Empowering Success: Digital Credentials and Learning Ecosystems for Workers and Employers
A Conversation with Mary Hayes, CEO and Co-Founder of Workbay LLC and Engage Learning Systems
Original Live Conversation: June 25, 2024

1
00:00:05.590 --> 00:00:06.650
Julie Keane: Hi, Mary.

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00:00:08.189 --> 00:00:15.509
Julie Keane: I'm going to do a little chitter chatter before we get started. As we wait for folks to come in. I can see, people are already starting to roll in.

3
00:00:16.283 --> 00:00:18.410
Julie Keane: Where are you? By the way, physically.

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00:00:18.410 --> 00:00:20.000
Mary Hayes: I'm in Los Angeles.

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00:00:20.000 --> 00:00:24.599
Julie Keane: Okay, morning. Good morning. And.

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00:00:24.600 --> 00:00:26.609
Mary Hayes: Be in Texas tomorrow.

7
00:00:27.060 --> 00:00:29.100
Mary Hayes: and Florida on the weekend.

8
00:00:29.344 --> 00:00:31.545
Julie Keane: Let me have to get a tracker for you.

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00:00:32.950 --> 00:00:35.399
Julie Keane: Where in the world it's like? I don't even remember. Well, you've been.

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00:00:35.400 --> 00:00:36.650
Mary Hayes: Love it dude good.

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00:00:36.650 --> 00:00:43.369
Julie Keane: Education technology as long as I have. So you know, it's like, where in the world is Carmen San Diego favorites.

12
00:00:43.540 --> 00:00:54.059
Mary Hayes: So my partner, Tom, is in Tasmania, and he was in Saskatoon last week. Saskatoon, Saskatchewan. So he he's more a traveler than me.

13
00:00:54.200 --> 00:00:57.170
Mary Hayes: Yeah. He was in Medellin

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00:00:57.310 --> 00:00:58.410
Mary Hayes: couple weeks before.

15
00:00:58.410 --> 00:00:59.050
Julie Keane: No.

16
00:00:59.050 --> 00:01:00.100
Mary Hayes: 3 weeks ago, 3.

17
00:01:00.100 --> 00:01:02.099
Julie Keane: Is this all for work, or is he doing this today?

18
00:01:02.100 --> 00:01:04.060
Mary Hayes: Yeah, water systems.

19
00:01:04.430 --> 00:01:07.630
Mary Hayes: countries looking at their water systems and how to

20
00:01:08.270 --> 00:01:10.950
Mary Hayes: how to give us clean water, cleaner water.

21
00:01:12.670 --> 00:01:20.100
Julie Keane: Yes, thank you, Christine. Welcome everyone. We're just gonna give folks a couple of more minutes to come in, maybe start at

22
00:01:20.480 --> 00:01:22.469
Julie Keane: 2 min after the half hour.

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00:01:24.130 --> 00:01:26.320
Julie Keane: Yeah, I know you need to go with him.

24
00:01:28.420 --> 00:01:33.399
Julie Keane: but it would be classic for everyone to just start this
webinar in midstream of Julie and Mary talking.

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00:01:33.400 --> 00:01:34.630
Mary Hayes: Yeah.

26
00:01:34.630 --> 00:01:35.940
Julie Keane: Very appropriate.

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00:01:37.640 --> 00:01:40.409
Julie Keane: But don't worry. I will formally introduce everything.

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00:01:44.590 --> 00:01:47.658
Julie Keane: Give a tour of my husband's guitars behind me.

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00:01:51.100 --> 00:01:53.269
Mary Hayes: Yeah, we all want to come to a jam session.

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00:01:53.270 --> 00:01:55.420
Julie Keane: Yes, that's a good idea.

31
00:01:55.831 --> 00:01:58.220
Julie Keane: So I think we should do that.

32
00:02:17.860 --> 00:02:36.780
Julie Keane: Yeah, I will. Thanks, Christine. That is true. We will be
recording this. So we had a lot of registrants. Mary, lots of folks
very interested in the work that you are doing. So I will be repeating
that through the webinar that we will be following up with all of the
folks that have registered with the recording and resources.

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00:02:39.704 --> 00:02:40.399
Julie Keane: Alright.

34
00:02:43.610 --> 00:02:45.640
Julie Keane: I think we can get started

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00:02:50.080 --> 00:03:07.010
Julie Keane: all right. So we are going to be talking with the amazing Mary Hayes today. And we will be focusing on learning and employment records and digital credentials. But really putting that kind of work in context. So first, st I'll introduce myself. I'm Julie Kane. I'm chief learning officer at participate.

