

# 2023

IMPACT REPORT





## Dear America Succeeds Community,

As a native Virginian, I love a good Southern expression and someone recently said that Durable Skills are needed, “All over, more than anyplace else.” You’ll definitely hear me use that line in the future as it captures both the scale and importance of our work and reflects why we are so deeply committed to expanding quality development and delivery of Durable Skills content.

As we reflect on the accomplishments and challenges of 2023, I am pleased to share the highlights of our work transforming education systems, championing equity, and creating pathways for every student to thrive in the evolving workforce. This year has been pivotal for America Succeeds, marked by extraordinary partnerships, tremendous growth and learning, and incredible validation that we are on the right path to improve the education-to-workforce pipeline for learners to access economic mobility and address employer demand.

One of the most significant achievements of the year is the completion of our Durable Skills Advantage Framework. Grounded in our research from 2021, this Framework represents a crucial milestone in our journey. It provides a common lexicon necessary to ensure that all individuals have the opportunities to unlock success. Developed over the course of the year, the Framework is a testament to the collaborative efforts and feedback from educators, workforce professionals, and industry leaders. It is designed to be an adaptable tool, ready for various applications, from curriculum development to professional development and evaluation, to employee training programs. We are grateful for the unwavering support

of our partners who played a pivotal role in bringing this framework to life. We were proud to watch our impact reach new audiences and gain traction across the country. We published four reports and resources, garnered a substantial following across diverse channels, and advocated for the integration of Durable Skills. Through expert interviews, podcasts, and participation in national conferences, we expanded our influence while actively contributing to important conversations related to enhancing education pathways, supporting skill-based hiring movements, and empowering individuals for success.

This year, we continued to advance state partnership work through our partnership with the Indiana Department of Education for the Employability Skills Innovation & Implementation Grant (ESII). Working with 58 schools and districts, and engaging business leaders, we weaved together our efforts around employability skills and Durable Skills to ensure every student can successfully navigate any pathway they choose. Looking ahead, we are excited to continue actively exploring opportunities in states like Arkansas, Kentucky, Tennessee, and more.

I extend my heartfelt gratitude to our dedicated team, board, partners, and supporters who have made these achievements possible. The journey ahead is exciting, and with your continued support, America Succeeds will play a pivotal role in shaping the future of education.

