December 6, 2022 – Welcome & Thank You for Joining!
This meeting will be recorded. We’ll be starting momentarily.
<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Welcome &amp; Introductions</td>
<td>9:00 – 9:08 AM</td>
</tr>
<tr>
<td>2. Announcements &amp; Review of Recent Conferences</td>
<td>9:08 – 9:30 AM</td>
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<td>3. National Model Program Highlight</td>
<td>9:30 – 10:00 AM</td>
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<tr>
<td>4. Discussion</td>
<td>10:00 – 10:25 AM</td>
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<tr>
<td>5. Wrap up &amp; Next Steps</td>
<td>10:25 – 10:30 AM</td>
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Harvard Medical School: Biomedical Science Careers Program Conference & Project Success

Michelle Keenan – Director, Community Engagement & Education
Pinar Kilicci-Kret – Program Manager, Biomedical Science Careers Program
ABOUT BSCP

• **Founded** in 1991 by the Harvard Medical School Minority Faculty Development Program, the Massachusetts Medical Society and the New England Board of Higher Education

• **Objective:** To increase the number of underrepresented minorities and disadvantaged individuals in the biomedical sciences, the biotechnology/pharmaceutical industries and the health professions

• **Target Audience:** Underrepresented minority and disadvantaged students/fellows (particularly Black/African-American, Hispanic/LatinX, and American Indian/Alaska Native individuals) interested in the all facets of science and medicine

• All BSCP programs are always offered at **no cost** to the student/fellow participants

• Participants range from high school to postdoctoral level and attend from across the country
UPCOMING EVENTS

BSCP STUDENT CONFERENCE
MARCH 31 - APRIL 1, 2023

Deadline to submit applications: February 6th, 2023 (High School – December 15)
High School through Postdocs.
• Plenary Sessions
• Small Group Meetings with Individually-assigned Advisors
• Panel Discussions for each Academic Level
• Resource Room Featuring National and Local Organizations, and Institutions
• Networking with Peers and Leaders in Biomedical and Other Science-related Fields
• Special Session for Postdocs: Networking and Career Discussion
• Special Session for Community College Students: Networking and Community Building

Deadline to submit abstracts: January 6th, 2023
Community College through Postdocs
Key Note, Poster and Oral Presentations, Networking

NEW ENGLAND SCIENCE SYMPOSIUM
SUNDAY, APRIL 2, 2023
Co-sponsored by Harvard Medical School
Office for Diversity Inclusion & Community Partnerships

Deadline to submit abstracts: January 6th, 2023
Community College through Postdocs
Key Note, Poster and Oral Presentations, Networking

www.bscp.org
Mission
To advance diversity inclusion in health, biomedical, behavioral, and STEM fields that builds individual and institutional capacity to achieve excellence, foster innovation, and ensure equity in health locally, nationally, and globally.
PROJECT SUCCESS
Opening the door to biomedical careers

• A paid mentorship program for underrepresented and/or disadvantaged students who reside in Boston and Cambridge to participate in paid summer research internships at HMS and it’s hospital affiliates

• For students that have completed junior or senior year in high school and have demonstrated an interest and ability in science, and an interest in pursuing a biomedical science or health-related career

*Over the summer, students:*
• Work closely with a lab mentor on a dedicated research project
• Participate in seminars and workshops given by faculty and administrators
• Participate in site visits & are provided with career counselling and support
Mayor Wu’s Childcare Investment

Harneen Chernow – Director – 1199 SEIU Training & Employment Funds
HCC Visit to DC- Apprenticeships
Good Jobs Challenge Kickoff Event
National Fund for Workforce Solutions: SHIFT the Future of Workforce
Highlighting National Program Model: Guild Education and Bon Secours Mercy Health

Katie Roush – Director, Healthcare – Guild Education
Levi Loverkamp – Chief Workforce Planning Officer – Bon Secours Mercy Health
GUILD

Your partner to attract, retain, and develop diverse talent pipelines
The opportunity for healthcare is now, and the challenges aren’t going away anytime soon.

16% Expected growth rate for healthcare occupations between 2020 and 2030\textsuperscript{1}

$15K Average Nursing sign-on bonus, with bonuses reaching $40K in some regions\textsuperscript{2}

1.1M Estimated nursing shortage by 2022\textsuperscript{4}

+30% Healthcare workers considering leaving because of COVID’s impact\textsuperscript{2}

Of Gen-Z, and 87% of Millennials rate career growth and development opportunities as important to taking and staying in their jobs\textsuperscript{1}

93% Of Millennial and Gen Z nurses stated that the opportunity to grow professionally through career advancement was a crucial factor impacting their work environment\textsuperscript{2}

43% Of Millennial and Gen Z nurses rated having a clear direction or knowing exactly what is needed to advance your career was important or very important\textsuperscript{2}

46% 1 Source: BLS

1 Source: BLS
2 Source: Incredible Health
3 Source: Statista
4 Source: Becker’s Hospital review

Source: Gallup and The Center For Generational Kinetics National Study Research Findings
Most education and upskilling programs are a **cost center** and unintentionally discriminatory.

