

Celebrating Two Years of Tear the Paper Ceiling

This campaign and coalition have sparked a movement that's driving a national conversation about skills-first talent practices.

A national movement adds new champions

Nine organizations joined our ever-expanding coalition, while the public sector reached a milestone with half of U.S. states committing to tearing the paper ceiling.



25

states have committed to removing degree requirements for their jobs, opening up more than 500,000+ state jobs to STARs.

77

partners joined the Tear the Paper Ceiling Coalition, with more than 20% growth in year one.

This important work is just getting started. Removing bachelor's degree requirements from great-paying jobs is the first step employers can take to tear the paper ceiling so workers Skilled Through Alternative Routes (STARs) are valued for the skills they have.

Campaign by the Numbers

Opportunity @Work.



In partnership with the Ad Council, the national campaign continued to capture attention and drive awareness of STARS and skills-first hiring.



\$94M
donated media

6.5B
impressions

4.1M
visits to
teartheperceiling.org

1.9M
social media engagements

3,089 media mentions

The New York Times FASTCOMPANY Forbes HARVARD BUSINESS REVIEW FINANCIAL TIMES



of employers who viewed the campaign consider hiring STARS more now than 2-3 years ago — compare to 68% of employers who haven't viewed the campaign.*



of STARS who viewed the campaign have described themselves as a "STAR" — compare to 10% of STARS who haven't viewed the campaign.*

* Quantitative public opinion tracking studies conducted by the Ad Council and partner research company C+R Research.

Campaign Awards through 2024

- Gold Winner
- Gold
- Silver
- Ad of the Year Nominee
- Gold
- Shortlisted
- Shortlisted
- Honoree
- Shortlisted
- Silver

Telling 1000 Stories of STARs

STARs' personal stories are the most powerful way to raise awareness of the challenges they face. Our "One of Millions" storytelling challenge motivated dozens of our coalition members to share stories of the STARs in their networks, flooding social media with new and engaging examples of encounters with the paper ceiling.

➔ [LEARN MORE](#)



Thank you to all coalition partners for a successful second year.
We look forward to continuing to #TearThePaperCeiling together!

CHAMPIONS



ALLIES



PHILANTHROPY



SUPPORTERS

- | | | | |
|------------------------------------|-------------------------|---------------------------------------|--------------------------------------|
| AdeptID | Godman Guild | National Fund for Workforce Solutions | Social Finance |
| Cara Collective | Goodwill | Workforce Solutions | STRIVE |
| CareerVillage | Grads of Life | National Skills Coalition | Tallo |
| Central City Neighborhood Partners | HireHeroes USA | Next Chapter | Tech Impact |
| Climb Hire | IDEO | NPower | TestGorilla |
| Code the Dream | JFF | NOVA | Towards Employment |
| CompTIA | Launch of Philadelphia | Northland Workforce Training Center | Turing School of Software and Design |
| Education Design Lab | Lightcast | Per Scholas | UnifyWork |
| EdResults | Manufacturing Institute | Propel America | WGU |
| Flatiron School | Markle Foundation | Roadtrip Nation | Wingspans |
| Franklin Apprenticeships | Merit America | SHRM | Working Nation |
| General Assembly | Mount Tamalpais College | SkillUp Coalition | Year Up United |
| Generation USA | Multiverse | SkyHive | YUPRO Placement |
| | NABA | | |

➔ For more information on Tear the Paper Ceiling, visit tearthepaperceiling.org.

➔ For information about joining the Coalition, email partnerships@opportunityatwork.org. For media inquiries, email media@opportunityatwork.org.