



mainespark  
CONNECT TO YOUR FUTURE

The logo features the word "maine" in a teal, lowercase sans-serif font, followed by "spark" in a black, lowercase sans-serif font. A stylized graphic of the letter "M" is positioned to the right of "spark", composed of a green top bar, a blue right-side bar, and a teal bottom bar. Below the main text, the tagline "CONNECT TO YOUR FUTURE" is written in a smaller, teal, uppercase sans-serif font. The background consists of two overlapping, semi-transparent light gray triangles pointing towards each other.

# About MaineSpark

- Nonpartisan, cross-sector coalition working toward our goal of 60% credential attainment by 2025
- Founded in 2016 by education and business leaders
- Founding Partners: Educate Maine, Finance Authority of Maine, Maine Community College System, Maine Development Foundation, Maine State Chamber of Commerce, University of Maine System

# How We Work

- Collective impact approach
- A small core group with representation from founding partner organizations and track leads meets monthly
- A larger advisory council offers a broader perspective on education and workforce development issues
- Policy and advocacy work is organized into four tracks—each focused on a specific population of learners
- Track-specific, cross-sector work groups—each with core group representation—collaborate to determine policy priorities and work plans each year

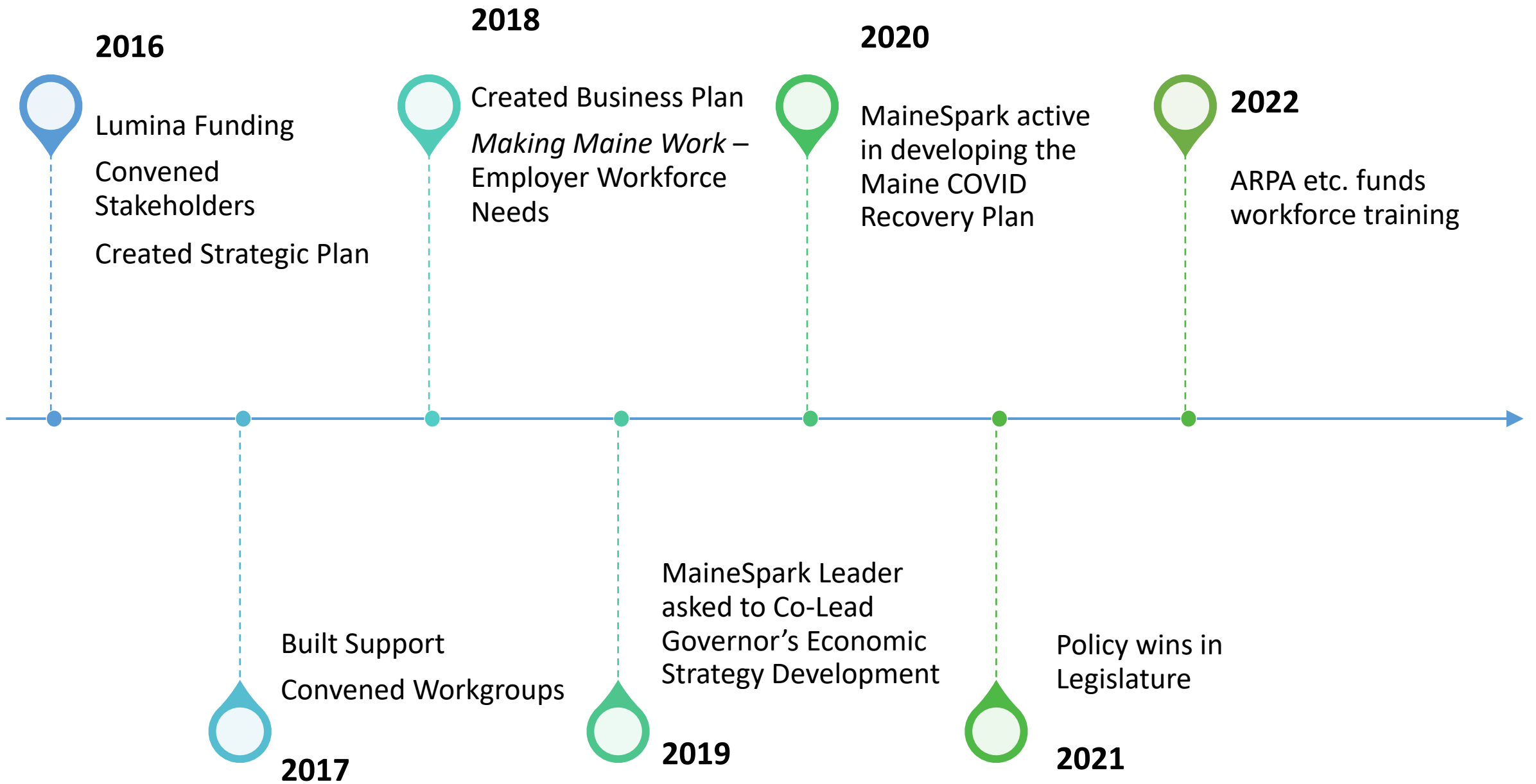
**mainespark**<sup>M</sup>  
CONNECT TO YOUR FUTURE