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00:03:07.140 --> 00:03:15.090
Julie Keane: and together with purpose-driven organizations like Workbay. We help people learn and work together through inclusive and engaging online communities of practice.

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00:03:15.160 --> 00:03:40.120
Julie Keane: And I'm very pleased to welcome you to the webinar in our community 1st Conversation Series. And this is a virtual conversation that offers a more informal opportunity to learn from a range of experts on topics related to empowering lifelong learners through community and social learning before we get started. I want to share a few technical notes. We captions are available for this webinar. But please let us know with the QA. Function. If they're not

38
00:03:40.120 --> 00:04:01.320
Julie Keane: not working. We have a great team here that's here to support so just do not hesitate. Also, I invite you to submit any questions through the QA. Function on zoom. We'll monitor this throughout the session, and we'll try to get to as many questions as we can at the end of the session. We are actually using the chat function here to share resources. So

39
00:04:01.320 --> 00:04:16.290
Julie Keane: our wonderful colleagues at Cfs strategies will be sharing resources along the way. So take a look at that, and again we will save those and be sending those out with resources at the end of the webinar along with the recording.

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00:04:16.360 --> 00:04:23.860
Julie Keane: So before we begin I'd love to get an idea of who is actually joining us synchronously today. So we're going to pop up.

41

00:04:24.212 --> 00:04:37.169
Julie Keane: A very quick poll. I will do my best to remain somewhat quiet while you fill it out. So just take 30 seconds to answer the questions that are going to pop up on the screen any minute. Now.

42
00:04:38.007 --> 00:04:47.729
Julie Keane: So, Jacob, if you we can get those up there. And sometimes, if you don't see the poll check the toolbar of your zoom window, but

43
00:04:49.953 --> 00:04:53.270
Julie Keane: waiting for the poll there it is.

44
00:04:53.660 --> 00:05:01.590
Julie Keane: So there's 2 questions here, organization and your familiarity with credentials and learning and employment records.

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00:05:23.230 --> 00:05:24.100
Julie Keane: All right.

46
00:05:26.440 --> 00:05:37.173
Julie Keane: Okay, so here is our our folks here, Mary. So a lot of educators in the room, some nonprofits and other. We know. We might have some workforce development folks.

47
00:05:38.131 --> 00:05:40.739
Julie Keane: Alright, we have a fairly

48
00:05:40.750 --> 00:06:06.959
Julie Keane: experienced group with us, and we have some folks that are still learning so a little bit across the board. So we will get to all of that. So I am absolutely thrilled to welcome today's featured guest, Mary Hayes. Mary is an accomplished entrepreneur with over 30 years in workforce development and educational publishing. She's the CEO and co-founder of Work Bay, Llc. And the founder and CEO of engaged learning systems.

49
00:06:06.960 --> 00:06:30.839
Julie Keane: Her work focuses on connecting people to learning opportunities that lead to meaningful careers. Mary's won numerous awards for her innovative training programs and is passionate advocate for accessible education across North America, Europe, and Africa.

Today. She's going to share insights on how digital credentials and learning ecosystems are transforming workforce development. I'm so happy to welcome Mary, my dear friend and colleague. Hi.

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00:06:31.320 --> 00:06:41.520
Mary Hayes: So fun to talk with you, Julie. Always we. I hope that. I hope that we can share some things. I think that. What's really fun

51
00:06:41.630 --> 00:06:54.809
Mary Hayes: is our is our friendship. And and how we kind of embody the whole fundamental idea of learning and employment records, and and how it's really a dialogue among stakeholders and people that care.

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00:06:55.090 --> 00:07:15.710
Julie Keane: Yeah. So, Mary, for can you just start a little bit? And again, I know we can talk for hours. So I'm gonna do my best to to keep us rolling and keeping us, stopping at the top of the hour. So can you give us a a start by giving us an overview of Work Bay and how it addresses workforce gaps, particularly for underserved communities.

53
00:07:16.660 --> 00:07:43.670
Mary Hayes: well, the background on workbay is. We started out as a company that was working for the Fortune 500 s. We worked for about 30 fortune, 500 s. Mapping the competencies and creating the online training and assessments to teach practice and assess on the promise to customers, promise to shareholders and the promise to the associates for different organizations. Walmart, Disney, Mcdonald's Home Depot, Western Union, etc, worldwide.