**Cheers to a year of impact and the promise of an even brighter future for all.**

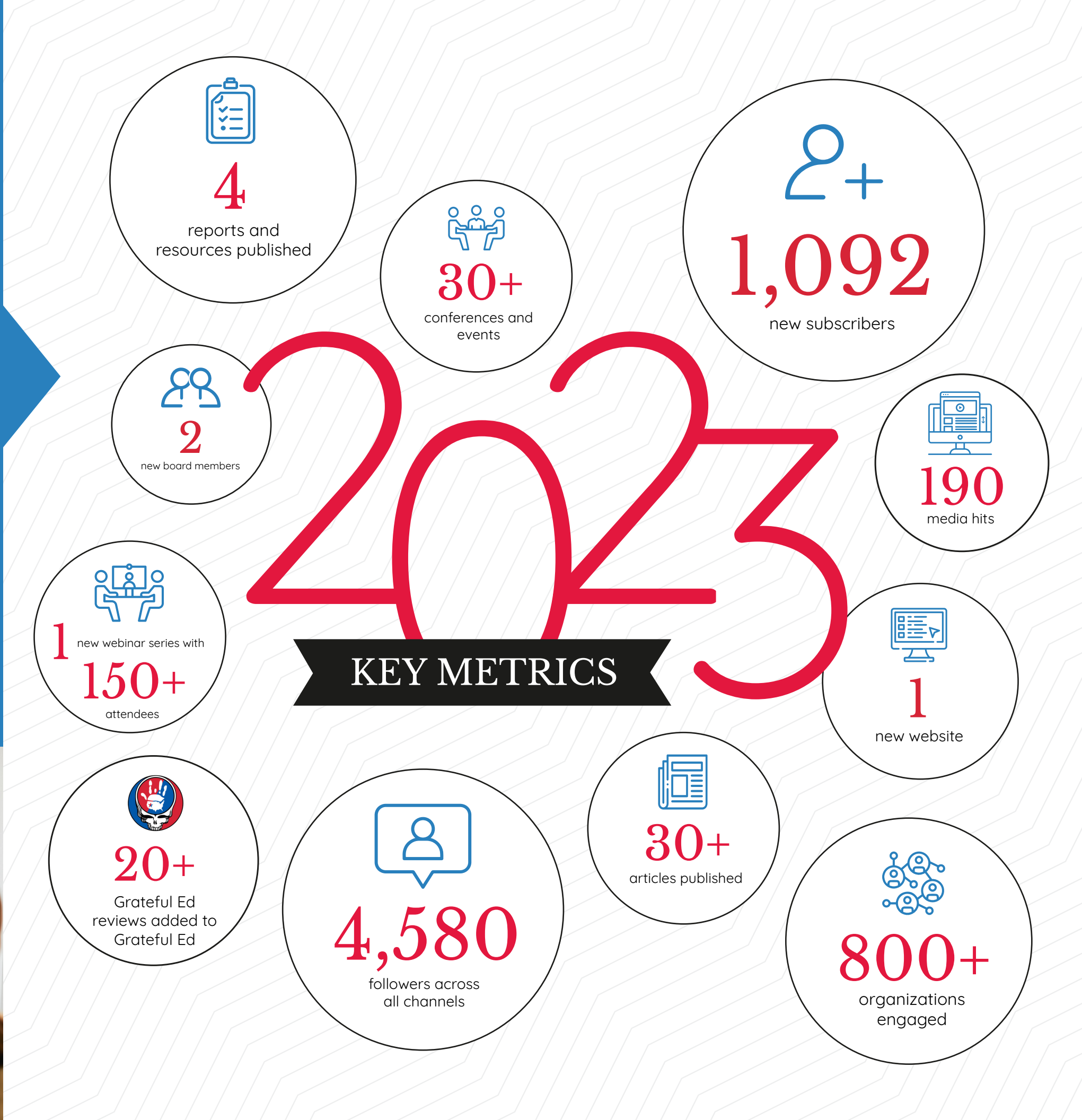
Onward,

Tim Taylor  
Co-Founder and President  
America Succeeds

In 2023, America Succeeds continued its unwavering commitment to engaging business leaders in transforming education systems, championing equity, and fostering opportunities for every student to be prepared for career success. This year marked a critical juncture for education and workforce development; the advent of generative AI has made our efforts to advance Durable Skills education even more integral to ensuring all students are gaining the skills they need to access economic mobility. Through collaborative efforts, a growing coalition of supporters, and strategic initiatives, we were able to deepen our impact.

Most notably, this year was marked by the completion of our Durable Skills Advantage Framework, grounded in our 2021 research findings that a common lexicon was needed to ensure all individuals have opportunities to unlock success. The development of this resource marked a milestone in our journey and set the stage for opportunities to continue transforming pathways from education to the workforce.

This Impact Report encapsulates the achievements, dedication, and opportunities that lie ahead as we continue working towards a brighter future for all.



# 2023

## SPEAKING EVENTS

This year, we had the opportunity to share our work with colleagues, old friends, and new audiences all over the country. We shared our work through 30 speaking engagements, allowing us to champion the integration of Durable Skills in education and workforce pathways, develop newfound alliances, and grow engagement in our initiatives.

## IN THE NEWS

In 2023, America Succeeds and Durable Skills garnered more visibility than ever before. Check out some of our featured stories below that helped spread awareness and support of our Durable Skills initiative.

## EXPERT INTERVIEWS

America Succeeds also gained traction with new audiences and markets, leading to opportunities to provide our insights on topics like workforce development, disruption, and career mobility:

## PODCASTS

We also joined some incredible podcasts to be a part of insightful conversations on improving education pathways, empowering veterans, and the potential for Durable Skills to expand opportunities for success:



**SXSW EDU 2023**



**ASU + GSV SUMMIT**



**ACTE** ASSOCIATION FOR CAREER & TECHNICAL EDUCATION®



**CompTIA**



**Forbes**

“Durable skills include a combination of how a person uses what they know in life and how they are able to apply this knowledge in the workplace... Unlike perishable skills, durable skills are considered nonstatic as they develop over time and can be used in any industry or work environment.”