**mainespark**<sup>M</sup>  
STRONG FOUNDATIONS

**mainespark**<sup>M</sup>  
FUTURE SUCCESS

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ADULT PROMISE

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NEW OPPORTUNITIES



# Successes

- MaineSpark's workforce goal (60% by 2025) was adopted by the 128th Maine Legislature (2016-2018) as the state's goal
- Advocated for increased funding for post-secondary education and training
  - *Free community college and continued investment in higher education institutions*
  - *Additional funding for scholarships through Maine State Grant Program*
  - *More funding specifically for adult learners*
  - *Opportunity Maine – loan forgiveness expanded*
- Developed robust navigator network and championed innovative ways to recognize learning
  - *Developed network across Maine to support learners*
  - *Increased opportunities for recognizing credentials*
  - *Expanded micro-credentialing and badging opportunities*
- Supported workforce training and education initiatives
  - *Internships and apprenticeships*
  - *Sector-focused education and training*
- Partnered with state agencies to support the people of Maine

As of 2021...

**55%**

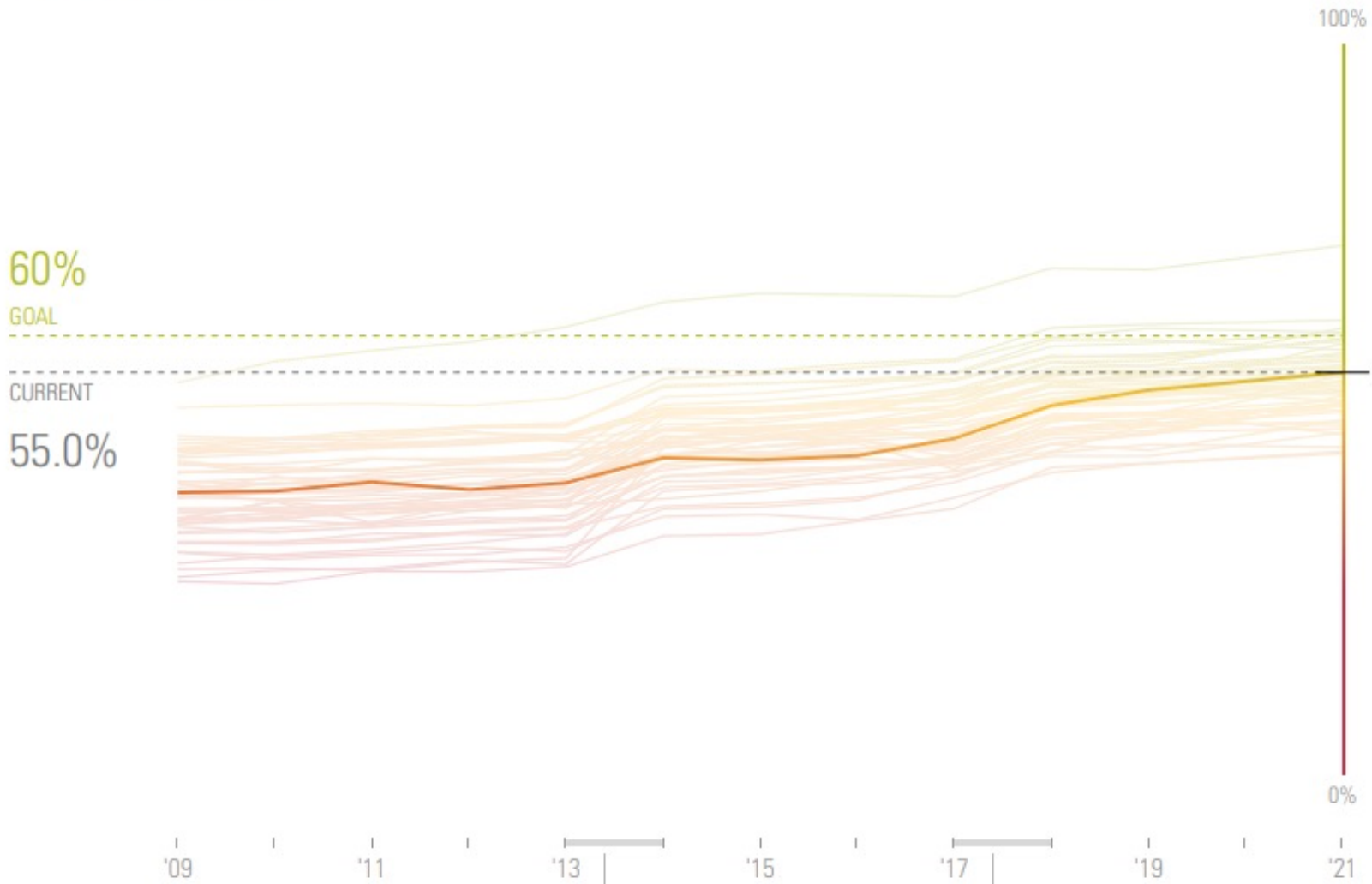
of adults in Maine ages 25-64  
hold a credential of value