54
00:07:44.030 --> 00:08:06.358
Mary Hayes: and our platform workbay. That's now the name of our workbay company. Our platform grew out of realizing the turnover rate, the the cost of turnover at the front line to 1st management position, and also the work of Fernando de Soto. Who won a Nobel Prize for mystery of capital where he went into

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00:08:06.750 --> 00:08:35.210
Mary Hayes: global South or 3rd world, as they call it at that time countries and mapped the deed entitled to property for people who didn't have property. We were aware that currency and the knowledge economy was about having deed entitled to your skills, and for that to be translatable. So we were looking at how in those days Walmart was was estimating. It cost about $3,500 per associate that turned over that $3,500 of training they'd received

56
00:08:35.220 --> 00:08:59.980
Mary Hayes: wasn't transferable if they walked in the door of a
Mcdonald's or a home depot. They couldn't take their credential with
them the way your Harvard Mba. Can move with you. So we started at
that time, being part of Iis and all the different badging groups that
have come through the past 25 years trying to promote, and and also to
implement, wherever we could, any of the insights around the
employment

57
00:08:59.980 --> 00:09:11.056
Mary Hayes: of creating interoperable credentials of giving deed and
title to those interoperable credentials to the person who had earned
those things. And now I think,

58
00:09:11.500 --> 00:09:13.159
Mary Hayes: Julie, you and I are really

59
00:09:13.600 --> 00:09:19.600
Mary Hayes: really working on the other side of the threshold to help
ensure that employers ingest again, those

60
00:09:20.190 --> 00:09:23.310
Mary Hayes: learning and employment records, those badges,
credentials.

61
00:09:23.510 --> 00:09:24.390
Mary Hayes: etc.

62
00:09:25.750 --> 00:09:43.459
Julie Keane: Yeah, I think I mean, we've been having this conversation
a fair amount of a little bit, even in this current ecosystem of like
almost conflating learning and employment records which are really is
just a basic term for anything. So my resume is one. A certificate is
one, and really trying to again make them into

63
00:09:43.460 --> 00:10:05.620
Julie Keane: interoperable credentials that that folks own themselves
can share in a more effective way. And I think we really have been at
this point where folks like us have been issuing helping organizations
issue these credentials. Folks have been earning them. And I think now
this sort of pivot where we want people to be able to tell their own

stories. But then.

64
00:10:05.620 --> 00:10:09.219
Julie Keane: how are employers ingesting that? So you mentioned Mary.

65
00:10:09.220 --> 00:10:11.729
Mary Hayes: A little bit about. Where's the beef moment going on?

66
00:10:11.730 --> 00:10:26.180
Julie Keane: Where's the beef? Exactly. So. As you talk to employers
in terms of you mentioned the cost right of training folks of hiring
folks? Are there other sort of pain points that you know about that?
Are you're really familiar with.

67
00:10:26.180 --> 00:10:26.580
Mary Hayes: Yeah.

68
00:10:26.580 --> 00:10:27.880
Julie Keane: Pretty, sure. So, yeah.

69
00:10:27.880 --> 00:10:47.219
Mary Hayes: I am really in that before 25 market, before 25 bucks an
hour before 25 years old. Or, if you think about the the top 25
occupations that employ 50% of Americans, 19 of the top 25 or
occupations that employ Americans. You learn the job on the job.

70
00:10:47.240 --> 00:11:05.780
Mary Hayes: You know, it's it's retail or requires like a caregiver
requires certain hours where you are practicing caregiving before
you're actually a licensed caregiver. You're practicing electrician
before you're a licensed electrician. And so that is our space and

71
00:11:06.546 --> 00:11:30.799
Mary Hayes: American Restaurant Association recently said that to
replace to replace a restaurant worker is averaging 42 days, $4,129
and that when most businesses small business is excruciating, right?
And turnover rates in that space sometimes exceed a hundred percent.

72
00:11:30.800 --> 00:11:31.733
Julie Keane: Well, yeah.

73
00:11:32.200 --> 00:11:33.765
Mary Hayes: Yeah, across logistics

74
00:11:35.550 --> 00:11:52.069
Mary Hayes: frontline Food Service retail. Everyone's experiencing
this problem at the front line. And so the the study of what impacts.
Recru retention has been core, a core passion of mine for 20 years.

