

A Different Approach to Adult Education

Pete Yonkman

President, Cook Group & Cook Medical







For over 50 years, we have been a family-owned company that takes great pride in its commitment to quality and the patients we serve.



Overview

12,000+
EMPLOYEES

Distribution
into over

135
COUNTRIES

Manufacturing on

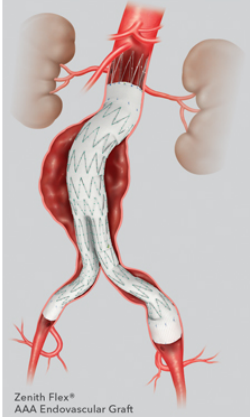
3
CONTINENTS

900
PRODUCTS

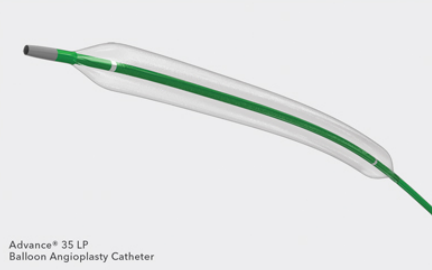
16,000
SKUs

2
CLINICAL
DIVISIONS





Zenith Flex®
AAA Endovascular Graft



Advance® 35 LP
Balloon Angioplasty Catheter



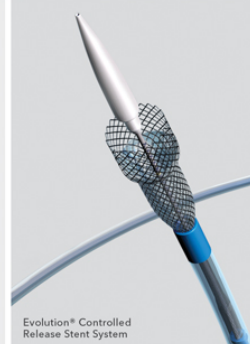
Coda® Balloon
Catheter



Assisted Reproductive
Technology



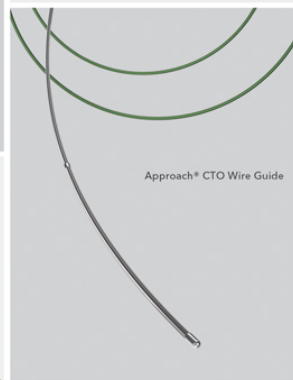
Zilver®
Self-Expanding Stent



Evolution® Controlled
Release Stent System



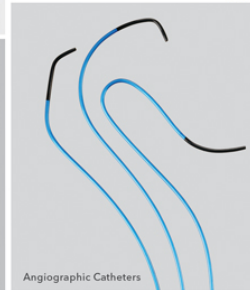
Resonance®
Metallic Ureteral Stent



Approach® CTO Wire Guide



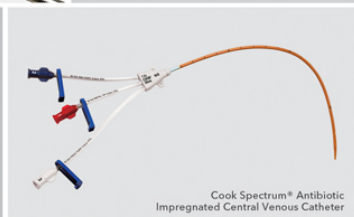
Evolution® Mechanical Dilator Sheath



Angiographic Catheters



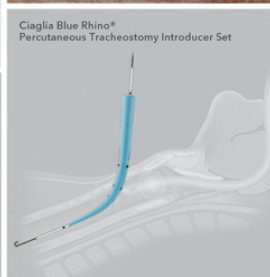
Günther Tulip® Vena Cava Filter



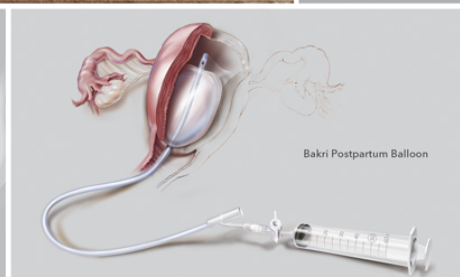
Cook Spectrum® Antibiotic
Impregnated Central Venous Catheter



