

2024 IMPACT REPORT

PROJECT
RUN
RURAL UPskill NETWORK

REGIONAL MICROCREDENTIALS — FOR INDUSTRY, BY INDUSTRY

Project Rural Upskill Network (RUN) drives economic mobility for our regional workforce by delivering high caliber, tailor-made micro-credentials. Through our collaborative employer partnerships focused on regional industry needs, we build capacity for regional career development and workforce retention. We develop internal pipelines and supports that enable our workforce to achieve equitable economic outcomes by leveraging our micro-credentials in the workplace. RUN is committed to co-designing with industry partners, driving our mission to remain for industry, by industry.

ADVISORY BOARD

In our first year, we recruited and seated 12 Advisory Board members representing leaders in our target industries of Finance, Healthcare, Energy, Utilities, Nonprofit, Education, Manufacturing, and Small Business. Our dedicated Advisory Board members met bi-monthly to provide critical, employer-focused input to our work at all levels and supported us in recruitment of our first two cohorts of participants.

2023-2024 Advisory Board Members:

Eric Eicher, CEO, Alpine Bank

Jemal Mihalik, Strategic HR Business Partner,
CommonSpirit Health

Enrique Orozco, Executive Director, Compañeros

Bonnie Kling, HR Director, City of Durango

Meredith Maple, CEO, Durango Coca-Cola

Heather Hawk, Executive Director, Early Childhood
Council of La Plata County

Sherry Waner, Chief Development Officer, First
Southwest Bank

Elizabeth Howe, VP of Business Services, LPEA

Brandon Mencini, CEO, Mercy Hospital

Rob Bondurant, VP of Marketing, Osprey

Heather Otter, Project Manager, Region 9

Shanna Jensen, VP of People & Culture, StoneAge, Inc.

Chad Wheelus, Sector Convener, Southwest Colorado
Education Collaborative

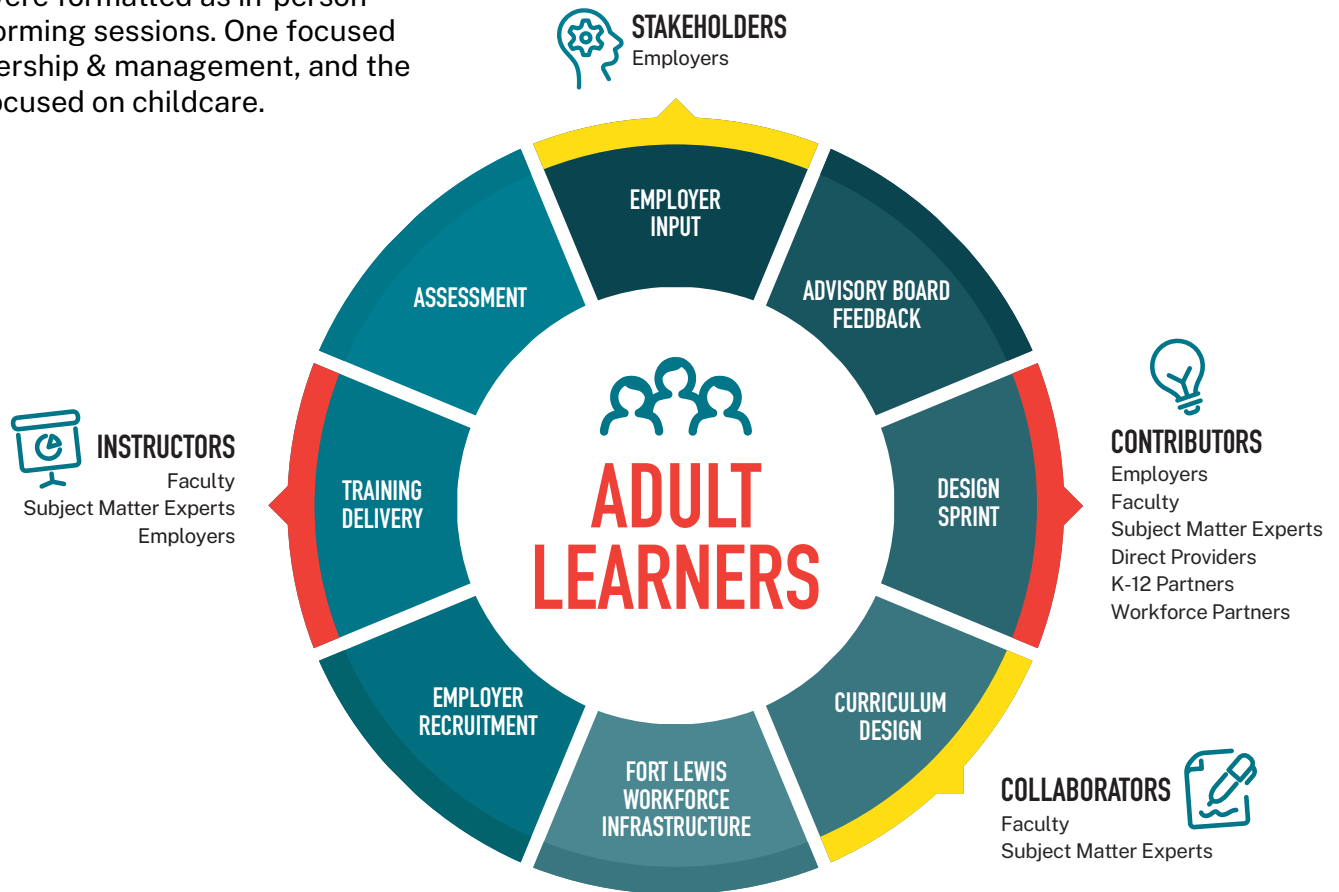


WORKFORCE INFRASTRUCTURE

As a workforce collaboration between the Alliance and Fort Lewis College (FLC), building and implementing a streamlined registration process for our trainings was vital. To build a system that worked efficiently for both FLC students and community learners, FLC dedicated the necessary resources to launch an online learning platform that will benefit all future learners participating in Project RUN programs.