75
00:11:52.070 --> 00:11:52.740
Julie Keane: Yeah, okay.

76
00:11:53.040 --> 00:12:00.679
Mary Hayes: So this is not written down in a doctorate anywhere, but I
promise you that there are 3 factors. It's speed to safety.

77
00:12:00.900 --> 00:12:27.370
Mary Hayes: speed to performance and speed to engagement or gallip
says if they could only ask one question to measure retention, it
would be, do you have a friend at work. There's a Federal study that's
when work works, that talks about feeling, respect, or a number of
studies that say the thing that differentiates the person who stays on
a job, and the person who leaves this person who stays feels like a
respected member of the community.

78
00:12:27.810 --> 00:12:35.180
Mary Hayes: And if you break down, what are the factors and making me
feel like a respected member of the community? It said, I feel safe on
the job.

79
00:12:35.500 --> 00:12:37.990
Mary Hayes: I feel that I know how to do the job.

80
00:12:38.150 --> 00:12:48.850
Mary Hayes: Have you ever stood in a Walmart aisle? I have as a
Walmart associate, you know, competency mapper been asked where the
light bulbs are. Don't know the answer, and it didn't matter

81
00:12:48.970 --> 00:13:17.399
Mary Hayes: what. You know what my resume said. I didn't know where
the light bulbs were, and the customer thought I was stupid. It felt
bad. It's like, you know, you also could see, and that that even

though I've done all this work around competency mapping. And even though I've built hundreds of hours of training and train millions of workers worldwide, if I was to go, apply to Mcdonald's, my gray hair my age would impact. I believe

82
00:13:17.400 --> 00:13:26.869
Mary Hayes: the the position that I was offered compared to someone who might better map to the hiring managers expectation of who they were gonna hire.

83
00:13:26.870 --> 00:13:42.520
Mary Hayes: So we're trying to look at these inefficiencies and say, how can we use the work that we know? How can we start to give deed and title to competencies that are recognized, so that

84
00:13:42.850 --> 00:13:47.229
Mary Hayes: we can ensure speed to safety, performance, and engagement with

85
00:13:47.400 --> 00:13:54.400
Mary Hayes: with all that has happened before and help the recruitment manager to make an objective rather than a subjective decision

86
00:13:54.420 --> 00:13:56.429
Mary Hayes: when they bring the person on board.

87
00:13:56.430 --> 00:14:11.083
Julie Keane: Right. And I think you know, really sort of framing bias as an inefficiency is really such an important concept, because it's not a nice to have to be inclusive. It's not a nice to have to be unbiased.

88
00:14:11.590 --> 00:14:39.469
Julie Keane: These are creating enormous inefficiencies in the system, and I think this brings to us is then back to the where's the beef thing is, what do we think as you've become as we met around these technologies of digital. Credentials, verifiable credentials, turning learning and employment records. And we're going to get to our 1st collaboration and experience you, how do you think this technology?

89
00:14:39.680 --> 00:14:45.500
Julie Keane: What's the affordance of this technology to address the

very problems you just identified.

90
00:14:45.630 --> 00:14:47.040
Julie Keane: Yeah, to use in your opinion.

91
00:14:47.040 --> 00:14:48.710
Mary Hayes: We are. We are

92
00:14:49.141 --> 00:15:03.909
Mary Hayes: working against the AI filters that are we want to work with. But to some degree we're working against the AI filters that the Harvard Accenture study Hidden workers showed are sorry about.

93
00:15:04.150 --> 00:15:04.870
Julie Keane: No! Don't worry.

94
00:15:04.870 --> 00:15:33.539
Mary Hayes: Since I can't turn it off that has. So are are filtering out every one of the fortune. 500 s. Are using AI filters on their recruitment applicant tracking systems. And the filters are filtering out about, they say, 30 million Americans. That's what Harvard is calling hidden workers what calls untapped talent about 30 million Americans. Now, we have.

95
00:15:33.760 --> 00:15:53.379
Mary Hayes: roughly, roughly, 10 million jobs posted right now, seeking employment. We have roughly, roughly, about 6 million Americans who are registered as unemployed and seeking a job. But we have about 30 million Americans who indicate, based on the questions that they would work if they could work.