Flexor® DL Dual Lumen Ureteral Access Sheath



Ciaglia Blue Rhino®
Percutaneous Tracheostomy Introducer Set



Bakri Postpartum Balloon



Embolization Coils



Percutaneous
Drainage Catheters

COMPANY STRUCTURE

Cook Group Incorporated

Cook Group Incorporated is made up of 5 different business lines

**Resort
Business**

French Lick
West Baden
Canton Harvester Inn

**Property Management
Business**

CFC Properties

**Service
Business**

Cook Family
Health Center

Cook Aviation

Cook Travel

K-Tube
Component Manufacturing

Cook Shared
Services

Architecture

**Life Sciences
Business**

Cook Biotech
Regenerative Medicine

Cook Regentec
Cell Therapy

Cook Myosite
Cell Therapy

MED Institute
Contract Service Provider

Cook Animal Health
Veterinary Products

**Medical Device
Business**

Cook Medical



French Lick, IN



Grant Street Inn, Bloomington, IN



Harvester Inn, Canton, IL



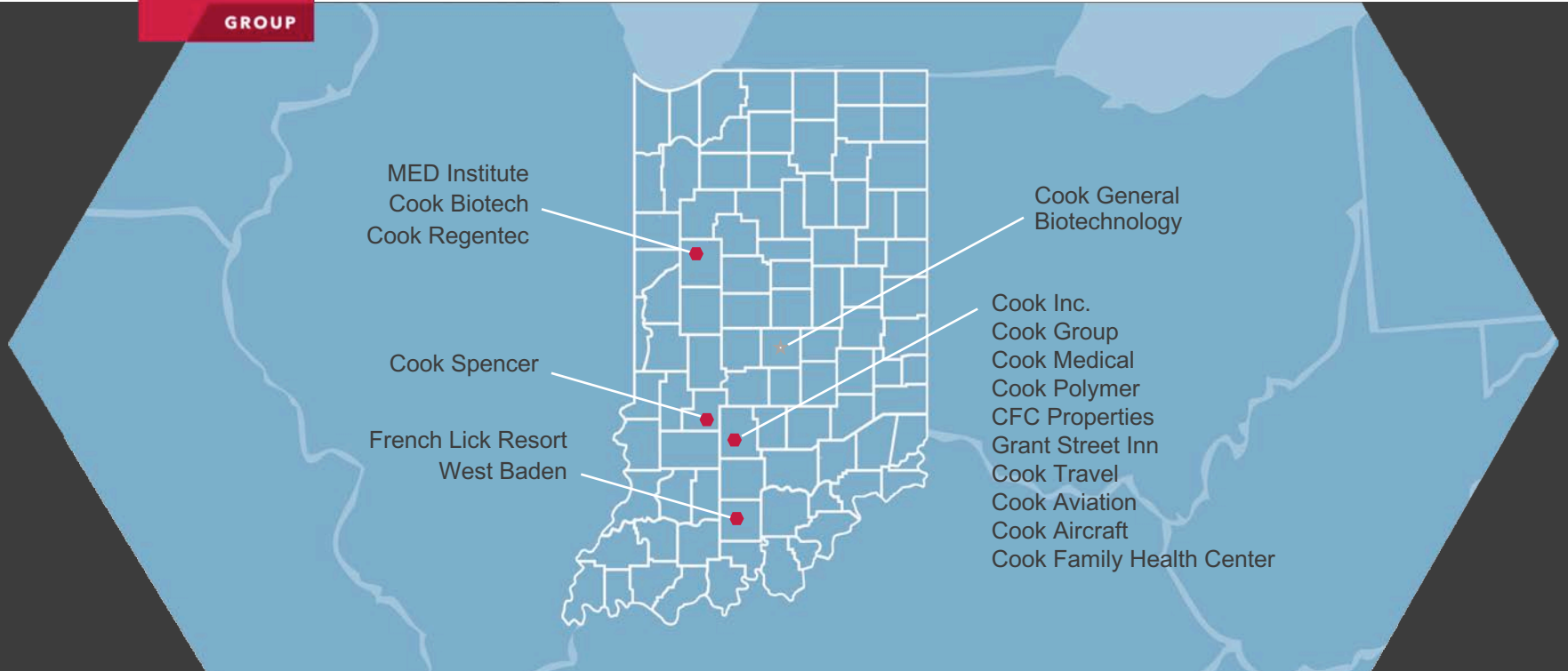


COOK COMPANIES EMPLOY **12,581 People Globally**





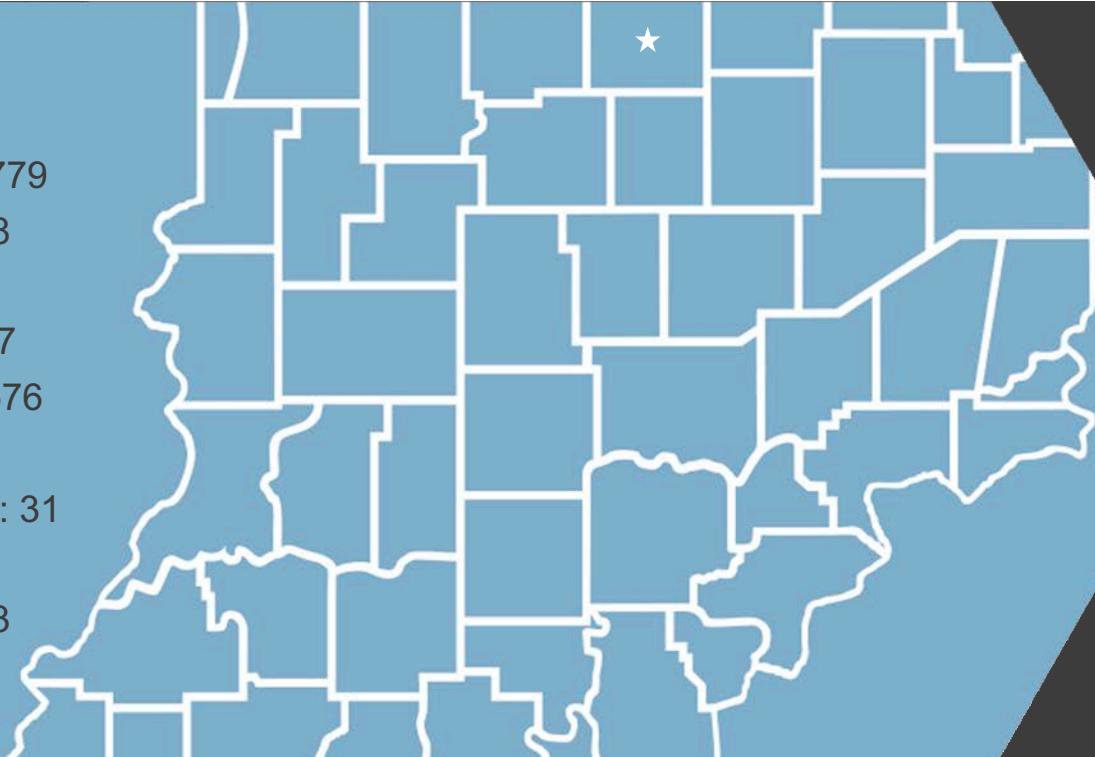
COOK COMPANIES EMPLOY 6,955 Hoosiers





COOK COMPANIES EMPLOY **5,858 People in SWCI**

- Brown: 37
- Lawrence: 779
- Greene: 418
- Owen: 723
- Crawford: 57
- Monroe: 2,576
- Dubois: 118
- Washington: 31
- Martin: 86
- Orange: 723
- Davies: 8



EXAMPLE

Cook's Philosophy



COOK GROUP

Our Purpose

We are a family of ethical and entrepreneurial companies that exists to empower people and communities to reach their full potential.



COOK GROUP

Our Purpose

We are a family of ethical and entrepreneurial companies that exists to empower **people** and **communities** to reach their full potential.



