

2022 Supply & Demand Report

Social Media Toolkit - Community Partners

Indiana's Evolving Labor Market: How the Pandemic has Accelerated Misalignment in Talent Supply and Demand

- Report Embargo Date/Time: Thursday, November 3, 2022 at 12:01 a.m. EST
- Social Media Posts for Community Partners to Start: Thursday, November 3, 2022 at 9:00 a.m. EST
- Full Report link **going live 11/02 at 5:30 p.m.:** <https://ascendindiana.com/resources/indianas-evolving-labor-market-full-report-2022>
 - Shortened via bitly for social: <https://bit.ly/3zfcb3B>
- Executive Summary link **going live 11/02 at 5:30 p.m.:** <https://ascendindiana.com/resources/indianas-evolving-labor-market-executive-summary-2022>
 - Shortened via bitly for social: <https://bit.ly/3SzHDAf>
- Power BI Interactive Data Visualization:
https://app.powerbi.com/view?r=eyJrIjojOWJlMTNmMTgtMTUwZC00MGQxLTg4ZTctOTgwOWJjNWE2YjIxliwidCI6Ijc3OGY3NmE1LTUwOTktNDA3MS05NjNhLTA3NmY1ZDY1Mzg3NyIsImMiOiN9&pageName=ReportSectionec67df1539781c47c020&utm_source=PowerBI&utm_campaign=2022+S%26D+Report
 - Shortened via bitly for social: <https://bit.ly/3Fd6eYJ>
- Link to images found [here](#).

COMMUNITY PARTNER SOCIAL MEDIA CONTENT

Optimized for Twitter but can be used on any platform.

- **Twitter**
 - The annual Supply & Demand report from @AscendIndiana and @EmployIndy, with a look at Indiana's evolving labor market, was released today. It details how the pandemic has accelerated misalignment in talent supply and demand throughout Indiana. Read it here -> <https://bit.ly/3zfcb3B>
 - Image: Supply & Demand Social Media Toolkit Images_WD1

- The Covid-19 pandemic rapidly accelerated demand for degreed talent and slowed demand for non-degreed talent, according to a new analysis from @AscendIndiana and @EmployIndy. Read more -> <https://bit.ly/3SzHDAf>
 - Image: Supply & Demand Social Media Toolkit Images_WD2
- Too few high school students are pursuing postsecondary education, persisting, and graduating with a degree. Postsecondary enrollment rates once stood at 65% of Indiana high school graduates but hit a new low in 2020 at 53%. Read more from @AscendIndiana and @EmployIndy: <https://bit.ly/3zfcb3B>
 - Image: Supply & Demand Social Media Toolkit Images_WD3
- In a new labor market analysis by @AscendIndiana and @EmployIndy, it found equity gaps in postsecondary education reflect those found in the workforce. Postsecondary outcomes diverge significantly by race/ethnicity and gender. Read more here -> <https://bit.ly/3SzHDAf>
 - Image: Supply & Demand Social Media Toolkit Images_WD4
- As reported in the new Supply & Demand study, demand has shifted significantly during the pandemic toward workers with postsecondary education and degrees in Marion County. Read more of the report from @AscendIndiana and @EmployIndy here -> <https://bit.ly/3zfcb3B>
 - Image: Supply & Demand Social Media Toolkit Images_WD5
- The Supply & Demand report shows how Indiana does not collect sufficient data we need to assess work-based learning demand, program outcomes, and quality. Metrics are needed to track student progression, success, and long-term impact. Learn more -> <https://bit.ly/3zfcb3B>
 - No image
- The @AscendIndiana's and @EmployIndy's new labor market analysis includes key recommendations for education institutions, employers, and policymakers to help address current and future talent gaps -> <https://bit.ly/3zfcb3B>
 - [Thread #1] Recommendations include: 1) Aligned Advising: When not enough students are pursuing and completing degrees, credentials, and training programs that align with employer demand, we must find ways to provide more accessible career navigation support.
 - [Thread #2] 2) Aligned Learning: The labor market is changing at an increasingly rapid rate, placing an increased importance on ensuring students graduate with relevant and marketable knowledge, skills, and abilities.
 - [Thread #3] 3) Transcript Clearinghouse: To improve postsecondary student enrollment and retention outcomes, Indiana should develop a secure student transcript clearinghouse to provide postsecondary institutions direct access to high school student transcript information.
 - [Thread #4] 4) Education and Training Provider Rewards: Education and training providers should be rewarded and recognized for increased enrollment, persistence, & completions in high demand fields of study.

- [Thread #5] 5) Statewide Career Advising Commission: A statewide commission should be established to build on the work begun by regional leaders to design a K-12 career advising framework through the evaluation of best practices.
- [Thread #6] 6) Certificate Research and Analysis: A comprehensive study and evaluation of certificate programs and training providers is needed to understand Indiana's certificate landscape and how best to support students.
- [Thread #7] 7) Employer Training Grant Expansion: Employer training grants should be expanded and aligned with industries/occupations that require mid and high skills and lead to higher paying jobs.
- [Thread #8] 8) Streamlined Work-based Learning Reporting: Indiana needs to strengthen its data collection and reporting processes for work-based learning through a streamlined, employer-friendly system and be connected back to Indiana's Graduation Pathways site.
- [Thread #9] 9) 21st Century Scholars Automatic Enrollment: Indiana's current 21st Century Scholars policy requiring sign up before the end of 8th grade contributes to under half of eligible students enrolling in the program.
- [Thread #10] 10) FAFSA Completion: Indiana should explore a policy of integrating FAFSA completion as a graduation requirement. By formally integrating FAFSA completion within the high school experience, other states have seen meaningful college enrollment outcomes for high school graduates.