96
00:15:53.400 --> 00:16:12.150
Mary Hayes: but they can't get the job. The filters are around years of experience employment gaps in their resume are corrections and returning citizens, which is 600,000 Americans a year returned from incarceration, academic level of attainment, even though

97
00:16:12.150 --> 00:16:28.860
Mary Hayes: they maybe can do the job. They just can't pass the course. Something we we hear a lot. They can do the job. They can't pass the exam. They don't have the high school diploma. But they've been working at this job for 20 years. That kind of thing. We're

progression

98
00:16:29.380 --> 00:16:51.904
Mary Hayes: text text based writing ability, that that level of adult literacy, where they may have oral literacy, but not written literacy, the one in 14 Americans for whom English is their second language, referral from current and past employers might be missing, especially if you're one of our incarcerated folks. If you're a woman who has left to

99
00:16:52.290 --> 00:17:17.600
Mary Hayes: in any any sex. If you have any gender has left to take care of a family member, either a child or an aging parent or partner who has been disabled, it may be that you had to leave in a hurry. You don't have a reference. All of these things can be overcome with the right kind of credentials that are really about. Here's a person standing in front of me. They want the job.

100
00:17:18.079 --> 00:17:27.800
Mary Hayes: How can I make the decision in an objective way about whether this person tomorrow could do this job based on their skill rather than

101
00:17:28.079 --> 00:17:29.809
Mary Hayes: based on their past.

102
00:17:30.420 --> 00:17:48.139
Julie Keane: Yeah. And so you think in some ways, as you have been implementing sort of digital credentialing within the workday platform, right? And we've been talking a lot about this do you find? You know? Do you have any used cases? I hate to put you on the spot here, but where you think.

103
00:17:48.140 --> 00:17:49.820
Mary Hayes: Let's talk about Florida.

104
00:17:49.820 --> 00:17:50.719
Julie Keane: Yeah. Let's see.

105
00:17:51.020 --> 00:17:53.419
Mary Hayes: Talk about Xvu first, st and then talk about.

106
00:17:53.420 --> 00:17:59.109
Julie Keane: No, I think let's talk about Florida, and then we'll talk about Xpu, and I see some of our friends from the Xpu project are on the call, so we'll.

107
00:17:59.110 --> 00:18:00.980
Mary Hayes: Are they really? Who's here.

108
00:18:01.915 --> 00:18:12.518
Julie Keane: So a couple of minutes, you know, again. I know we could talk for hours, but if you give us a couple of minutes of a used case where you're thinking where you're seeing.

109
00:18:12.830 --> 00:18:13.430
Mary Hayes: Florida.

110
00:18:13.430 --> 00:18:14.959
Julie Keane: Let you address you.

111
00:18:14.960 --> 00:18:44.739
Mary Hayes: Out of our Xpu project. We have now implemented a pilot program exactly as we, you know, designed and and suggested in in Xpu. So we're now deployed in Florida. And the results have been absolutely astonishing. It's voluntary. It's on their tablets in the prisons. But the Florida Department of Corrections is giving us

112
00:18:45.291 --> 00:19:07.829
Mary Hayes: the work assignments that someone has done while incarcerated. So we can close that gap around gaps in the resume gaps and years of experience. So we have the work assignments which we've cross mapped to competency and badging to try to make those interoperable, just as we did in Xp project. If you, if you worked in food service, there are a number of skills that you had

113
00:19:08.060 --> 00:19:29.706
Mary Hayes: practiced and been assessed at that also apply to caregiving. For example, so doing, that kind of how does that work? We have all of the inmates in prison programs? From things like thinking for a change or addiction recovery, which include things like persistence, goal setting problem, solving that we can speak to those.

114

00:19:30.080 --> 00:19:31.294
Julie Keane: Durable skills. Yup,

115
00:19:31.700 --> 00:19:55.110
Mary Hayes: Welding, pesticide, technician landscaping. And so we have
both the in prison program and also has a person applied those skills.
There are people who will as they're coming in, and in their intake
interview will identify. They might have Hvac. They might be placed in
a prison, and might actually be helping out with the Hvac system at
that prison. And so we can now

116
00:19:55.230 --> 00:20:04.869
Mary Hayes: close that gap with actual, verifiable credentials.
They're issued by us, but they're backed by Florida Department of
Corrections, and then, of course.