- [Read more...](#)

**U.S. News & World Report**

“Strategy and management courses, for example, offer core, durable skills that stay with learners for a lifetime, such as problem-solving, analytical and critical thinking skills,” she says. “Students learn to lead in diverse work environments, navigate crisis management and communicate effectively.”

- [Read more...](#)

**FORTUNE**

“IBM’s most popular courses among adult learners are in the durable and professional skills space..” - [Read more...](#)

**LinkedIn**

“In fact, [Lightcast](#) has combed through hundreds of thousands of job descriptions to inform the [America Succeeds](#) list of durable skills.” - [Read more...](#)



Authority Magazine



**ebn**

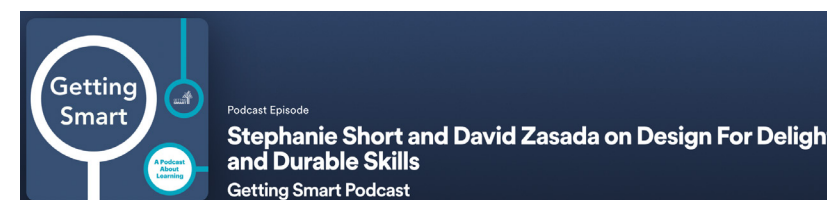
**BUSINESS INSIDER**

**THE BUSINESS JOURNALS**

**DENVER BUSINESS JOURNAL**

**THE JOURNAL RECORD**

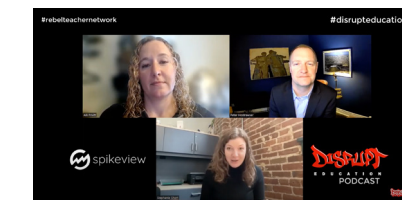
**GETTING SMART**



**VETERANS ON THE MOVE**



**DISRUPTION EDUCATION**



**RETHINKING LEARNING**



# CompTIA and America Succeeds Develop the Durable Skills Advantage Framework

In 2019, America Succeeds set out to test the hypothesis that every job in every sector required Durable Skills. Based on existing research around 21st-century skills, we grouped the top one hundred related keyword terms into ten Durable Skills competencies. To quantify the demand for Durable Skills, we partnered with Emsi Burning Glass to analyze 82 million job postings in 2019 and 2020. Our findings validated our hypothesis and emphasized that a common lexicon was needed to ensure individuals understand the skills they need to unlock success.

To meet that goal, we partnered with CompTIA to develop the Durable Skills Advantage Framework. Phase I involved subject matter experts defining the 110 competencies

across four levels. Phase II and Phase III involved gathering feedback from businesses, educators, and other stakeholders on the Framework's relevance across varying contexts. In Phase IV, we integrated all of that feedback into two versions – the downloadable Starter Edition and the full Durable Skills Advantage Framework.

The Framework, designed throughout 2023, is the result of research, collaboration, and feedback from over 800 educators, workforce professionals, industry leaders, and policymakers. It is an adaptable tool designed for a wide range of applications, from curriculum development to employee training programs.



This tool – ready and available for various education, workforce, and employer uses – will help catalyze a more holistic approach to developing every student's unique potential and improving pathways into economically mobile careers.

We appreciate all the support from our partners to bring this resource to life - we truly couldn't have done it without you. We're incredibly excited - and curious - to explore how the Framework can help catalyze transformative pathways from education to the workforce.

Unlocking Career Success with the **Durable Skills Advantage Framework**

[LEARN MORE >](#)

We invite anyone passionate about ensuring learners succeed in their careers to download the Durable Skills Advantage Framework.

[DOWNLOAD NOW](#) [FAQS](#)

## National Research Findings

We studied **80 million** job postings from 2020-2021

Across **22 sectors** using SOC-2 occupational data

**77%** of those job postings requested at least one Durable Skill

**61.7 Million Jobs Demanded Durable Skills**

# REPORTS AND RESOURCES

This year, we published four new reports and resources that provide key data and insights on Durable Skill development in a variety of contexts, including education systems, hiring practices, and workforce programs.



JANUARY 2023

## Intuit D4D Case Study

In January 2023, America Succeeds and Getting Smart partnered with Intuit to create a case study articulating the effectiveness of the Design for Delight summer camp program in preparing students with the Durable Skills needed to be successful in their careers. Throughout the program, students develop and demonstrate specific Durable Skills aligned with each activity in which they engage with businesses to help them solve real challenges facing their productivity and output.

