

Impact Report

2022



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SUCCEEDS

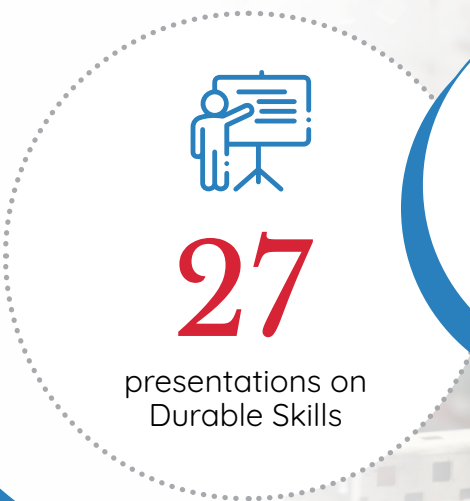
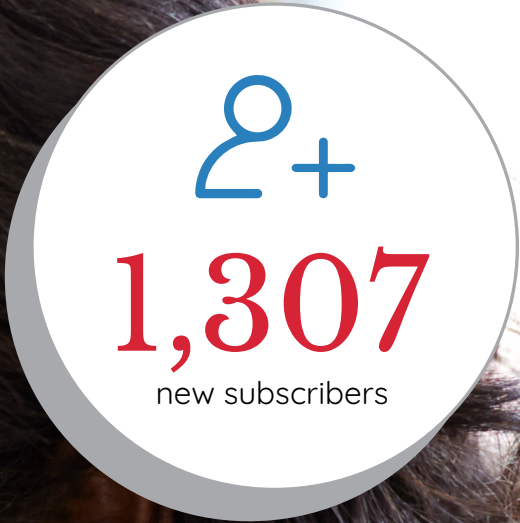
America Succeeds believes business leaders have the opportunity, obligation, and capacity to ensure every student is prepared to compete in the global economy and contribute to their local community. This idea has been central to our work since the organization’s founding in 2014 and it felt even more urgent in 2022. This is a moment when education and workforce issues are not only top of mind for employers, but parents, families, learners, and workers navigating ongoing disruptions and hard realities.

Building on the Equity in Education and Durable Skills initiatives launched in 2021, this year America Succeeds focused on turning employer demand for fundamental workforce skills and expanded diversity, equity, and inclusion into broader actions to transform the talent pipeline for the mutual benefit of learners, employers, and their communities.

This Impact Report shines a light on the paths we boldly moved forward in 2022.

“Equity, and the lack thereof, is important to the creation and upkeep of our local, state, and federal economies. As business leaders, we must push for specific resources and Durable Skills such as communication, collaboration, and leadership to support disadvantaged students and bring them up to the same opportunity level as their educational peers.”

– ALEX HAMMERSTEIN, Senior Vice President **CBRE**




2022

A Year Review: Key Metrics


2022

Speaking Events


Speaking engagements were a key part of advancing our advocacy strategy in 2022, helping spark thoughtful conversations and helping launch new partnerships across the country. Through 27 presentations - more than double the previous year - America Succeeds talked about the essential role of Durable Skills within the workforce and the urgent need to integrate these skills into education pathways.




ACTE Conference 2022




Institute for Workforce Excellence Advisory Council




SOAR Network




Conference 2022




Kansas SHRM Annual Conference



Idaho State Board of Education



Career Connected Education - A Colorado Pathways Conference



Metro Atlanta Chamber of Commerce



edmentum



MASTERY TRANSCRIPT CONSORTIUM



ASU + GSV SUMMIT



capsnetwork Summer Huddle

In the News


America Succeeds and Durable Skills were all over the news this year - from Forbes and BBC, to Linkedin and Better Business Bureau. Check out some of our featured stories below.




“Employers have been crystal clear about their needs. A 2021 America Succeeds survey found that seven of the 10 most demanded skills in job postings were for human skills like leadership and communication.” - [Read more...](#)




“...education non-profit America Succeeds found that almost two-thirds of positions listed soft skills among their qualifications.” - [Read more...](#)




“By developing durable skills in tandem with the hard skills you need to do your job well now, you will set yourself up for success tomorrow and beyond.” - [Read more...](#)




“And it doesn’t matter which career path a student takes–durable skills will be necessary for success on that path.” - [Read more...](#)




“Investing in durable skills and durable networks could future proof pathways.” - [Read more...](#)



“Durable soft skills are a key predictor of successfully getting your foot in the door and long-term career success. So why wait to start developing them?” - [Read more...](#)



“Today’s must-have candidates are adept at [soft skills]. In fact, according to education non-profit America Succeeds, seven of the ten most requested skills in job postings are soft skills.” - [Read more...](#)



“These durable skills apply anywhere: entrepreneurship, intrapreneurship, family, education,” says Intuit’s Valencia. - [Read more...](#)

CompTIA and America Succeeds Commit to Building a Durable Skills Assessment

Of all the new paths we've forged this year, the one we're most excited to share is America Succeeds' partnership with CompTIA. In April 2022, America Succeeds and CompTIA joined together in a new effort to equitably evaluate the Durable Skills that lead to success and achievement in the 21st Century workforce.