117
00:20:04.870 --> 00:20:13.859
Julie Keane: Can I have you pause right there because I don't know if
our listeners this is one of the most incredible things that I did not
know, and you taught me is that for so long, folks

118
00:20:14.070 --> 00:20:23.800
Julie Keane: who are incarcerated work within the prison system, but
the prison system never endorsed, or at least said, yes. This person
did this job while they were

119
00:20:24.378 --> 00:20:43.701
Julie Keane: incarcerated. And so the work that you have done. I don't
think you talk about this enough the work that you have done within
this to create that system change is really remarkable. Right cause.
Had Florida I mean, I feel like this was one of the most major things
that you've taught me is the work that you have to do within these
systems to get that recognized while folks were

120
00:20:44.010 --> 00:20:45.200
Julie Keane: incarcerated.

121
00:20:45.200 --> 00:21:07.179
Mary Hayes: It's partly it's a dialogue and and it's about ensuring
that employers also respect and understand what is what is being
offered in terms of that. It it. It's a tricky conversation, and I
think maybe something that we would invite Florida Department of
corrections to another meeting to talk.

122
00:21:07.180 --> 00:21:08.680
Julie Keane: And out, yeah.

123
00:21:09.023 --> 00:21:15.197
Mary Hayes: So there's also like the academic programs that they're doing. And now, with the Pell grant funding of

124
00:21:15.540 --> 00:21:40.210
Mary Hayes: post secondary incorrection spaces, there is a lot of movement to say, well, what more can be done in terms of post secondary credentialing of people while they're incarcerated the average average. These are really rough numbers just to think about. But the average average amount of time that someone spends incarcerated is on an average right. Nothing more of a live than a statistic. But on an average it's 3

125
00:21:40.210 --> 00:21:43.449
Mary Hayes: right? And the average cost

126
00:21:43.450 --> 00:21:58.200
Mary Hayes: for an American incarcerated is about 60,000. It's about 135,000. If you're in California, it's massively less. If you're in Alabama, you know, it changes a lot. But let's say it's the average of 60 K, so we're talking about the average person that steps

127
00:21:58.220 --> 00:22:08.199
Mary Hayes: across the gate into an incarceration experience. We're gonna spend as a society about $180,000 before we send them back out the door.

128
00:22:08.630 --> 00:22:19.849
Mary Hayes: And so what we're working to do in that space is ensure that they walk out with something that represents $180,000 of investment in re-educating that.

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00:22:19.850 --> 00:22:20.980
Julie Keane: Yeah. No. Yeah. Yeah.

130
00:22:20.980 --> 00:22:42.219
Mary Hayes: To ensure that they can enter enter into their economy

with some success. There's a 2018 stat. And this one, I do believe, from the Us. Treasury. That said that 49% of Americans reported earning less than $500 in the 12 months immediately post incarceration. Well, come on.

131
00:22:42.220 --> 00:22:54.690
Mary Hayes: I mean that just doesn't work. And with a hundred $80,000 education that they've been given by our governments. We wanna make sure that that that education translates into understanding where they fit in their economy.

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00:22:55.059 --> 00:23:10.940
Mary Hayes: On the on the right side of the law. And we know also that getting a job the closer you can get employed. Post release. That the massive reduction in recidivism. And so if we have 20 people that we impact.

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00:23:11.140 --> 00:23:23.930
Mary Hayes: and 10 of them do not become recidivists because they are employed. If we get 10 people employed, we're looking at about 1.8 million dollars that we save the Government.

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00:23:23.930 --> 00:23:24.530
Julie Keane: Yeah.

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00:23:24.700 --> 00:23:26.340
Mary Hayes: Like it's crazy, you know.

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00:23:26.340 --> 00:23:47.559
Julie Keane: Pretty amazing. So and I see Christine is is providing some context. So I think the thing I wanted to talk a little bit about the technology of experience. You and I'll you know, Mary and I back, channeled on a on a call we had never met. So the idea of experience. You again, was a project funded by the Walmart Foundation gates was also involved.

137
00:23:47.560 --> 00:24:15.580
Julie Keane: and our friends at education, design lab help coordinate, and the idea was, and was also a project by the T. 3 Chamber of Commerce Foundation lots and lots of stakeholders in this project. But the idea was, all of us have these learning and employment records right? And as you talked about just the wealth of things that people actually do, particularly in incarceration, but also all the other

folks that you focus on in terms of your stakeholders we were really interested in. How do people tell their own

138
00:24:15.670 --> 00:24:44.220
Julie Keane: story? Their own work story, so whether they have been incarcerated, whether they have come through non-traditional pathways. This has always been the vision of open badging. Certainly we thought it would be interesting to tell stories, tell stories for folks to literally just be recorded telling their own story map that onto skills, taxonomies and turn those into verifiable credentials. So learning and employment records that are interoperable. And Mary and her amazing team at work Bay actually pulled it off.

