



Workforce Talent  
Educators Association

Career Impact Audit

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# Assuring Quality in Career-Building Education

The modern workforce was already changing at a dizzying pace before COVID completely turned it on its head. Unfortunately, our current education infrastructure is not designed for rapid adjustments to changing employer needs. The result is a persistent skills mismatch and a huge demand for nimble, career-building educators who can demonstrate the effectiveness of their programs.

At WTEA, we believe that the quality of an educational program cannot be determined by looking at degree type or institution rank. Rather, we know that a quality education is defined by impact on the workforce outcomes of learners. A WTEA Career Impact Audit allows programs to demonstrate excellence in career-building education through the assessment of:

- ◆ Workforce Outcomes
- ◆ Quality Management Processes
- ◆ The Curriculum-Employer Link

The WTEA approach to quality assurance is outcomes obsessed. Diverse learner populations and varied workforce demands require an education infrastructure made up of equally diverse and varied educational modes, methods, philosophies, and curriculums. But there should be one constant: excellent workforce outcomes for graduates.

We take a deep dive into the performance of program graduates in the workforce, looking at everything from placement rates and starting salaries to employer satisfaction and career advancement. If program graduates are not able to land great jobs and excel in the workforce, then something's not right—no matter how 'right' the curriculum or faculty list looks.

With that as a foundation, we turn to the quality management policies and practices inside the organization. What measures are in place to assure instructor quality? Do you know where your learners are having trouble completing the program and the likely barriers? How effective is career services at maintaining relationships with both employers and learners, and most importantly, building a connection between the two?

Finally, we help institutions verify the skills match between their curriculum and the needs of employers. Using SkillsEngine's Calibrate® platform, we validate that the Knowledge, Skills, and Abilities taught in the program are aligned with the needs of hiring managers searching for talent in the field.

WTEA Career Impact Audits evaluate programs and institutions against a new benchmark: the job market success of graduates. We measure what matters for workforce success.



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# Audit Structure and Process

WTEA Career Impact Audits are designed to help educators understand and communicate their strengths and opportunities as career-building programs. We assess program and institutional strength on nine key measures within our three target areas: Workforce Outcomes, Quality Management Processes, and the Curriculum-Employer Link.

## Structure

<b>WORKFORCE OUTCOMES</b>	(1) Job Placement and Satisfaction
	(2) Earnings
	(3) Employer Satisfaction
	(4) Return on Investment
<b>QUALITY MANAGEMENT PROCESSES</b>	(5) Instructor Assessments and Results
	(6) Learner Success Assessments and Results
	(7) Career Services Assessments and Results
<b>THE CURRICULUM-EMPLOYER LINK</b>	(8) Program Competencies Assessments and Results
	(9) Curriculum-Employer Alignment through Calibrate®

## Process

### Step 1: Exploratory Meeting

Meet with a WTEA Impact Advisor on our Quality Assurance and Accreditation team who will take you through the Audit process, learn about your organizational goals, policies, and practices, and identify likely sources of data for our review.

### Step 2: Data Collection

Your Impact Advisor will work with your team members to gather the internal and external data necessary for each element of the audit.

### Step 3: Analysis and Recommendations

WTEA Quality Assurance analysts will use the data provided to calculate key measures and create a set of recommendations based on established benchmarks and best practices in education quality management.

### Step 4: Report

WTEA will provide you with both individual assessments in each of the three target areas as well as an overall assessment. Your WTEA Career Impact Audit results are then owned by you and are considered your proprietary IP. We will never share your audit results or data without your express, written permission. You are free to make as much or as little of the report public as you want.



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# Pricing and Timeline

Each Career Impact Audit is a joint project between educators and the WTEA. Our Impact Advisors and Accreditation and Quality Assurance team will work with you to ensure a smooth process on your timeline.

## Timeline

A typical audit timeline is between four and six weeks and would proceed as following:

### Step 1: Exploratory Meeting

**Start:** The exploratory meeting marks the beginning of the Career Impact Audit.

### Step 2: Data Collection

**2-4 weeks:** Data collection timelines depend on what data is already being collected by the institution and how much we need to supplement institutional practices.

### Step 3: Analysis and Recommendations

**2 weeks:** Analysis and recommendations go through our Quality Assurance team, backed by research on industry benchmarks and best practices.

### Step 4: Report

**Finish:** Delivery of the report marks the end of the Career Impact Audit.

## Pricing

Pricing is per program\* with a substantial discount for each additional program after the first.

**1<sup>st</sup> Program** \$9000

**Each Additional Program** \$3000

\*Additional or custom assessments desired by the educator can be added at additional cost.



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# Our Commitments

## Privacy

We commit to never sharing your data, proprietary information, or audit results without your express, written permission. The Career Impact Audit is designed to celebrate programs for excellence in career-building education and suggest areas where strategic investments could improve results. Institutions are free to publish audit results or keep them for internal use.

## Reputation

As a quality assurance organization, we are committed to maintaining a reputation for trustworthiness and competence. We include mechanisms for independent verification of programmatic data and require all audit participants to attest to the accuracy and completeness of data and information requested by the WTEA. If an institution is found to have falsified programmatic or institutional data in an attempt to mislead WTEA we will immediately halt the audit or recall the report and ensure its removal from the institution's website or promotional materials.

## Partnership

We believe that effective quality assurance is a pathway to continuous improvement and innovation in career-building education. Career-building educators face the difficult task of providing quality education that is responsive to varied and constantly changing workforce needs. That is why we see the WTEA as partners to institutions who are committed to doing this work and doing it well. We promise to uphold our standards with the highest rigor and objectivity so that educators have an audit that they can share with internal and external shareholders as they continue their efforts to provide world-class career-building education.

Have questions or ready to schedule a meeting to talk about your needs? Send a note to [quality@workforcetalent.org](mailto:quality@workforcetalent.org)!



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