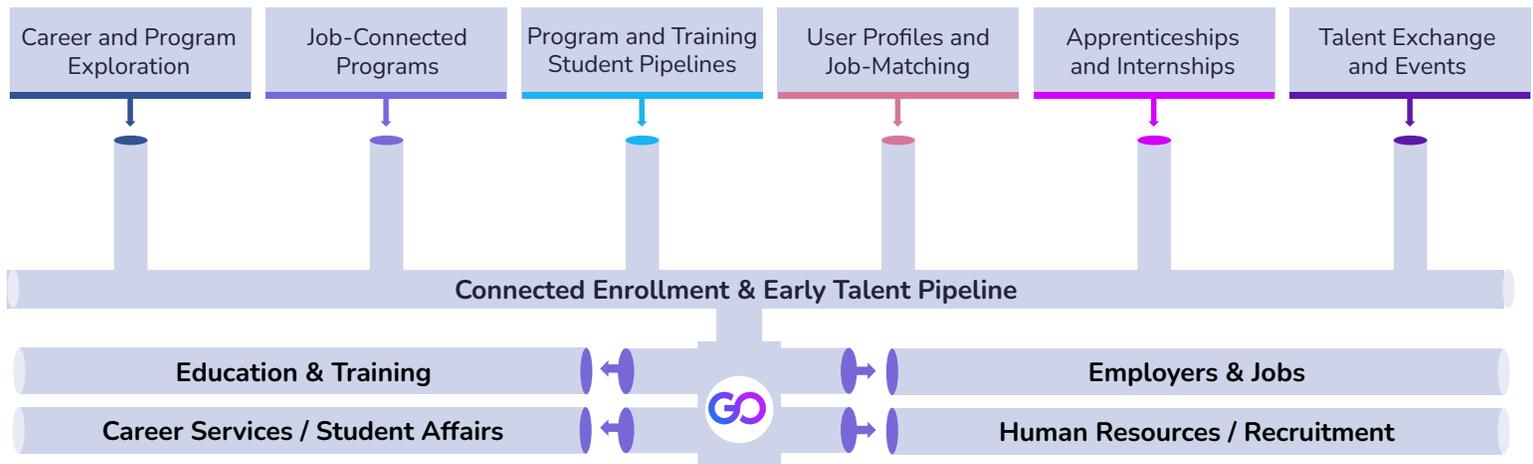


ROPs provide critical stakeholders (chambers of commerce, economic development organizations, workforce boards, industry, educators, career training centers, and businesses) with a regionally connected digital environment they can use to coordinate talent development. ROPs address three key needs that all regions tend to struggle with:

- *Inability to build adequate pipelines for high-demand positions in specialized industries*
- *Misalignment between high school, postsecondary education and local employment*
- *Properly applying local, state, and federal funding meant to address these issues*

GoEducate’s portal infrastructure encompasses a full end-to-end capability in one solution that supports multiple organizations as they address their regional critical talent needs.

GoEducate is purpose-built to help learners and jobseekers who need to navigate education to employment and for regional employers to connect with new generations of early talent.



The market for GoEducate’s approach is large, driven by unprecedented labor shortages and historic mismatches between current education and training, and current and future jobs. Technology is critically needed to give individuals “agency” in their own futures, to allow employers to build better pipelines, and for colleges to provide workforce-aligned programs.

Available capital to service education alignment and labor shortage imbalance is significant. Billions are being invested by federal and state governments directly into regions to connect people, programs and jobs and the agencies servicing them. The Department of Commerce’s (EDA) Build Back Better programs provide \$1 billion for 21 selected regions and 38 finalist regions focused on specific industry verticals in each. Likewise, the Department of Labor (ETA) Strengthening Community Colleges selected 24 community colleges or consortia with \$85 million. California has allocated \$700 million similarly, to connect people, programs and employers within regional economic ecosystems. More funds are coming at the regional, state and national level.

GoEducate aims to assist those recipients, their parent agencies, foundations, nonprofits, chambers of commerce, economic development organizations, workforce boards, community colleges and universities to lever those funds for the benefit of the most recipients and employers. To date, GoEducate has been implemented at Odessa College, TX, Northern New Mexico College, and will soon be operational in Kern County, CA.

GoEducate is currently focusing on key cities / regions that have extremely high employment needs and low human capital production. These include Phoenix, AZ, currently repatriating both employers and jobs from China in the semiconductor industry, Austin, TX, which has an abundance of modern advanced manufacturing jobs and San Antonio, TX, which has attracted a number of employers to the region but lacks the human capital output to satisfy that need.