139
00:24:44.617 --> 00:25:08.949
Julie Keane: Now in using this. And I'm I'm curious around the lessons learned of that. So, yes, the certification of these educational programs workforce development, the actual work they are doing while they're in incarcerated or or non. What have you been seeing around the telling of your own stories and wrapping those into credentials? Cause? I know a lot of folks are really interested in in how that has been working.

140
00:25:09.630 --> 00:25:10.500
Mary Hayes: Well.

141
00:25:11.387 --> 00:25:12.642
Mary Hayes: we have

142
00:25:13.340 --> 00:25:42.309
Mary Hayes: we've had. We. We put the platform out on the tablets tablets are for anybody that doesn't know especially during Covid. There was a movement to give residents of incarceration facilities, free tablets. So they have a little like a little Samsung, you know. 50 buck, not 50 bucks, but they have a little free tablet that they can use for emails and things. And and in our pilot the

143
00:25:42.430 --> 00:26:00.799
Mary Hayes: mandate was that to see if the technology worked at all cause, it's collecting up so much details. And it's in a low Internet environment. And also to make sure that we didn't in any way bother the staff with this project, because, staff are very busy already in corrections. You know.

144

00:26:01.180 --> 00:26:11.700
Mary Hayes: what has happened very rapidly is the adoption. By the by, the they're called inmates in Florida. The adoption by the inmates is 80% penetration.

145
00:26:12.109 --> 00:26:28.050
Mary Hayes: They are coming back almost daily. We have work skills. We have about 270 work skills courses on on the platform that we built with employer teams, those in those folks that were our customers before, and

146
00:26:28.490 --> 00:26:44.759
Mary Hayes: and they literally consuming thousands of those courses. They're getting thousands of those batches and and the staff across corrections are now integrating what we're doing into basically, all aspects of programming

147
00:26:45.150 --> 00:26:48.490
Mary Hayes: from incarceration to release.

148
00:26:48.540 --> 00:26:56.190
Mary Hayes: So so the big thing was, do people even care about telling their stories? You know, when we were doing Xpu.

149
00:26:56.630 --> 00:27:06.439
Mary Hayes: we were taken aback, weren't we, Julie? With the enthusiasm with which the residents of the correctional facilities that we were working in for Xpu.

150
00:27:06.620 --> 00:27:16.089
Mary Hayes: the enthusiasm they had. They wanted to talk, they wanted to tell their story. It was it. It took people by surprise. We heard that actually

151
00:27:16.680 --> 00:27:31.990
Mary Hayes: incidents went down. We heard that there was a that there was a general raise in tone and and peacefulness, there was a general sense of hope created. I'm shy to even say these words out loud, but that is what happened. And now.

152
00:27:31.990 --> 00:27:33.112
Julie Keane: Well, I think when folks are.

153
00:27:33.300 --> 00:27:34.309
Mary Hayes: Singing again, right.

154
00:27:34.310 --> 00:27:41.760
Julie Keane: I mean, we said it yourself right when folks feel seen
right. So having a small part in in that process is really powerful.

155
00:27:42.850 --> 00:28:12.789
Mary Hayes: so so the so what we found is an Alacrity of response on
on all parts and we're moving out in the employer space now with with
an extraordinary story to tell. And and employers have basically 100
of whom we've asked to meet with us has agreed to meet with us. And
now we're working on how we design the way that they will ingest the
reports that we've created.

156
00:28:14.420 --> 00:28:22.899
Julie Keane: Yeah. And I see Christine, I think there is Kim. I see
you in the QA. Kim Mcnutt. Was talking. Yeah.

157
00:28:23.276 --> 00:28:30.229
Julie Keane: talking about all of the incredible work. Going on there.
And let me just see in the chat.

158
00:28:30.430 --> 00:28:53.450
Julie Keane: Kim. Was there a specific question, Kim from Csu
Dominguez. There are 35 in the initial cohort, 42, enrolled in the
fall, 24. Cohort and tuition is covered by the department of
Rehabilitation, which is really amazing. And I also want to give a
shout out to the fact that you're doing some humanities courses as
well as workforce development. I think that is really great.

