



# Impact Report



2024

# Dear Friends, Partners, and Changemakers,

As we close the chapter on 2024 and reflect on the accomplishments of the past year, I am filled with gratitude and pride for what America Succeeds has achieved—and grateful for the dedicated partners and community that make our work possible. We are obsessed with economic mobility, and together, we are shaping a future where every learner has the durable skills they need to thrive in education, career, and life.

My favorite anecdote from the past year came from Don Tracy, Director of Corporate & Community Education at Austin Community College. Their welding program is a shining example of workforce relevance—graduates are in such high demand that they can barely collect their certificates before being snatched up by employers. But what really struck me was Don’s comment that companies would **rather hire the worst welder with durable skills than the best welder without them.**

That’s it. That’s the tweet.

This simple yet powerful insight validates our mission: technical skills get you in the door, but durable skills keep you in the room. The combination of both is the key to economic opportunity, career advancement, and lifelong success.

## 2024: A Transformative Year

This past year wasn’t just about progress—it was about setting the stage for the future. We built momentum, expanded our reach, and deepened our impact. Some of our key milestones included:

- ★ The Durable Skills Advantage Framework: We established a common lexicon to define and measure durable skills, ensuring they are universally understood and valued.
- ★ Research Practice Collaborative, Phases I & II: We examined how the most innovative schools deliberately develop durable skills and initiated the next phase of research to drive scalable change.
- ★ Community College Community of Practice: We convened a network of community colleges and industry partners to identify best practices for embedding durable skills into post-secondary education and meeting the real-world demands of employers.

## Full speed ahead into 2025

Looking forward, we are not just optimistic—we are bullish. The work we have done is laying the foundation for even greater impact, and we are charging into 2025 with a clear vision and a relentless commitment to action. Our priorities include:

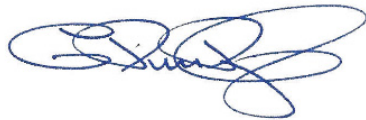
- ★ Developing resources and tools that help individuals build and showcase durable skills, ensuring they are equipped for success in a rapidly evolving workforce.
- ★ Expanding communities of practice that connect educators, employers, and policymakers to drive alignment and collaboration.
- ★ Advocating for policy changes that align education with workforce demands, ensuring that durable skills are prioritized at every level.

Thank you.

None of this would be possible without the unwavering dedication of our team, board, partners, and supporters. Your belief in our mission fuels our progress, and your partnership strengthens our collective impact. Together, we are redefining readiness, reimagining opportunity, and ensuring that every learner is equipped not just to get a job—but to build a career and a future.

Here’s to another year of innovation, collaboration, and impact. Onward!

Tim Taylor  
Co-Founder and President  
America Succeeds





2

reports and resources  
published

1,260

new subscribers on  
Mailchimp

250+

media hits

40+

articles published

20+

reviews added to  
Grateful Ed

## KEY METRICS

5,812

followers across all  
channels

20+

conferences and  
events

100+

participants in a  
community of practice

1,300+

downloads of Durable Skills  
Framework Starter Edition

13

schools participating in a new  
research project



# Speaking Engagements & Media Coverage

In 2024, America Succeeds and durable skills continued to gain momentum, reaching new audiences and expanding our impact. Our work was featured in key stories that helped raise awareness and support our Durable Skills Initiative. We also had the opportunity to share our insights on workforce development, career mobility, and the teaching and learning of durable skills through speaking engagements, expert interviews, and media coverage. Additionally, we joined thought-provoking podcasts to discuss ways to improve education pathways and unlock new opportunities for success through durable skills. Check out some of our highlights below.

## Speaking Engagements

### Speaking Events 2024

In 2024, we had the privilege of showcasing our work to colleagues, longtime friends, and new audiences across the country. Through numerous speaking engagements, we advocated for the integration of durable skills in education and workforce pathways, forged valuable new partnerships, and expanded engagement in our initiatives.

## In the News

In 2024, America Succeeds and durable skills reached new heights in visibility and impact. Explore some of our featured stories below that helped amplify awareness and support for our Durable Skills Initiative.

### Highlights

#### Forbes

“And groups like America Succeeds have invested heavily in bringing together what we know about durable skills from across schools, colleges, and the workplace..”

[- Read more...](#)

#### Deloitte.

“In this report, Deloitte Access Economics forecasts that [durable skill] intensive occupations will account for two-thirds of all jobs by 2030, compared to half of all jobs in 2000.”