MICRO-CREDENTIAL DESIGN PROCESS

In 2023, we led two design sprints, which were formatted as in-person brainstorming sessions. One focused on leadership & management, and the other focused on childcare.



2024 MICRO-CREDENTIALS

Fundamentals of Leadership & Management I: People

Over a 6-week training period our 26 participants focused on a set of overarching learning goals:

- Explain the importance of leadership in the workplace
- Develop your personal leadership philosophy
- Identify why collaboration and communication are important to leadership
- Align your own leadership practice with your current workplace

Mentors met with participants for two weeks to share their leadership journeys and provide support. Participants were assessed pre-training with a growth mindset leadership tool and were re-assessed during the last class session. On a point scale of 0-999, we saw a post-class growth of 457 points.

Facilitators:

Christine Fonner, CEO, Roam Your Soul Executive Leadership
Amber Blake, CEO, Amber Blake Consulting
Mark Haeussler, CEO, Alpine Leadership

Group mentors:

Sarah Tober, Executive Director, Alliance
Michael French, Tourism & Housing Officer, City of Durango
Elizabeth Howe, VP of Business Services, LPEA
Tim Walsworth, Director, BID

Fundamentals of Leadership & Management II: Strategy

Over an 8-week training period our 15 participants, including 10 continuing from Leadership - People, focused on the following learning goals:

- Reflect on your role as a strategic leader
- Identify and contribute to the relationship between your organization’s mission, vision, values, and culture and organizational planning
- Develop an understanding of how to utilize budgets, feedback, goals, and communication in strategic management
- Apply the concepts to your individual workplace

All participants received two goal-setting coaching sessions 6 weeks apart with leadership coaches Melissa Glick and Christine Fonner.

Facilitators:

Alana Romans, Chief Strategy Officer, Fort Lewis College
Kate Suazo, CEO, Suazo Equity
Amber Blake, CEO, Amber Blake Consulting
Michael French, Tourism & Housing Officer, City of Durango
Joe Theine, CEO, Southwest Health Systems

Guest Speakers:

Melissa Glick, CEO, Founder & Coach, Peak
Marissa Hunt, Deputy Director, Manna Soup Kitchen
Eric Eicher, CEO, Alpine Bank
Lindsay Nyquist, Chief of Staff, Occidental College
Steve Schwartz, Interim President, Fort Lewis College
Diana Murray, GM of Operations, Dominion Payroll
Michael O’Brien, Founder, BluePrint Toolset
Baird Kleinsmith, Co-Founder, HireLATAM

GOALS & OUTCOMES

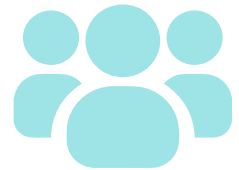
RUN Year 1 Program Goals:

- 2 certificates = 30 participants; 60% learners of color
- 26 receive a certificate
- 90% are placed into new jobs/retained in current position
- 75% receive a promotion and/or raise within the first year
- 90% of entry level graduates leverage a preferential interview agreement

RUN Year 1 Outcomes:

- 2 certificates
- 31 participants
- 30 received a certificate
- 100% placed into new jobs/retained in current position
- In first 6 weeks, 2 have received a promotion/moved into a higher leadership position

31 total participants



35% BIPOC

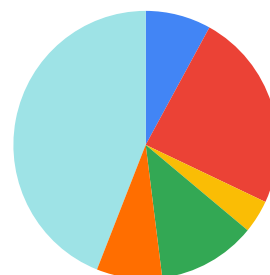
6 bilingual Spanish/English

Income Range

\$30K - \$150K



Degree Attainment



- Grades 9-12 (no diploma)
- High School Diploma
- High School Equivalency
- Some college, no degree
- Associate Degree
- Four-year Degree

INDUSTRY AND EMPLOYER PARTNERS

Alpine Bank

Animas Surgical Hospital

Axis Health System

Bayfield High School

Big Brothers Big Sisters of SW Colorado

Colorado Immigrant Rights Coalition

Crossfire Aggregate Services, LLC

Durango Coca Cola

Durango Machining Innovations

Fort Lewis College

HomesFund

Jaynes Corporation

La Plata Electric Association

Marketing Concepts Squared LLC

Pagosa Public Library

Phoenix Recycling

Sage Fresh Eats

Shaw Solar

Soundtraxx

StoneAge, Inc.

Studs Lumber Company

Southwest Health Systems

Tailwind Nutrition

Zia Taqueria

Zia Tortilla Co



LEARN MORE ABOUT PROJECT RUN

Visit the Project RUN website, projectrunco.work, to learn about our current micro-credential offerings, provide input as an employer, and reserve a spot in an upcoming training.