The first step we're taking is: building a Durable Skills rubric. A group of subject matter experts from across the country met in January 2023 to develop a draft, which will ultimately be refined through a variety of stakeholder engagement

initiatives. These engagements will include deep qualitative research with learners and historically disinvested communities, feedback sessions with K12 and postsecondary educators, and review and endorsement opportunities for employers across the country.

When it comes to Durable Skills, we know that local context matters. We want to ensure that your industry's and community's perspectives are reflected in this work. Please contact our team to get involved.



"We're focused on creating a ladder of opportunity so people can build a career at Walmart, regardless of where they start. We believe our investments to improve career paths for our associates, including robust training and education offerings with technical and Durable Skills, have strengthened our workforce and contributed positively to our stores and communities."

- SEAN THURMAN, Director of Global Public Policy



America Succeeds Launches DurableSkills.org with 50-State Landscape Analysis

We took another leap forward in August 2022 with the launch of **DurableSkills.org**: a 50-state plus D.C., Guam, and Puerto Rico analysis of career readiness standards, work-based learning frameworks, and workforce readiness graduation requirements.

The site offers general policy recommendations that support the development of Durable Skills. If you're interested in receiving customized policy recommendations for your state, please contact our team.

America Succeeds Network

Click each partner logo to learn more on their website



“Technical skills are ever-changing with economic and technological trends, but durable skills never change,” said *Kevin Brinegar, Indiana Chamber president and CEO*. “Once durable skills are learned, they can be applied in a variety of situations and careers.” - [READ MORE...](#)



“As the state’s economy continues to grow and the job market requires additional durable skills and educational attainment, today’s discussion centered around how students should be introduced to and experience career pathways consistently during their K-12 journey.” - *North Carolina State Superintendent of Public Instruction, Catherine Truitt* - [READ MORE...](#)

“Durable skills—what used to be referred to as soft skills—are necessary to thrive in any postgraduate setting. The ability to think critically and creatively, collaborate and communicate with others, and engage productively in the community—these are the skill sets that endure and position individuals for future success.” - *Robert Nomberg, Virginia Learns* - [READ MORE...](#)



“Students who develop trust, resilience, and self-governance are more likely to develop the mindset necessary to meet their full potential. To prepare students for life after high school, we cannot neglect the Durable Skills that will stay with them their entire lives.”

- MEREDITH OLSON, *President*



Network Partners

Thanks to the efforts of our incredible partners, America Succeeds’ network and supporting coalition of more than 135 organizations helped accelerate the transformational change we’d like to see across the country.

For information about America Succeeds’ network and partnerships, please contact **Lauren Cole**: lc@americasucceeds.org.

2022

Mission

To engage business leaders in modernizing education systems to drive equity and opportunity.

Vision

Every student is prepared to succeed in the competitive global economy and contribute to their local community.

Foundation and Corporate Support

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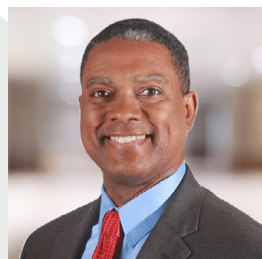
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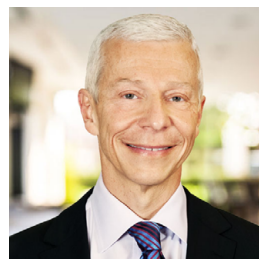
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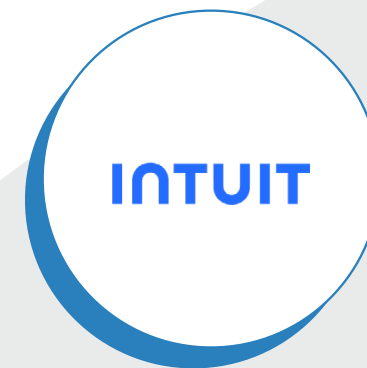
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Liz Abell, Communications Manager

Aidan Schief, Project and Operations Coordinator (not pictured)

