



Innovative and Emerging Trends Advancing Training and Development

Megan McInroy

Head of Partnerships
Cengage Group

Becca O'Toole

Partnerships Director
Cengage Group



We deliver **high-volume, demand-driven talent solutions** that connect local, untapped talent to critical entry-level jobs.

AN UNTAPPED TALENT SOURCE

We recruit students to fill jobs – not classrooms. We're tapping our entire workforce network to build new talent pipelines in local communities aimed at the most in-demand jobs.

1,800

Academic Institutions

including Universities, Community Colleges, Technical Colleges, Vocational Schools, CTE Programs, K-12 Institutions

200+

Workforce Organizations

including local Workforce Boards, Goodwill and other major non-profit organizations dedicated to workforce development

250,000

Learners Annually

completing career programs through non-credit channels with our workforce and academic institution partners nationwide.

4M+

Prospective Learners

to tap across all Cengage channels to enter talent pipelines in all geos: K-12, Re-entry, Workforce, Credit, Non-Credit, Tribal Nations, etc.

LOS ANGELES, CA
250+ new hires

PHOENIX, AZ
60+ new hires

SAN ANTONIO, TX
115+ new hires

DALLAS, TX
100+ new hires

ORLANDO, FL
70+ new hires

CHARLOTTE, NC
30+ new hires

WASHINGTON, DC
50+ new hires

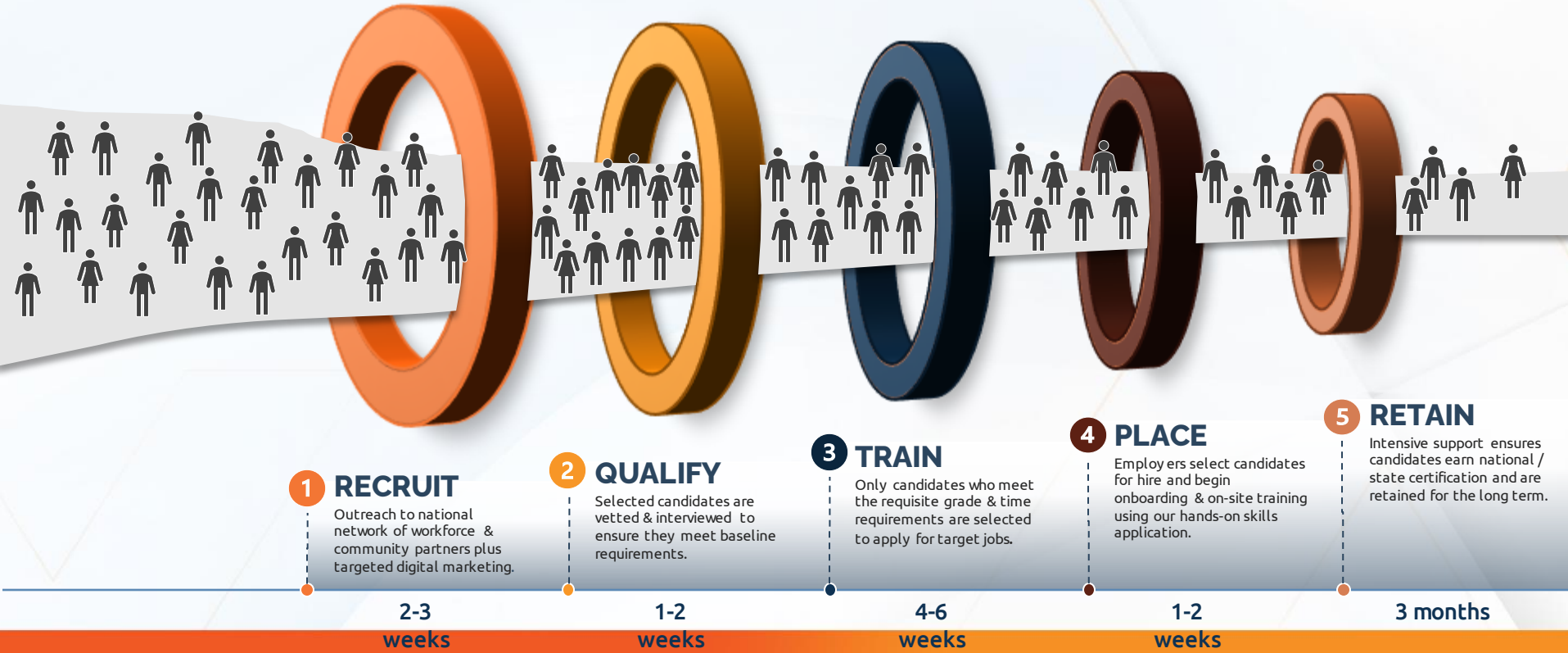
NEW YORK, NY
300+ new hires

BOSTON, MA
80+ new hires



A NEW WAY TO SOURCE QUALIFIED TALENT

Our selective training and recruitment system widens the initial talent pool and purposefully embraces attrition based on student digital performance. We identify only the most exceptional candidates for referral.



