



# STRATEGIC OVERVIEW

# Oakland80

## Positioning more Oakland County Residents and Employers for Success

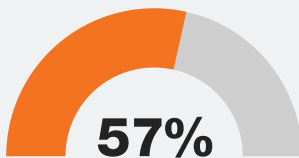
The evidence is clear: the more residents in a community that attain a post-secondary degree or credential, the safer, healthier and wealthier it is. This is the driving objective of the ground-breaking Oakland80 program and Oakland County’s effort to be a national leader in educational attainment. We have set the ambitious goal of 80% of adults to have earned a degree or credential by 2030. Accomplishing this will have a direct impact on Oakland County’s 1.3 million residents and 40,000 businesses.

### Overcoming Barriers

A key to the success of Oakland80 is our strong partnerships with the exemplary K-12, higher education, economic development, business, labor and workforce development professionals across our region.

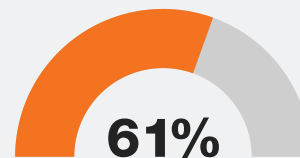
Working together, we are increasing the number of students enrolled in post-secondary education or skills training and, more importantly, increasing the number who complete programs. This means helping many overcome significant barriers that can often limit access to educational programs or hinder their ability to graduate. These challenges include affordable childcare, transportation, student debt and lack of a solid career path.

### A Strong Start:



#### Post-Secondary Completion

% of Oakland County population 25 years and over who have an associate degree or higher<sup>1</sup>



#### Credentials/Certifications

% of Oakland County population 25 years and over who have obtained a college degree or industry-recognized credential/certification<sup>2</sup>

### For more information, contact:

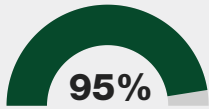
Rana Al-Igoe, Oakland80 Administrator, at [al-igoer@oakgov.com](mailto:al-igoer@oakgov.com) or visit [OakGov.com/Oakland80](http://OakGov.com/Oakland80)  
Oakland80 Navigator Hotline: 888-559-4360

## Data-Driven, Customized Support

We are using data to better understand our target populations, focus on communities with the greatest needs and identify gaps in the accessibility of education resources.

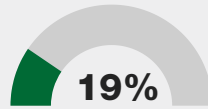
We recognize each student has unique challenges. Our approach focuses on customized personal attention, accessible career navigation and financial support to access education and training programs. Our team is deploying Oakland80 Career and Education Navigators across Oakland County. Working with various partners, they are equipped with the financial tools and resources to help individuals overcome a range of personal barriers to enroll and ultimately achieve their post-secondary education goals.

### Our Target Populations:



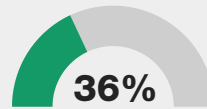
#### High School Graduates

% of Oakland County population 25 years and over with a high school diploma or equivalent<sup>1</sup>



#### Some College, No Degree

% of Oakland County population 25 years and over who have some college education, but no degree<sup>1</sup>



#### Post-Secondary Enrollment

% of Oakland County population 18 years and over\* enrolled in some form of post-secondary education<sup>1</sup>



#### Net Migration

Number of domestic and international movers into Oakland County.<sup>3</sup>

### Our Targeted Investments:



Career & Education Navigators



Tuition Support



Wraparound Supportive Services



Childcare Scholarships

## Oakland County's Role

Oakland County plays a critical role in coordinating the services provided by Oakland80's partners. This improved efficiency not only strengthens career pathways for residents with positive, life-long implications, including in-demand careers with higher wages, but also provides employers with highly skilled talent for their workforce. Oakland80 is managed jointly by Oakland County's Executive Office and its Workforce Development Division located within its Department of Economic Development, with support from innovative leaders in the education, business, non-profit and labor sectors.



<sup>1</sup>Source: U.S. Census Bureau, American Community Survey, 1-year estimates (2019) | <sup>2</sup>Source: U.S. Census Bureau, American Community Survey, 1-year estimates (2019); Corporation for Skilled Workforce | <sup>3</sup>Source: U.S. Census Bureau, American Community Survey, 5-year estimates (2019) | \*Excluding residents who have already received an associate degree or higher