



Education partnership promises opportunity for students and business in emerging economy

ROCHESTER, Pa. and LEHI, Utah, Sept. 28, 2022 – As governments across the globe grapple with growing their economies, two award-winning educational organizations forged a partnership to create more paths for students to enter a diverse and dynamically changing workforce.

[Lincoln Learning Solutions](#), based in western Pennsylvania, and [Pointful Education](#), located south of Salt Lake City, are hopeful the collaboration will give more students an opportunity to pursue options that lead to jobs in our country’s growing science, technology, technical, construction, and health science fields.

Beginning with the current school year, Pointful Education’s career and technical education courseware, known familiarly as CTE, will be offered alongside Lincoln Empowered to Lincoln Learning Solutions’ clients.

“Our partnership with Lincoln comes at a time with significant challenges across the education and workforce development landscape,” Steve Southwick, CEO of Pointful Education, said. “Whether it’s the skills gap, overbearing student debt, or a generation retiring and leaving the workforce, these problems create unique opportunities for today’s students.

Southwick said that with the right motivation and direction, students can take advantage of a changing world.

“Working with Lincoln allows Pointful to expand our reach and grow our impact with schools and students,” he said.

CTE provides an important track for high school students to jump into the workforce upon graduation and earn a solid salary and, in many cases, good benefits. This partnership is a win for high school students who want the option to personalize their education based on their career interests and unique learning needs.

Lincoln Learning Solutions CEO, Bob Clements, said Lincoln Empowered curriculum, written by educators to create specific learning objectives derived from academic standards, dovetails with Pointful Education’s CTE classes to create many more prospects for high school students.

“Because we partner with schools rather than simply sell to them, this broadens the scope of what we can offer to best fit their students’ needs,” he said.

Both organizations have a parallel approach to developing their curriculum, with a student-centric emphasis that utilizes multiple teaching concepts, online best practices, and engaging educational experiences that recognize not all kids learn the same way.

“Our visions mirror one another’s,” Clements said.

In addition to being able to offer core subjects and electives, schools and teachers who embrace career-, technical-, and STEM-oriented classes for their students will have many more choices.

“What we are trying to do here, essentially, is to provide more options for students while addressing a national predicament – without reinventing the wheel. We are impressed with Pointful Education’s expertise in the CTE arena and are confident it marries well with Lincoln Empowered in a way that our clients will be rewarded with more opportunity. As importantly, we can prepare more students to meet the demands of today’s economy,” Clements said.