STRATEGIC TALENT SOLUTIONS

Our train-to-hire programs deliver permanent hires. We operate on a scalable, performance-based model designed to streamline hiring & onboarding, decrease costs, and improve employee retention.

CREATE THE TALENT YOU NEED

Create your own local, responsive & sustainable talent pipelines.



91%

(compared to 10%) of referred candidates hired by investing in new talent pipelines.

CONNECT TO MORE CANDIDATES

Reach more candidates with diverse experience & backgrounds.



200%

more candidates hired from pre-qualified & pre-trained talent pools.

SPEED TIME-TO-HIRE

Select from pre-vetted, pre-qualified candidates.



50%

drop in hiring time for pre-screened, pre-trained talent vs. standard sources

CUT TALENT ACQUISITION COSTS

Reallocate inflated signing bonuses and heavy staffing fees.



30%

decrease in hiring costs when compared to typical hiring strategies.

BUILD YOUR TEAM FOR GROWTH

Invest in innovative skills development & retention strategies.

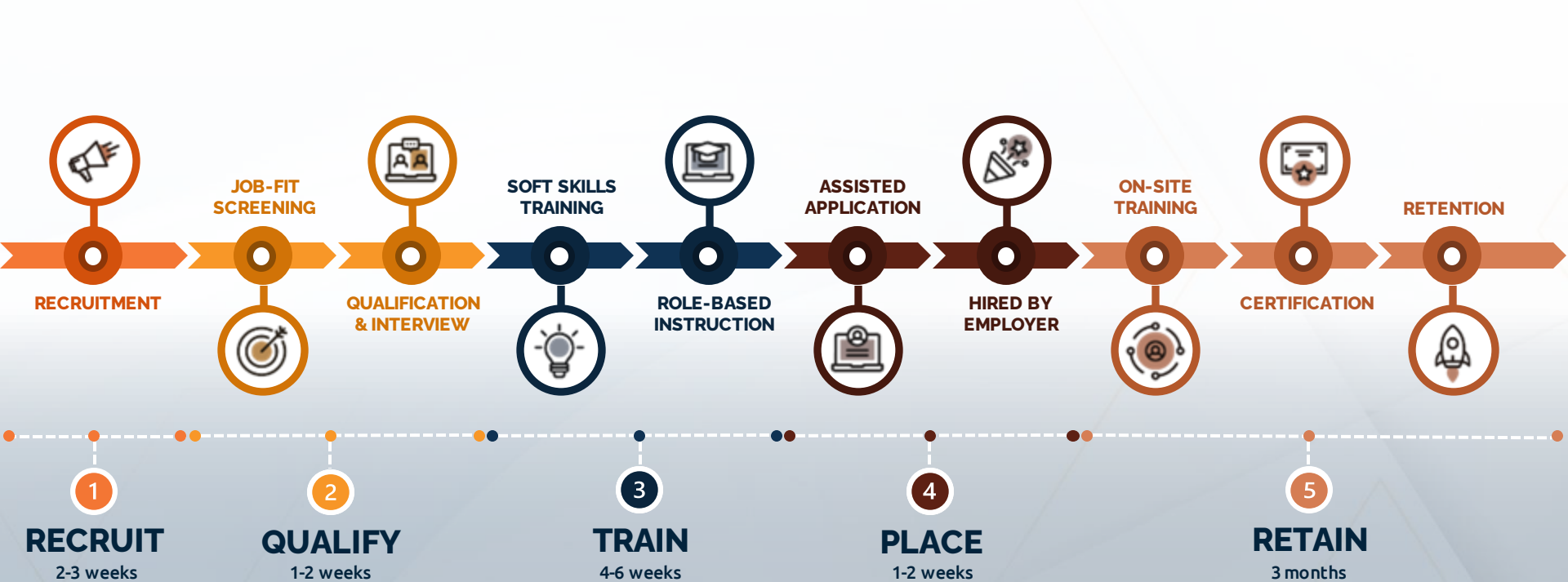


94%

of trainees in “earn and learn” pathways are retained for at least 6 months

ONE TRAINEE ROADMAP FOR ALL LOCATIONS

Multi-location providers receive the same qualified, consistent, and predictable candidates for every facility. Predictable pipelines allow for scalable recruitment, selection, and onboarding processes to build your team.