159
00:28:53.450 --> 00:29:03.380
Julie Keane: and I think the thing that also sparked Mary, because I
know we only have 2 min left, and this webinar zoom will just shut us
down. So I'm trying not to have that happen. Mid-sentence

160
00:29:03.380 --> 00:29:24.970
Julie Keane: is, is our collaboration, too, which is really thinking
about the community of practice resources for folks that also work
with or the community resource folks that need support right? And I
think you've taught in me a lot about that is, who works in

corrections, but also in the community that need to be in place for
these folks to to really get at that recidivism issue right.

161
00:29:24.970 --> 00:29:32.599
Mary Hayes: Yeah, very much. It's about there's so much focus now on
preparing the job seeker to fit into the employers

162
00:29:32.600 --> 00:29:56.149
Mary Hayes: need. But, in fact, that's a that's that's something that
really needs training and support and a community of practice. And
Julie, you might wanna share like we are working to create that
community of practice and community career, fairs and hiring events
that will create a a room for employers to meet and talk and have
guest speakers at the same time as we're running

163
00:29:56.150 --> 00:29:58.879
Mary Hayes: that career fair and hiring events, side of things.

164
00:29:58.880 --> 00:30:16.170
Julie Keane: Yeah, I know it's so exciting. I know it's it's amazing.
I think we met. It's just a little over a year ago, but it's been such
a great change. And I think for everyone who is working in
credentialing here. That's also on this call. I think the the thing,
Mary, that you're incredible at is actually knowing the systems in
which these technologies are operating.

165
00:30:16.440 --> 00:30:16.980
Mary Hayes: I know.

166
00:30:16.980 --> 00:30:18.863
Julie Keane: I cannot underscore that. Enough!

167
00:30:19.240 --> 00:30:21.480
Mary Hayes: Crawling around at your desk. Yeah.

168
00:30:21.480 --> 00:30:27.910
Julie Keane: How important that is. It's it's hard to be in the weeds,
but you gotta be there, folks, otherwise it won't get adopted.

169
00:30:28.100 --> 00:30:34.250
Julie Keane: Well, Mary, I hope you're going to take some time this

summer, and it is one o'clock here on the East coast.

170
00:30:34.652 --> 00:30:46.850
Julie Keane: Thanks everyone for joining, and just to reiterate the recording will be coming a summary of our incredible conversation. And, Mary, I hope you're gonna come back, and certainly along with some of your your partners so thanks.

171
00:30:46.850 --> 00:30:47.530
Mary Hayes: Jack.

172
00:30:47.530 --> 00:30:48.770
Julie Keane: For joining.

173
00:30:49.390 --> 00:31:12.730
Mary Hayes: Answer to the question in there how that employers shown preference, what they are showing preference for in my experience is a time on task and employability effort. They care as much about the number of hours that we can demonstrate that this person, speaking in the incarceration to employment space. So we can say, yeah, this person on their bunk voluntarily spent 175 h

174
00:31:13.460 --> 00:31:27.966
Mary Hayes: training and doing these things. They care more about that. They see employability, effort employers do in my space in because they think that persistence, effort voluntary time learning

175
00:31:28.540 --> 00:31:30.690
Mary Hayes: that matters and

176
00:31:30.910 --> 00:31:33.890
Mary Hayes: kind of shrug at what was the actual curriculum

177
00:31:34.290 --> 00:31:35.470
Mary Hayes: of the court.

178
00:31:35.470 --> 00:31:36.910
Julie Keane: Hmm, interesting.

179
00:31:37.690 --> 00:31:38.370

Julie Keane: Yeah.

180
00:31:38.370 --> 00:31:53.769
Mary Hayes: Now, of course, there's the ocean and the Hvac. And the
pesticide technician training all that matters. It's just the the
thing that I didn't recognize that I that thing that surprised me was
how important employability effort was in making the case for an
employee.

181
00:31:54.220 --> 00:31:54.990
Mary Hayes: Yeah.

182
00:31:54.990 --> 00:32:11.000
Julie Keane: That's awesome. Well, thanks for the question. And I know
Christine put Mary, your email address in there. So folks do not
hesitate to reach out and again, I wanna thank you, Mary, for joining
and happy travels.

183
00:32:11.260 --> 00:32:13.199
Mary Hayes: Thank you. Take care! Bye.

184
00:32:13.507 --> 00:32:16.270
Julie Keane: It's wonderful to have you. Bye, bye, thanks, all.