

BRIDGING THE TALENT GAP

TGN@CAEL

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Bridging The Talent Gap (BTTG) is a nationally proven talent alignment strategy tailored to local employers and their communities' education-employment ecosystems. Bridging The Talent Gap delivers game-changing insight nationwide, including cities of all sizes, rural communities, and statewide regions. The model provides more equitable opportunity for adult workers and learners — particularly those who have been historically left behind — to achieve education and

career aspirations, thereby contributing to the vibrancy and economic health of their communities.

BTTG campaigns start with two brief surveys — one focused on **employers** and the other deployed to **employees** from a subset of employers who want to more proactively engage their workers in education and upskilling opportunities. Data are correlated and presented through a portal that allows for comparisons to overall national benchmarking by sector, by employer size, and a host of other factors.



The employer survey covers workforce skills perceptions, projected education needs, and opportunities to improve and leverage education benefits programs and form high-impact partnerships to address talent needs.



The employee survey focuses on workers' educational aspirations, perceptions, and suggestions to improve education benefits programs. Insights for employers highlight opportunities to upskill workers into hard-to-fill positions.

Data findings provide a roadmap into practices and policies that facilitate greater employer investment in — and regional economic development for — career advancement for low-wage and other workers. And it identifies opportunities for more efficient and better-targeted support for frontline workers who aspire to advance their education.

IMPLEMENTATION



BTTG centers on collaboration with regional economic development and workforce leaders to engage employers, deploy the surveys, and design systemic program and policy interventions that can transform individual futures and build a more equitable society. Bridging The Talent Gap is widely adaptable; however, it is best deployed as part of a broader talent development initiative with capacity to act on findings. It adds value by providing actionable intelligence that informs the next steps for developing, restarting, or enhancing an initiative.

SURVEY DATA AREAS



The **BTTG Employer Survey** identifies:

- Skill shortages across sectors
- Best practices for talent acquisition, retention, and development
- Opportunities for education partnerships

The survey can be completed in 15-minutes on any online device. Responses, analyzed, reported, and shared in aggregate form suitable for public consumption. Business intelligence reports compare a single firm to various benchmarks and are kept strictly confidential.

The **BTTG Employee Survey** captures the interests, opinions, and aspirations of incumbent workers and covers education, training, and career development support provided by their employers. The 10-minute survey entails no identifiable information, although employees can express their interest in learning more about their employer's education benefits. Responses are combined and analyzed, and findings are reported only in aggregate to participating employers.

ADVANCING GOALS

Established Industry Partnership Conveners can sponsor a Bridging The Talent Gap program to uncover steps for improvement at a broad level. Ideal organizations have credibility with employers around talent and talent development, proven success in engaging elected officials to advance public policy initiatives, influence over higher education practices, are media savvy, and have experience in survey deployment.



Practitioners who support a skilled workforce (workforce boards, unions, industry associations, chambers of commerce, and others) have a convening tool to engage employers, who are key to a more equitable society.

Such collaboration is vital to connecting with lower-wage workers eager to continue their learning, create success stories that generate media interest, measure impact over time, and deliver the outcomes demanded by a range of key stakeholders.

Elected officials and **civic leaders** advancing the public good gain access to practicable intelligence that can elevate the interests of economically vulnerable constituents and establish sustainable systems that generate economic gains tied to better educational outcomes, higher earnings, and increased job quality.



Employers and **human resource professionals** receive data to inform talent development solutions, improve their education benefits programs and adult learner friendly workplace practices, pave the way for stronger education partnerships and allow benchmarking of talent development practices against industry and other local employers.



Educators and **trainers** gain clarity around hiring practices and educational post-completion labor market outcomes so they can refine and improve programs and become more attractive partners to companies or sectors.

Funders gain deeper insights into high-impact investment options, view progress over time, and identify policy angles to influence more equitable education and economic outcomes.

Fully implemented and activated, **Bridging The Talent Gap** can net wide-ranging community returns that cover and exceed investment costs.

PRICING

The pricing model is based on community size and scope of the data collection effort, as well as project management and post-data collection costs, typically managed through local providers. Individual employer surveys start at \$25,000 and midsize cities begin at \$50,000.

The TGN@CAEL team provides technical assistance, guidance, and support to local leadership and their teams along the way.

LEARN MORE

For more information on Bridging The Talent Gap, please [contact us](#) or send an email to dheckman@cael.org.



Link Learning and Work

Recognizing that adult learners are the backbone of the U.S. economy, CAEL helps forge a clear, viable connection between education and career success, providing solutions that promote sustainable and equitable economic growth. CAEL opens doors to opportunity in collaboration with workforce and economic developers; postsecondary educators; employers and industry groups; and foundations and other mission-aligned organizations. By engaging with these stakeholders, CAEL fosters a culture of innovative, lifelong learning that helps individuals and their communities thrive. A national membership organization established in 1974, CAEL is Diversity, Equity, and Inclusion Workplace™ certified and is a part of Strada Collaborative, a mission-driven nonprofit. Learn more at cael.org and stradacollaborative.org.