COOK GROUP

Our Perspective

“The best thing you can do for someone is give them a job.”

– Bill Cook



COOK GROUP

Our Perspective

“The best thing you can do
for someone is give them
an education and a job.”

– Bill Cook



COOK GROUP

Old School Approach to Employee Education



PREVIOUS PROGRAM

Cook's Old Tuition Benefit

- Benefit established in late 90s
- Similar program to other companies
- Calendar year amount limited to \$4,500
- Grade of “C” or better to qualify
- Reimbursed after submitting course grade (approximately 8 months after employee paid)
- Clawback provision if employee leaves before 3 years



COOK GROUP

The Opportunity/Challenge

- Cook mom asked if her son could join the company.
- Give opportunities to people that weren't able to join Cook previously.
- Cook will be recruiting thousands of workers from this area in the next 5-10 years.



COOK GROUP

A Systemic Problem: Our Hidden Workforce

Monroe County
has more than
5,000 adults
age 18-64 without
a high school
diploma.

In the 11-county Southwest
Central Indiana region,
29,000 adults
age 18-64 do not have a high
school diploma or High
School Equivalency



STATE-WIDE

Higher Education is a Priority

Governor Holcomb's 2018 goals include:

- Helping 30,000 Hoosiers obtain a high school diploma and a better job.
- Re-enrolling 25,000 college dropouts in school.

BY THE NUMBERS

- 475,000 adult Hoosiers do not have a high school diploma.
- 700,000 Hoosiers have attended some college but have not completed a degree.