# Maine's Progress

- Attainment rate exceeds the national average of 53.7%
- 16.4 percentage point increase since 2009 (38.6% attainment rate)
  - workforce certificates included beginning in 2014
  - certifications included beginning in 2018
- Only 5 percentage points below our goal of 60%
- 57.1% of Maine adults ages 25-34 hold a credential of value



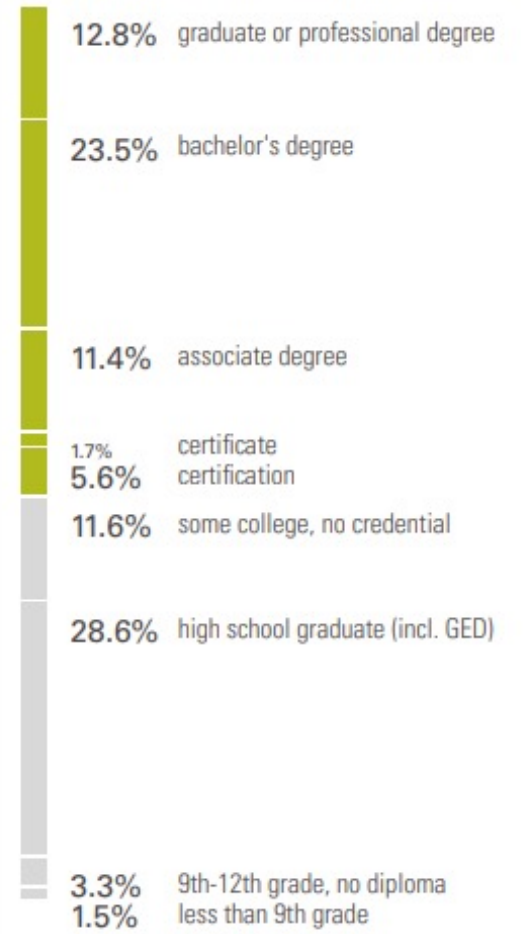
# MAINE ATTAINMENT 2009-2021



Workforce-relevant certificates first included in attainment calculations

Industry-recognized certifications first included in attainment calculations

# 2021 EDUCATION DISTRIBUTION ME RESIDENTS AGES 25-64

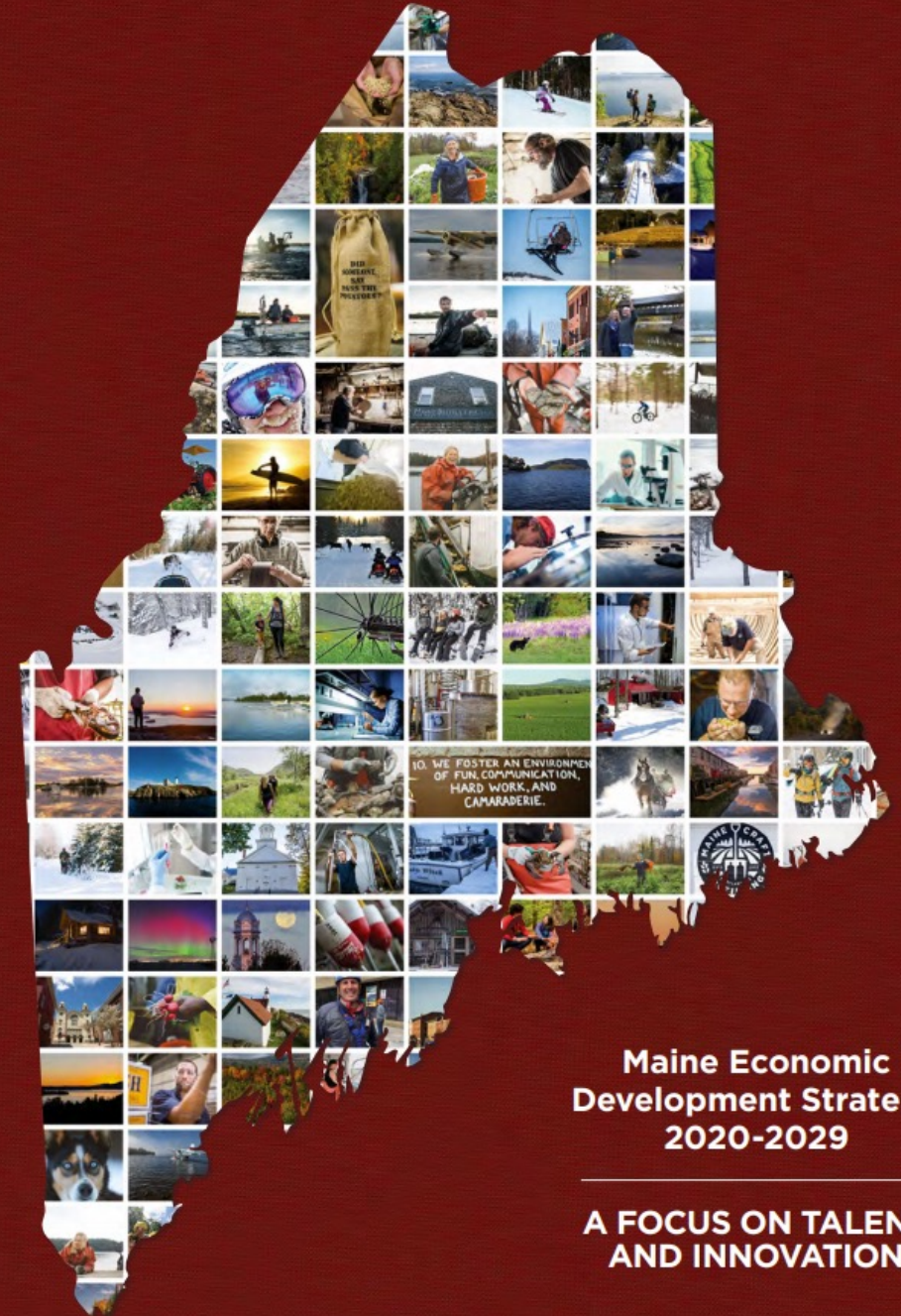


# Maine's Challenges

- County attainment disparity: difference of 29.3 percentage points between the counties with the highest and lowest attainment rates
  - Cumberland County: 61.0% attainment
  - Washington County: 31.8% attainment
- Race & ethnicity attainment disparity: difference of 24.4 percentage points between groups with the highest and lowest attainment rates
  - Hispanic: 57.8% attainment
  - American Indian or Alaska Native: 33.4% attainment
- *\*Note: Data about short-term credentials are not yet collected at the county level or disaggregated by race and ethnicity*

# Credentials and Training Are Critical to Growing Maine's Economy

- **44.9 vs. 38.2 Median Age** - Maine is the oldest state in the nation.
- **5% Point Drop in Earnings** - Average annual private sector earnings fell from 83% to 78% of the national average over the last 20 years.
- **23% Less Output/Worker** - Average job in Maine produces about 23% less output per worker (\$99,000 compared to \$129,000 nationwide in 2021).
- **Four areas of focus:**
  - Food/Marine
  - Forest Products
  - Technical Services (energy systems)
  - Making/Manufacturing



Maine Economic  
Development Strategy  
2020-2029

A FOCUS ON TALENT  
AND INNOVATION

# Maine Needs Workers with a Range of Credentials

- Maine needs to add at least 75,000 people to our workforce by 2030.<sup>1</sup>
- What are the opportunities?
  - 190,000 Maine adults (20%) have begun, but have not yet completed, a postsecondary program of study.<sup>1</sup>
  - Population increase of 0.7% from 2020-2021 (14th in U.S.)<sup>2</sup>
  - Free community college and investments in adult learners
  - More credentials and badge opportunities available
  - Push for early childhood education opportunities for children and families, and a push for workforce development in this area

<sup>1</sup>Maine Economic Development Strategy 2020 – 2029 | A Focus on Talent and Innovation

<sup>2</sup>U.S. Census Bureau; State Economist population projections





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60%  
by 2025

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