IN-DEMAND, FRONT-LINE POSITIONS

Over the next decade, 3.8 million manufacturing jobs will likely be needed, and 1.9 million are expected to be unfilled if we do not inspire more people to pursue modern manufacturing careers.



Machinist



**Electrical
Technician**



**Electric Vehicle
Fundamentals**



**Maintenance
Technician**



**Production
Technician**



**Robotics
Technician**

MANUFACTURING PATHWAYS

Comprehensive career training courses, we develop talent aimed at the most in-demand roles. Paired with soft skills instruction, we're building the candidates to grow your team.

SOFT SKILLS

- Communication
- Time Management
- Interpersonal Skills
- Creative Problem Solving
- Project Management
- Teamwork And Team Building
- Emotional Intelligence
- Conflict Resolution
- Customer Service
- People Management

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MANUFACTURING FOUNDATIONS

- Site/Worker
- Basic Measurement
- Blueprint Reading
- Math Fundamentals
- OSHA Standards
- Machinery & Repair
- Hand Tools
- Power Tools



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ROLE-BASED INSTRUCTION

- CNC Machinist
- Composites Technician
- Die Setter
- Industrial Maintenance
- HVAC Technician
- Manual Machinist
- Manufacturing Associate
- Maintenance Technician
- Mechatronics
- Electrical Technician
- EV Fundamentals
- Oil Refinery Operations
- Power Plant Operations
- Press Operator
- Process Technician
- Production Technician
- Quality Inspector
- Robotics Technician
- Tool and Die Maker
- Toolmaker
- Welding Technician

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ON-THE-JOB TRAINING & ONBOARDING

Deliver a **seamless experience for both online learning and on-site training workflows**. Select from pre-built, industry-standard task lists or incorporate your own onboarding processes and checklists.

The dashboard shows a welcome message for Sushmika and a 'Learning Progress' section with a circular progress indicator. It lists training stages: Fundamentals, Intermediate Training, Certification Training, and Onsite Training. A notification states 'New Evaluation Completed!' for section 1.0 Safety. Below are 'Learning Activities' including 'Manufacturing Fundamentals' (15% progress) and 'Manufacturing Applications' (60% progress), both as online courses. A 'Need Help?' section offers 'Contact Support'.

STREAMLINED TRAINING

Trainees access online and on-the-job training from a single, easy-to-use mobile & desktop portal, branded for your organization.

The workflow page for 'Manufacturing Associate Foundations' shows '14%' completion. It details '2.0 Quality and Lean' (6 tasks complete) and '3.0 Inspection' (3 of 15 tasks complete). An 'In Training' badge is present. A 'Section Evaluation Results' pop-up for Calvin T shows 'Evaluation Completed 3 days ago' with a table of performance objectives and ratings.

	Self Eval	Trainer Eval
Performance Objective 1.1: Demonstrate the ability to select and use common safety practices required for most manufacturing environments.	+	+
Performance Objective 1.2: Demonstrate the ability to properly use a Safety Data Sheets (SDS) in the workplace	+	+
Performance Objective 1.3: Demonstrate the ability to properly perform fire safety.	+	+
Performance Objective 1.4: Demonstrate proper hand and power tool safety.	+	+
Performance Objective 1.5: Demonstrate the ability to recognize proper lock out tag out practices.	+	+

Rating Rubric

- Achieved**: I am performing independently and well above the job standard
- Satisfactory**: I am performing independently and meet the job standard
- Needs Improvement**: I am not ready to work independently, I require more training