[- Read more...](#)

#### Inc.

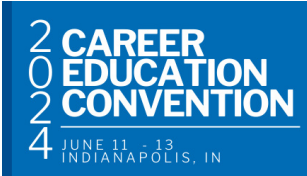
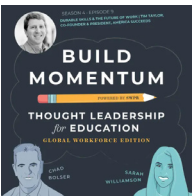
“According to LinkedIn research, 89 percent of recruiters globally said bad hires typically lack soft skills. At the same time, research from America Succeeds found that seven out of 10 of the most requested skills in job postings are durable skills—and employers are seeking these nearly four times more frequently than the top five technical or hard skills. ..” [- Read more...](#)



“The most durable skills in a labor market featuring rapid technological change are human skills. Employers need to make deepening such skills integral to their training and corporate learning programs.”

[- Read more...](#)

### Expert Interviews & Podcasts





# Durable Skills Framework

In 2021, our research uncovered a remarkable insight: durable skills are in high demand across industries. To help define and organize these essential skills, we developed the Durable Skills Wheel, which highlights 10 key competencies and 100 of the most sought-after sub-skills. Partnering with Lightcast, we analyzed a staggering 82 million job postings. The results were clear—skills like communication, problem-solving, and adaptability are indispensable across all sectors, occupations, and geographies. Moreover, our data showed that jobs at higher risk of automation require fewer durable skills, underscoring their vital role in securing employability and career growth.

## America Succeeds Durable Skills Framework Partners



A landmark partnership with **Edmentum**, a leading provider of K-12 learning acceleration solutions, marked a significant step forward in embedding durable skills into career and technical education nationwide. As the first licensing agreement for our Durable Skills Framework, this collaboration enables the integration of essential workforce competencies into Edmentum’s comprehensive catalog of middle and high school CTE courses. The partnership ensures that students develop technical skills through CTE pathways and simultaneously build the durable skills that account for 85% of career success, creating a more holistic approach to career preparation that aligns with workforce demands.



In May 2024, we forged a strategic partnership with **TNTP**, a leading force in educational equity serving 6,000 districts across 39 states, to develop a comprehensive implementation service for the Durable Skills Framework. This multi-phase collaboration combines TNTP’s expertise in systemic educational change with our framework to create scalable solutions for embedding durable skills into PK-12 education. Following a successful discovery phase, we are now working together to design and prototype implementation service models that will help schools and districts integrate these essential competencies into daily learning experiences. This partnership represents a significant step toward ensuring all students graduate with the durable skills needed for long-term success, regardless of their chosen path.

## Building the Durable Skills Advantage Framework

Recognizing the urgent need for clear, standardized definitions of durable skills, America Succeeds, in collaboration with CompTIA, set out to create the Durable Skills Advantage Framework in the spring of 2023. Our goal? To develop a national competency model that equips learners and workers with the durable skills they need for long-term success.

We convened industry experts, educators, and business leaders to shape this framework. Through thoughtful collaboration, multiple feedback loops, and an equity-centered design approach, we refined the framework to ensure it reflects real-world needs and promotes equitable practices. The result is a comprehensive, employer-informed framework built to guide education and workforce development.

Since its launch in January 2024, the Durable Skills Framework has been downloaded 1,361 times and counting, with representation from all 50 states, Washington, D.C., and 43 countries worldwide. Interest in the framework continues to grow, with new downloads each week.

More than 50% of users have expressed plans to integrate the framework into their classrooms, products, or upskilling and training programs, demonstrating its practical value across diverse education and workforce settings. Additionally, 120 individuals have indicated plans to use the framework for policy alignment, while 350 have cited it in research—highlighting its influence in shaping discussions on the future of education and work.



Our partnership with **Arizona State University’s Mary Lou Fulton College for Teaching and Learning Innovation** yielded a comprehensive professional learning specialization that brings durable skills education to K-12 educators nationwide. Through this collaboration, MLFC translated our Durable Skills Framework into actionable professional development courses for educators, combining ASU’s pedagogical expertise with our research-backed framework. The specialization includes targeted modules on essential competencies such as communication, mindfulness, collaboration, and critical thinking, providing educators with practical strategies to embed these skills across their curriculum. This partnership represents a significant step toward ensuring teachers are equipped to develop durable skills in their students, bridging the gap between classroom instruction and future workforce demands.