**TODAY’S CHALLENGE**

$177

TOTAL ANNUAL SPEND ON FORMAL EDUCATION PROGRAMS BY U.S. EMPLOYERS

Frontline employees are **2.3x more likely** to select **Tuition Assistance programs** when their employer offers both Tuition Assistance and Tuition Reimbursement programs.
WHY GUILD?

3 ways Guild can help our healthcare partners meet their commitments to attract, retain, and develop diverse talent pipelines

- Attract new talent and reduce turnover by improving the associate experience
- Increase diversity at all levels of the organization
- Create a talent pipeline for hard to fill roles with career-aligned skilling and pathways
Collectively, these outcomes add up to make a big impact on your business, your team members, and the communities you serve.

<table>
<thead>
<tr>
<th>Talent Attraction</th>
<th>Associate Retention</th>
<th>Internal Mobility Mobility</th>
<th>Diversity, Equity &amp; Inclusion</th>
<th>Brand Enhancement</th>
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<tbody>
<tr>
<td>46% month-over-month increase in job applicants following program launch</td>
<td>80% average one-year retention rate compared to 56% for non-participants</td>
<td>43% of Guild students had a role change in 2020 — a 113% uplift compared to all employees</td>
<td>2x more likely to have a promotion or role change as a program participant</td>
<td>86% of employees are more likely to refer someone to work for their employer due to education benefits</td>
</tr>
</tbody>
</table>

**Avg. return on investment when investing in education benefits through Guild**: 2.8x

- **Retention**: 56%
- **Mobility (Promotion)**: 23%
- **Brand**: 8%
- **Other***: 14%

*Boston Healthcare Careers Consortium*
WHAT IS GUILD?

Guild is a **Career Opportunity Platform** helping organizations attract, retain, and grow diverse talent.

Unlock opportunities for healthcare employees to accelerate their careers with debt-free education programs and meaningful career pathways.

FOR YOUR employees

**Guild provides a pathway to opportunity.**

- Curated Learning Marketplace
- Education Aligned to Priority Pathways
- Branded Member Platform
- 1:1 Coaching

FOR YOUR TEAM

**Guild is an extension of your team.**

- Program Design
- Program Management
- Communications & PR
- Reporting & Insights

DRIVE OUTCOMES THAT MATTER

60%

Increase in retention for enrollers and **38% increase** for engagers

52%

52% of new hires at BSMH cited the Guild benefit as a reason for taking the job.

2.1x

Higher likelihood of promotion for participating Black employees with one employer¹

¹ As of November 2020
Guild removes all financial burden from your learners

Through Guild’s payment solution, tuition is paid directly from you to the learning provider, reducing administrative overhead and removing burden from your colleagues.

- 67% of front-line colleagues cite not personally being able to pay tuition upfront as a main reason for not using education benefits
- 97% of Guild learners graduate debt-free
- $600M+ of student debt avoided

Increase diversity at all levels. We specialize in serving colleagues from underrepresented backgrounds

**Guild student demographics**

- Female: 57%
- Students of color: 52%
- No prior degree: 70%
- Household income <$35K: 50%
- First-generation college student: 88%
Program & Pathway Design
A dedicated team of experts will work with you to design an education, skilling, and mobility strategy and in-demand career pathways.

Learning Marketplace
We will curate a portfolio of high-quality learning partners and programs aligned to your priority career pathways.

Student Experience & Coaching
Your employees will be supported every step of the way, learning about their benefit, enrolling, graduation, and beyond.

Partner Services
Operations & Administration | Marketing & Communications | Analytics & Insights
Career paths bring clarity to mobility opportunities based on stackable skills and experiences that build towards in-demand, high-skill roles.
LEARNING MARKETPLACE

Guild will curate a catalog of offerings from our 2,500+ programs that are aligned to your short-term and long-term talent needs