CUSTOM WORKFLOWS

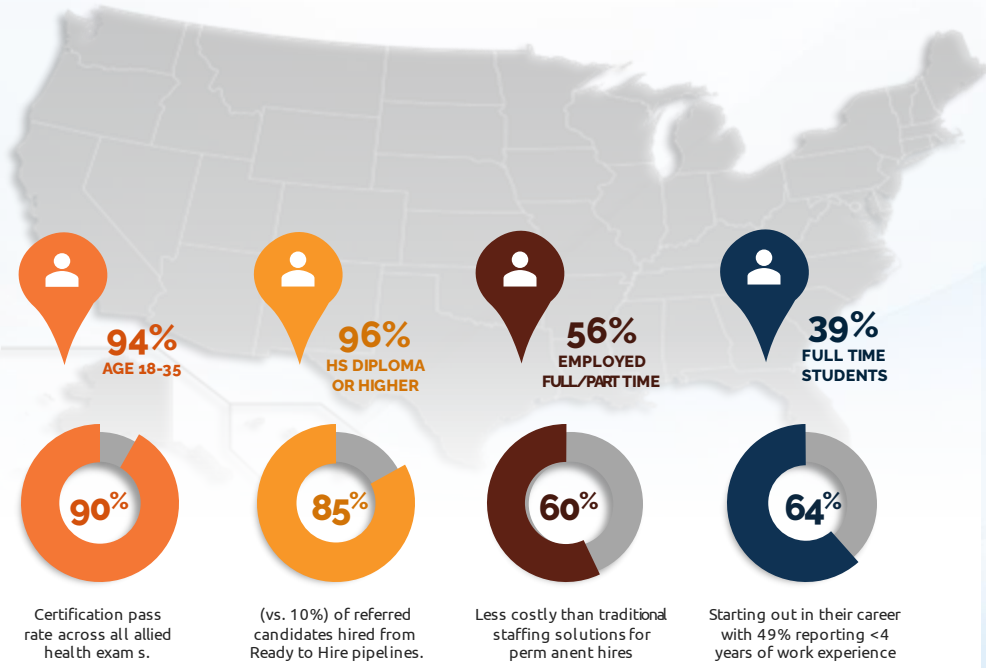
Combine industry standards with your specific protocols for a robust, consistent training experience across every location.

REAL-TIME FEEDBACK

Optimize performance with competency-based evaluations and live progress tracking for program administrators.

THE DIFFERENCE IS IN OUR CANDIDATES

High-volume, data-driven recruitment engines draw from local, untapped talent looking for education opportunities that will land them a career – not just another job. We bring in more learners from more diverse backgrounds and experiences, even in smaller MSAs and more remote locations.



LEARNERS VS. JOB SEEKERS

Traditional recruiting can miss candidates looking for education opportunities as steppingstones to employment, as opposed to audiences just searching job boards.



WIDER, MORE DIVERSE CANDIDATE POOLS

Removing barriers to educational programs allows us to recruit a wide array of candidates for diverse backgrounds and experiences.



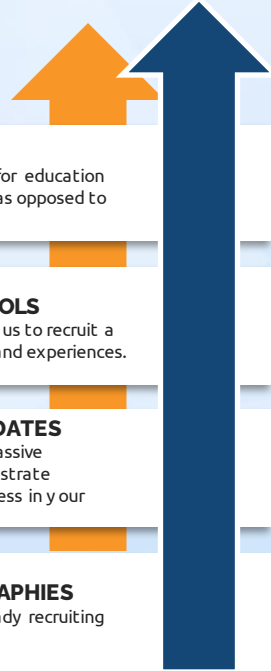
ALREADY-EMPLOYED, PASSIVE CANDIDATES

We're pulling employed, underemployed and/or passive candidates from a variety of industries who demonstrate reliability and show tremendous potential for success in your organization.



TARGETED RECRUITING IN ALL GEOGRAPHIES

Because of our wide partnership base, we are already recruiting learners in small towns and rural areas.



READY TO HIRE FILLS THE CANDIDATE FUNNEL

Targeted Approach

By leveraging our **database of Cengage students** interested in career-level training, along with **geo-targeted campaigns and lookalike methodology**, boosting your brand!

Innovative Marketing Channels

Leveraging innovative marketing channels such as social media platforms (**Facebook, Instagram, TikTok**)

Compelling Messaging

Our messaging emphasizes **the unique benefits and opportunities available** in our train-to-hire programs. In some cases, we **partner with local academic institutions** to enhance trust and credibility.

Deliver Quality Candidates

Our candidate sourcing and training program includes rigorous vetting to ensure that only high-quality candidates are approved to begin training.



89%
of RTH
candidate
s are
hired!

Hire
newly
qualified
talent in
as little as
3
months



Megan McInroy

 Head of Partnerships, Corporate Markets

 megan.mcinroy@cengage.com

 617.757.8174

Becca O'Toole

 Director of Partnership Development

 becca.otoole@cengage.com