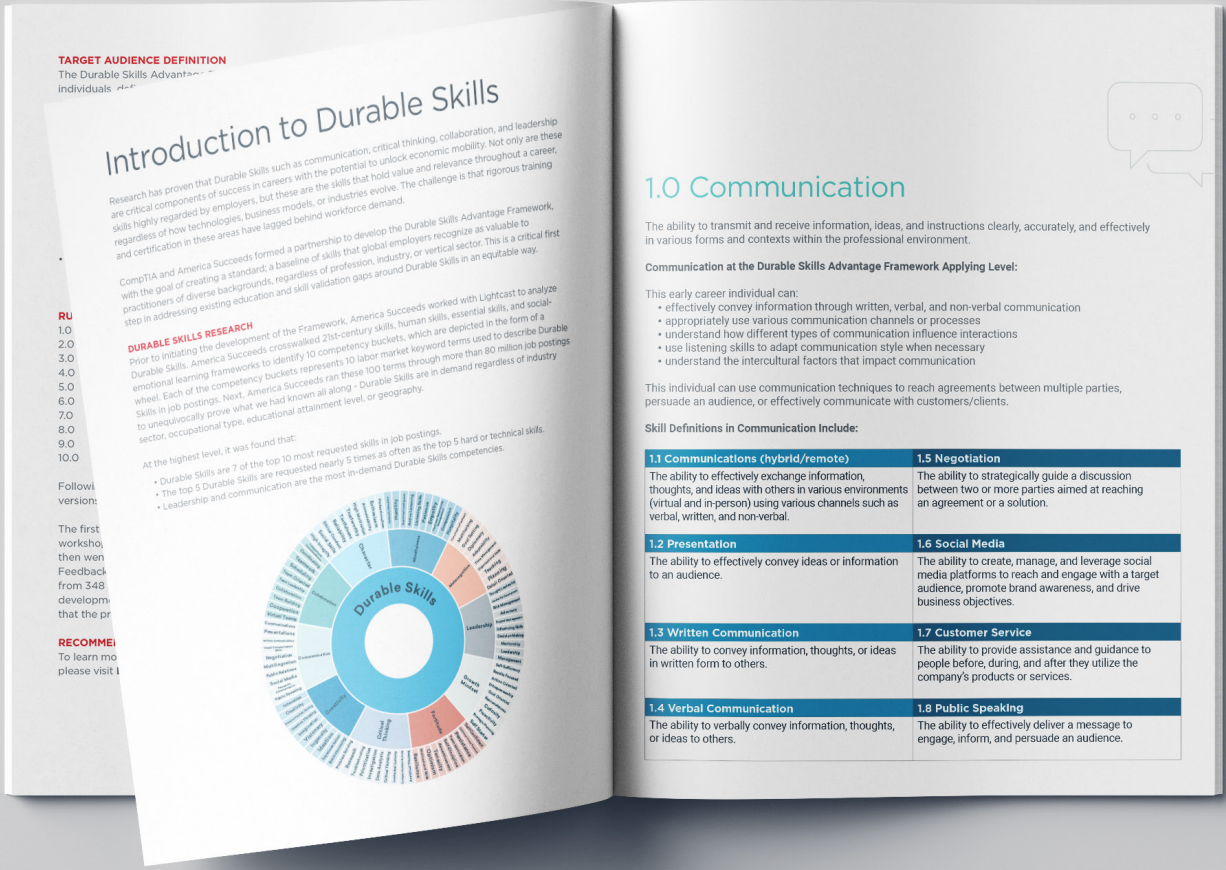
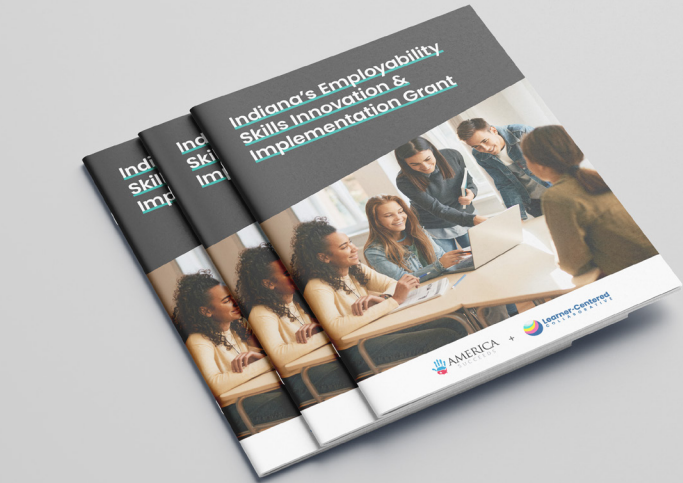


Our strategic partnership with **SkillUp Coalition** marks a significant advancement in making durable skills actionable for career seekers. Through this collaboration, we are integrating our Durable Skills Framework into SkillUp’s career exploration and upskilling platform, enabling users to understand, assess, and articulate their durable skills in relation to specific career paths. The multi-phase implementation will help job seekers identify their strengths and growth areas while providing contextualized skill descriptions for various roles and industries. This integration represents an important step in connecting durable skills development directly to career advancement and economic mobility opportunities.

# Reports & Resources

## Durable Skills Advantage Framework

In January 2024, we launched the groundbreaking Durable Skills Advantage Framework, establishing a common lexicon for durable skills across four competency levels. Developed through extensive collaboration with CompTIA and incorporating insights from more than 800 education and workforce stakeholders nationwide, this framework serves as a versatile foundation for educators, employers, and program developers. Its implementation is already helping to bridge the gap between academic instruction and workforce demands, providing a clear roadmap for skills development that transcends traditional educational boundaries.