<table>
<thead>
<tr>
<th>FOUNDATIONAL</th>
<th>NURSING</th>
<th>ALLIED HEALTH</th>
<th>HBCUs &amp; HSIs</th>
<th>DATA &amp; ANALYTICS</th>
<th>CLINICIAN TO MANAGEMENT</th>
<th>EXECUTIVE EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Start: Nursing, Business, or Technology</td>
<td>Bachelor of Science in Nursing (RN to BSN)</td>
<td>MedCerts Pharmacy Technician Professional</td>
<td>Spelman College Leading with Diversity Certificate</td>
<td>Clinical Decision Making</td>
<td>Masters in Healthcare Administration (MHA)</td>
<td>Yale Healthcare Management Certificate</td>
</tr>
<tr>
<td>High School Completion</td>
<td>Master of Science in Nursing (MSN)</td>
<td>Phlebotomy Technician Professional</td>
<td>Rio Salado College Associates in Management</td>
<td>Data Analysis and Visualization Certificate</td>
<td>Healthcare Admin Micro-Credential</td>
<td>eCornell Executive Healthcare Leadership Certificate</td>
</tr>
<tr>
<td>THINKFUL Technology Fundamentals Cert</td>
<td>Doctor of Nursing Practice (DNP)</td>
<td>Medical Assistant</td>
<td>MEDICAL INSTITUTE</td>
<td>Master of Business Administration</td>
<td>Grad Cert in Healthcare Administration</td>
<td>University of Massachusetts Global Graduate Certificate in Healthcare Administration</td>
</tr>
<tr>
<td>Boston Healthcare Careers Consortium</td>
<td>Pearson</td>
<td>Medical Assistant</td>
<td>MEDICAL INSTITUTE</td>
<td>Master of Business Administration</td>
<td></td>
<td>Boston Private Industry Council Certificate in Healthcare Administration</td>
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</table>

Programs are illustrative and represent sample offerings from broader catalog.
Guild coaching supports employees throughout their journey

- Explores and selects program
- Applies to program
- Enrolls at academic provider
- Attends program
- Graduates
- Moves to next role

Employer Specific Benefit Coaching

Career Coaching

Specialized support for target populations (e.g. international, local language support)

Lifelong journey support, including transitions between programs & jobs and work/life
Entropy’s differentiated model will allow us to drive impact across multiple dimensions for your organization

<table>
<thead>
<tr>
<th>PASSIVE VENDOR</th>
<th>ACTIVE PARTNERSHIP</th>
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<tbody>
<tr>
<td><strong>PAYMENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Employees pay upfront &amp; get reimbursed</td>
<td>Limited direct / pre-payment options</td>
</tr>
<tr>
<td>No out pocket expenses for employees</td>
<td></td>
</tr>
<tr>
<td><strong>PATHWAYS</strong></td>
<td></td>
</tr>
<tr>
<td>Employees self-direct their career</td>
<td>9-12 months to design 1 pathway</td>
</tr>
<tr>
<td>Career pathways aligned to business goals &amp; ready to launch</td>
<td></td>
</tr>
<tr>
<td><strong>PROGRAMS</strong></td>
<td></td>
</tr>
<tr>
<td>Student self-selects program</td>
<td>Programs not vetted for quality</td>
</tr>
<tr>
<td>Curated program catalog designed for pathways &amp; vetted for quality</td>
<td></td>
</tr>
<tr>
<td><strong>COMMS</strong></td>
<td></td>
</tr>
<tr>
<td>Employees search to find program</td>
<td>Standard HR comms</td>
</tr>
<tr>
<td>Targeted internal marketing plan &amp; expertise in external PR plan</td>
<td></td>
</tr>
<tr>
<td><strong>ANALYTICS</strong></td>
<td></td>
</tr>
<tr>
<td>Disaggregated data available</td>
<td>Basic utilization reports</td>
</tr>
<tr>
<td>Live dashboards to view adoption, spend, completion, ROI, etc.</td>
<td></td>
</tr>
<tr>
<td><strong>OPTIMIZATION</strong></td>
<td></td>
</tr>
<tr>
<td>None (set it &amp; forget it)</td>
<td>Annual review</td>
</tr>
<tr>
<td>Dedicated team to manage program, measure impact &amp; review quarterly</td>
<td></td>
</tr>
<tr>
<td><strong>COACHING</strong></td>
<td></td>
</tr>
<tr>
<td>All questions go to HR / Benefits</td>
<td>Limited access, long wait times</td>
</tr>
<tr>
<td>Personalized 1:1 coaching for every stage of the journey</td>
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How Bon Secours Mercy Health is Confronting the Nursing Shortage with Tuition-Free Education

**ATTRACTION TALENT**

52%

Of employees surveyed in the first quarter of 2022 cited the education benefit as a factor in their decision to join BSMH.

**RETAIN TALENT**

71%

Lower turnover in the eight months since launch between the non-engaged population and those who have completed a Guild profile.
Thank you!

Katie Roush
Katie.Roush@guildeducation.com