“IN AN ERA WHERE COMPANIES ARE FACING PERSISTENT GLOBAL TALENT SHORTAGES AND A GROWING SKILLS GAP, PROGRAMS PREPARING STUDENTS WITH THE DURABLE SKILLS THEY NEED TO BE JOB-READY ARE MORE CRUCIAL THAN EVER.”

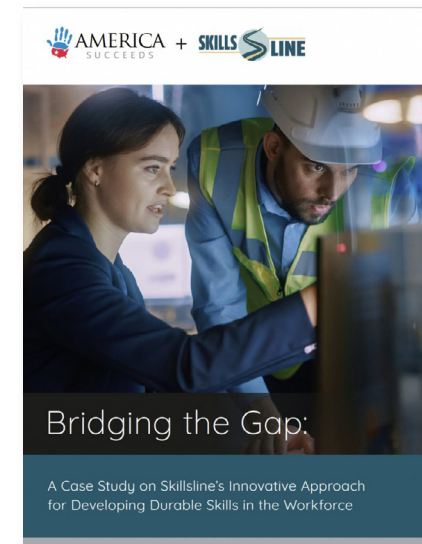


APRIL 2023

## No Worker Left Behind Report

In April 2023, America Succeeds published the “No Worker Left Behind” report, highlighting trends in skills-based workforce development. The report advocates for equitable hiring by eliminating degree requirements and promotes a shift towards a skills-focused approach. It offers insights for policymakers, businesses, educators, and community leaders to prioritize skills over degrees. The findings aim to drive momentum for a more skills-centric hiring and employment approach, benefiting individuals, businesses, and communities amid economic challenges and the pandemic’s impact on diverse demographic groups.

“NO WORKER LEFT BEHIND IS A CALL TO ACTION THAT AIMS BOTH TO CONNECT OVERLOOKED WORKERS WITH OPPORTUNITIES THAT PROVIDE THEM WITH SATISFYING CAREERS AND TO HELP BUSINESSES OVERCOME PERSISTING LABOR SHORTAGES.”

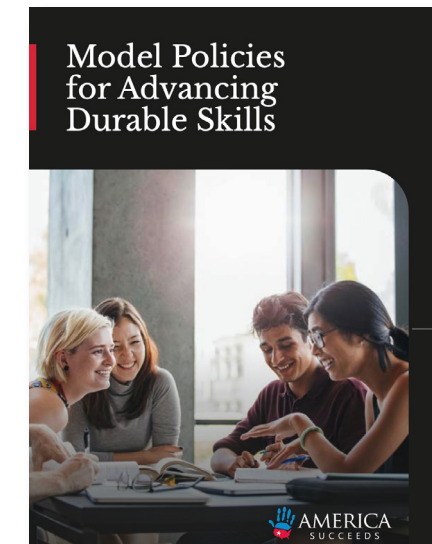


OCTOBER/NOVEMBER 2023

## Skillsline Case Study & Webinar Series

In July 2023, America Succeeds published the “Bridging the Gap” case study to articulate the effectiveness of Skillsline’s online learning platform in helping people cultivate Durable Skills. Led by Dr. Ana Greif in collaboration with Johns Hopkins University and the Skillsline team, the study implemented the platform’s training programs in a manufacturing firm over 10 weeks. The results showed significant improvement in participants’ Durable Skills and workplace behavior, showcasing the Skillsline platform’s potential to address the skills gap and improve workplace productivity.

“SKILLSLINE NOT ONLY FACILITATES MEANINGFUL SHIFTS IN MINDSETS AND BEHAVIOR TO HELP LEARNERS INTENTIONALLY DEVELOP THE NECESSARY SKILLS FOR ACADEMIC, CAREER, AND LIFE SUCCESS, BUT ALSO ESTABLISHES A CONNECTION BETWEEN THESE MINDSET SHIFTS AND THE REINFORCEMENT USERS RECEIVE FROM THEIR DAILY LESSONS.”