COOK GROUP

A Systemic Problem: Our Hidden Workforce

- As employers, we can't sit back and wait for highly educated employees to show up at our door.
- We must be active participants in preparing our future workforce



OUR NEW APPROACH

My Cook Pathway



OUR NEW APPROACH

My Cook Pathway

Program consists of four elements:



High School
Equivalency
program



Associate's Degree
partnership with
Ivy Tech



Bachelor's and
Master's Degree
(tuition pre-payment)



Professional
Development



MY COOK PATHWAY

High School Equivalency Program

Employees earn their HSE degree for free while working part-time at Cook.

- Facilitated through the Adult Education program through MCCSC and Broadview Learning Center
- Only cost to Cook was the \$52 fee to take the TASC test.
- Expanded program to serve 130 employees in January

20

Graduates
2017

>100

Graduates
2018

MY COOK PATHWAY

Higher Education



Associate's Degree partnership
with Ivy Tech



Bachelor's and Master's Degree
(tuition pre-payment)



Professional
Development

- **Free** Associate's Degree through Ivy Tech
- Partnerships with IWU and WGU for **reduced-cost** Bachelor's and Master's
- **Up-front tuition payment** for all other universities

OUR NEW APPROACH

My Cook Pathway

Employee can get an HSE through a Master's degree for as little as **\$2,600** out of pocket.



High School
Equivalency
program



Associate's Degree
partnership with
Ivy Tech



Bachelor's and
Master's Degree
(tuition pre-payment)



Professional
Development

OUR NEW APPROACH

My Cook Pathway

65

Participants
2015

1,078

Participants
Total

< \$2k

Investment
per person



EMPLOYER-SPONSORED PROGRAMS

Five Steps to Creating a Program



STEP ONE

Activate the Hidden Workforce

- Identify jobs that can be filled with workers who only have a high school diploma
- Recruit by combining HSE with a job.

475,000
Adult Hoosiers
WITHOUT
High School
Diploma



STEP TWO

Remove the Barriers

- Actively recruit people who do not have an HSE degree.

Combination of
Job & Diploma
IS A
No-Brainer

STEP THREE

Partner With Local Resources

- Contact your local adult education partners

Usually Low
Cost to Employer

WITH JUST

\$50 needed
for TASC test

STEP FOUR

Post & Promote

- Promote your program on social media and radio
- Focus message on getting your HSE and a job

Social Media
Advertising
IS
Low Cost &
Highly Targeted

STEP FIVE

Beyond an HSE

- Give your current employees a free Associate's Degree from Ivy Tech or community college
- Most qualify for state and federal aid
- Remove the biggest barrier: prepay tuition
- Take away golden handcuffs

CREATING A PROGRAM

Tips for Success



- Allow students to work part-time in the morning and attend class in the afternoon
- Create mentors and program advocates
- Attend graduation
- Be inspired
- Watch the loyalty build!