## Indiana Case Study

In March 2024, our collaborative research with the Indiana Department of Education yielded a comprehensive case study examining the state’s innovative approach to embedding durable skills in K-12 education. Through the Employability Skills Innovation and Implementation Grant, Indiana schools pioneered the integration of critical workforce competencies including collaboration, communication, and work ethic into their educational models.

Working alongside Learner-Centered Collaborative, we conducted extensive field research through employer workshops and school visits, documenting best practices and implementation strategies. The resulting playbook and case study serve as a blueprint for other states seeking to strengthen the connection between classroom learning and workforce readiness.



# America Succeeds Research Practice Collaborative



## RPC Phase I Summary:

In 2024, America Succeeds completed Phase I of the Research Practice Collaborative (RPC) to examine how innovative schools and programs cultivate durable skills—core competencies like communication, critical thinking, and adaptability. This project explored intentional practices that connect academic learning to real-world applications, equipping students for success in school, work, and life.

Partnering with researchers from Northeastern University, America Succeeds conducted site visits, interviews, and focus groups at four diverse schools and programs to uncover effective strategies for skill development.

The findings provide actionable insights for educators and leaders aiming to create similar opportunities for their students.

## Partners



### Gibson Ek High School (WA):

A Big Picture Learning school where students engage in two-day-per-week internships and self-directed projects supported by a virtual dashboard and advisor-led co-assessment.

### Bostonia Global High School (CA):

A competency-based high school integrating project classes, mentorships, coaching sessions, and a skill-tracking dashboard.



### Building 21 Philadelphia (PA):

A competency-driven urban school blending traditional academics with skill domains like Habits of Success, NextGen Essential Skills, and Wayfinding.

### GO CAPS Monett (MO):

A profession-based program connecting students with industry partners through job shadowing, client projects, and capstone experiences.



Among an array of findings about the innovative methods these schools use to enhance student experiences, five core practices stood out as impactful ways in which each school supports their learners to develop durable skills:

**Interest-driven learning:**

Schools incorporate students’ interests and career goals into learning through personal projects, specialized electives, and industry-aligned programs, fostering engagement and meaningful skill development.

**Project-based learning:**

Students tackle real-world challenges while applying multiple skills through customized projects, studio-based learning, or industry-specific assignments.

**Real-world engagement:**

Authentic professional experiences—internships, profession-based electives, client projects, and job shadowing—offer direct exposure to industry practices.

**Competency-based learning & assessment:**

Schools use structured frameworks and digital platforms to track skill development, providing clear progress markers and actionable feedback.

**Intentional advising:**

Advisory systems offer regular check-ins, peer learning, and mentorship, helping students navigate challenges and reflect on growth.

“What makes these common practices particularly powerful is how they worked together to create comprehensive systems for skill development. The combination of interest-driven learning, project-based learning, real-world experiences, competency-based assessment, and strong advisory systems created multiple, reinforcing options for students to develop and demonstrate their growing capabilities. While each program implemented these elements differently based on their context and goals, the consistency of these core practices across programs suggests their fundamental importance in supporting skill development.”

— Dr. Michael Crawford, Dr. Chris Unger, and Dr. Michael Dean

The findings also illuminated four key systems and structures in place at each of the schools that supported learners’ development of durable skills. These systems and structures are:

Digital Platforms	Digital Platforms provide detailed tracking of skill development while facilitating feedback loops and metacognitive practices.
Portfolio Development	Portfolio Development promotes accountability and continuous improvement while giving students the opportunity to demonstrate their learning journey and achievements to diverse audiences including peers, educators, and industry professionals.
Competency Frameworks	Competency Frameworks provide clear pathways and expectations for skill development while maintaining flexibility for individual interests, using detailed progression markers and core competencies to create a shared language for evaluating progress.
Advisory Systems	Advisory Systems help students stay focused on goals, track progress, and connect with relevant resources and mentors.

## RPC Phase II Preview:

In Phase II of the RPC, the research team is building on the insights from Phase I, expanding the research to ten schools from around the nation. This phase is focused on (1) continuing to explore the practices and systems that support the development of durable skills through interviews, focus groups, and surveys, and (2) examining the approaches and methods schools use to document and evidence skill development. This research aims to develop robust insights that can serve to guide other schools that want to invest in their students’ durable skills.

## RPC Community of Practice:

The RPC Community of Practice is a series of online gatherings that will bring together educators, school leaders, and district administrators from RPC partner schools committed to advancing durable skills education. These virtual events will create space for meaningful collaboration where attendees can deepen relationships while sharing strategies and insights from their work developing students’ durable skills. This community aims to foster authentic connections and collaborative problem-solving to strengthen a broader movement of educators working to embrace and advance durable skills education.





## 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.



# 2024

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