DECEMBER 2023

## Model Policies for Advancing Durable Skills

In December 2023, we published our Model Policy Framework for Advancing Durable Skills, which can be used to reshape the K-12 experience around the goal of developing students’ Durable Skills. Within each target area, we propose 2-3 model policies, informed by multiple state policies already in action around the nation. States seeking to align their educational practices with Durable Skills should use these model policies to identify areas for improvement in addition to their policies that are already in place.

“THIS STRUCTURED APPROACH EMPOWERS STUDENTS TO MAKE INFORMED CAREER DECISIONS, DEVELOP CRITICAL SKILLS, AND BUILD MEANINGFUL PROFESSIONAL CONNECTIONS.”

# America Succeeds State Work- Indiana ESII Initiative

America Succeeds supported three aspects of the ESII project:



## PLAYBOOK

We partnered with Learner-Centered Collaborative to develop an online, interactive playbook that will serve as a technical assistance tool for educators and district and school leaders seeking to implement their own employability skills initiatives. The playbook provides a step-by-step guide for training teachers, engaging community partners, choosing the right outcomes to measure, selecting program partners, and more.

## STORYTELLING

The America Succeeds team visited five schools across the state with a video crew, filming interviews with students, educators, and employers participating in employability skills learning.

## BUSINESS LEADER ENGAGEMENT

America Succeeds partnered with the Indiana Chamber of Commerce and regional chambers to host employer workshops in Evansville, South Bend, and Fort Wayne. At the workshops, employers discussed what employability skills mastery looked like to them, how skills could be measured, and the value of those skills to the employer.

In addition to Indiana, our team has been actively building and advancing a pipeline of other potential state partnerships.

## PARTNERS



Throughout 2023, America Succeeds partnered with the Indiana Department of Education (INDoE) for their Employability Innovation and Implementation Grant (ESII), part of a larger effort from the department to ensure students are better prepared for their careers. Through a combination of state and federal funding,

Indiana launched the ESII incentive grant program for K-12 districts and schools to develop ways for integrating employability skills (Durable Skills) into their instruction and curriculum. 58 schools and districts participated.

For information about America Succeeds' network and partnerships, please contact **Lauren Cole**: [lc@americasucceeds.org](mailto:lc@americasucceeds.org).

## 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

# 2023

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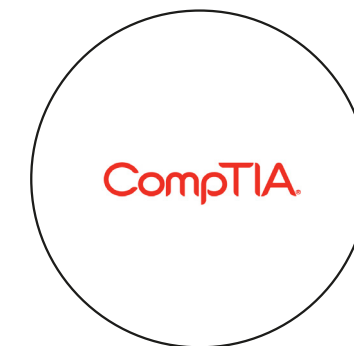
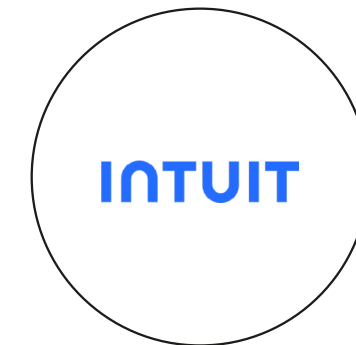
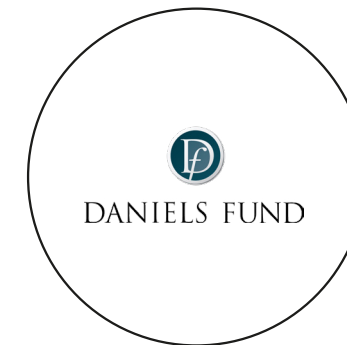
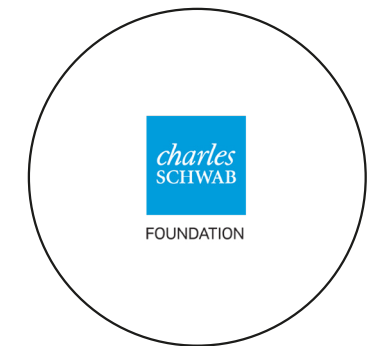
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## America Succeeds Staff

**Tim Taylor**, Co-Founder and President

**Violet Chazkel**, Communications & Development Coordinator (Not pictured)

**Lauren Cole**, Vice President of Strategy & Operations

**Eric Lerum**, Senior Advisor

**Aidan Schief**, Project & Operations Coordinator

**Stephanie Short**, Vice President of Partnerships

**Emilee Ramseur**, Policy & Programs Analyst



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