- **LinkedIn/Facebook/Instagram [if posting on Instagram, use non-"WD" images]**

- The annual Supply & Demand report from @AscendIndiana and @EmployIndy, with a look at Indiana's evolving labor market, was released today. It details how the pandemic has accelerated misalignment in talent supply and demand throughout Indiana. Check out the full report here: <https://bit.ly/3zfc3B>
 - Image: Supply & Demand Social Media Toolkit Images_WD1
- Based on the new Supply & Demand report release from @AscendIndiana and @EmployIndy, too few high school students are pursuing postsecondary education, persisting, and graduating with a degree. Postsecondary enrollment rates once stood at 65% of Indiana high school graduates but hit a new low in 2020 at 53%. Find out what this means for our city and state: <https://bit.ly/3zfc3B>
 - Image: Supply & Demand Social Media Toolkit Images_WD3
- In Marion County, demand has shifted significantly during the pandemic toward workers with postsecondary education and degrees. The overall number of jobs requiring no postsecondary credential in Marion County are not projected to rebound from pandemic lows in 2020, which stands out in comparison to statewide and Central Indiana positive growth projections. Read more of the report from @AscendIndiana and @EmployIndy here -> <https://bit.ly/3zfc3B>
 - Image: Supply & Demand Social Media Toolkit Images_WD5
- **(Best for LinkedIn)** The @AscendIndiana's and @EmployIndy's new labor market analysis includes key recommendations for education institutions, employers, and policymakers to help

address current and future talent gaps.

#1 - Aligned Advising: When not enough students are pursuing and completing degrees, credentials, and training programs that align with employer demand, we must find ways to provide more accessible career navigation support.

#2 - Aligned Learning: The labor market is changing at an increasingly rapid rate, placing an increased importance on ensuring students graduate with relevant and marketable knowledge, skills, and abilities.

#3 - Transcript Clearinghouse: To improve postsecondary student enrollment and retention outcomes, Indiana should develop a secure student transcript clearinghouse to provide postsecondary institutions direct access to high school student transcript information.

#4 - Education and Training Provider Rewards: Education and training providers should be rewarded and recognized for increased enrollment, persistence, completions in high demand fields of study.

#5 - Statewide Career Advising Commission: A statewide commission should be established to build on the work begun by regional leaders to design a K-12 career advising framework through the evaluation of best practices.

#6 - Certificate Research and Analysis: A comprehensive study and evaluation of certificates programs and training providers is needed to understand Indiana's certificate landscape.

#7 - Employer Training Grant Expansion: Employer training grants should be expanded and aligned with industries/occupations that require mid and high skills and lead to higher paying jobs.

#8 - Streamlined Work-based Learning Reporting: Indiana needs to strengthen its data collection and reporting processes for work-based learning through a streamlined, employer-friendly system and be connected back to Indiana's Graduation Pathways site.

#9 - 21st Century Scholars Automatic Enrollment: Indiana's 21st Century Scholars current policy requiring sign up before the end of 8th grade contributes to under half of eligible students enrolling in the program.

#10 - FAFSA Completion: Indiana should explore a policy of integrating FAFSA completion as a graduation requirement. By formally integrating FAFSA completion within the high school experience, other states have seen meaningful college enrollment outcomes for high school graduates.

Check out the full executive summary here: <https://bit.ly/3zfc3B>

SOCIAL MEDIA HANDLES

- Ascend Indiana: @AscendIndiana (Twitter/Facebook/Instagram), Ascend Indiana (LinkedIn)
- EmployIndy: @EmployIndy (Twitter/Instagram/Facebook/LinkedIn)

About Ascend Indiana

An initiative of the Central Indiana Corporate Partnership (CICP), Ascend Indiana is committed to making Indiana a place of economic opportunity for all. Ascend connects job seekers to good and promising career

opportunities through an innovative job matching platform, the Ascend Network; catalyzes partnerships and provides consulting services to meet high-demand workforce needs through Ascend Services; and conducts research through Ascend Insights to enable systems-level change that positively impacts individuals throughout the state. To learn more, visit ascendindiana.com.

About EmployIndy

EmployIndy guides the local workforce ecosystem and makes strategic investments to remove barriers to quality employment for underserved and underrepresented residents. Our vision is for all Marion County residents to have access to services and training necessary to secure a livable wage and grow in a career that meets employer demand for talent. As the workforce development board for Marion County, guided by 26 business, civic, education and nonprofit community leaders, EmployIndy invests over \$20 million in public, private and philanthropic funds for both youth and adults annually. Learn more at employindy.org.