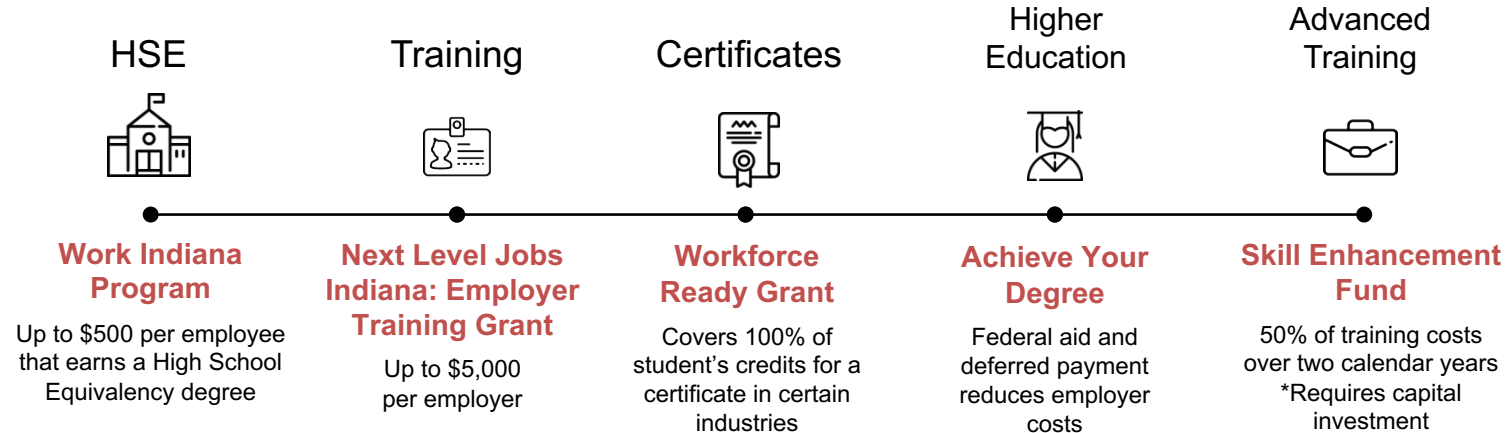
EMPLOYER-SPONSORED PROGRAMS

It costs *much* less than you think



COOK GROUP

Funding for Employee Education



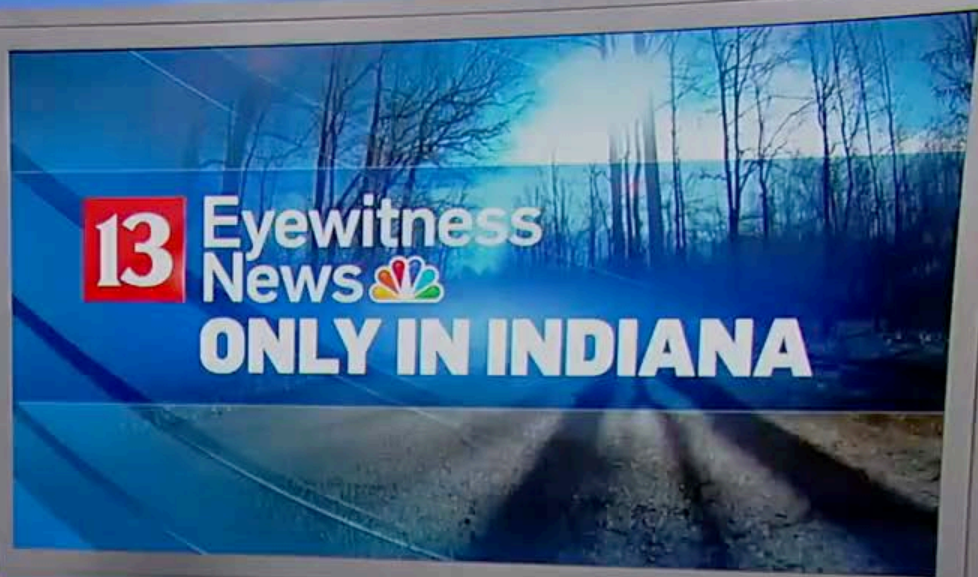
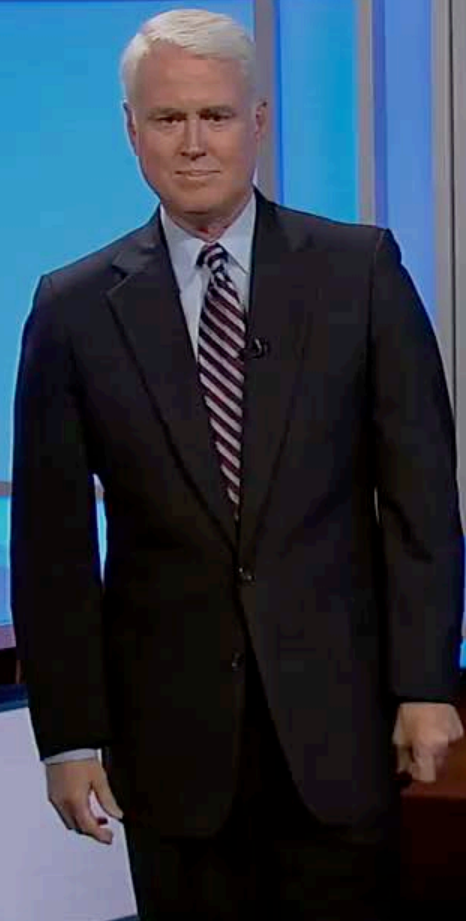
*All students are eligible to fill out the Free Application for Federal Student Aid each calendar year.

CREATING A PROGRAM

Use Cook as Your Example

- We will talk to anyone or any organization
- We are passionate about adult education in Indiana
- Put us to work
- Contact Kim.Rohlfing@CookMedical.com





INDIANAPOLIS

6:00AM

TEMP: 57°

FORECAST: CLEAR AND COOL

5:44 80°



WTHR

Questions?

Pete.Yonkman@CookMedical.com

