



Coalition for Workforce Development Summit 6.0

Jeran Culina
November 28, 2023



OUR VISION

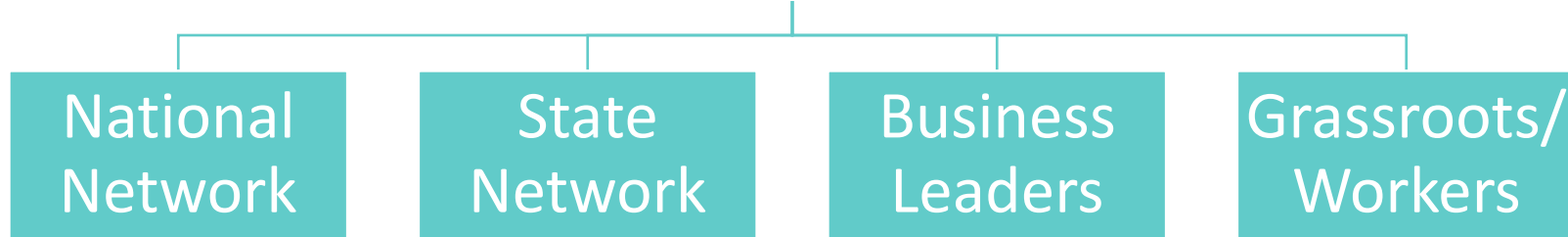
- Jobs that require skills training are the backbone of our economy.
- National Skills Coalition fights for a national commitment to inclusive, high-quality skills training so that more people have access to a better life, and more local businesses see sustained growth.



OUR NETWORKS



NATIONAL SKILLS COALITION





Today's agenda

- **The big picture: What does the research say about the current state of the workforce?**
- **Zeroing in:**
 - Quick hit on why policy matters
 - Industry sector partnerships as a solution
 - Examples of collaboration
- **Where to from here? Next steps and possibilities**



What questions do you have?



A little bit about me



The big picture





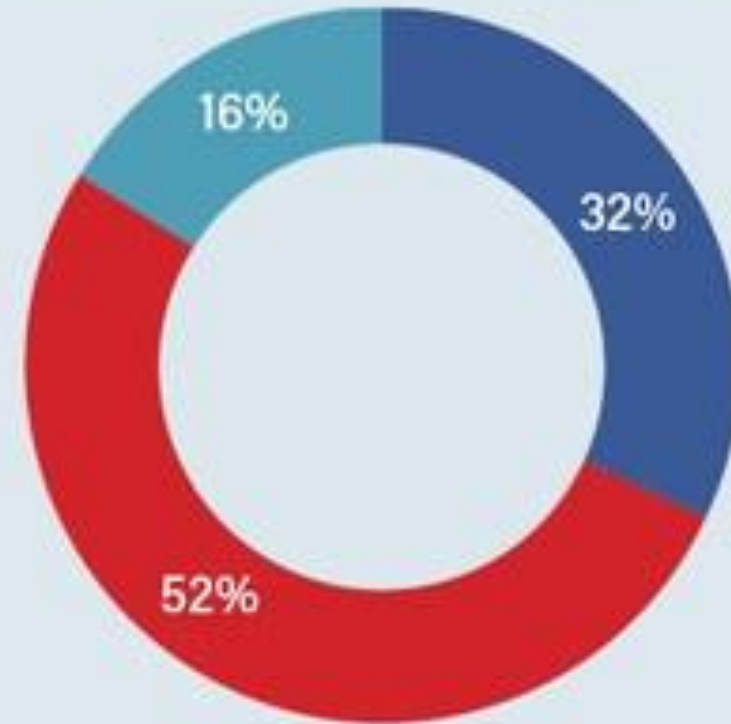
**The
economy has a
strong
demand for
workers with
skills training.**



SKILLS MISMATCH

A majority of jobs (52%) require skills training beyond high school, but not a four-year degree.

AMERICA'S JOBS BY EDUCATION REQUIREMENT, 2018



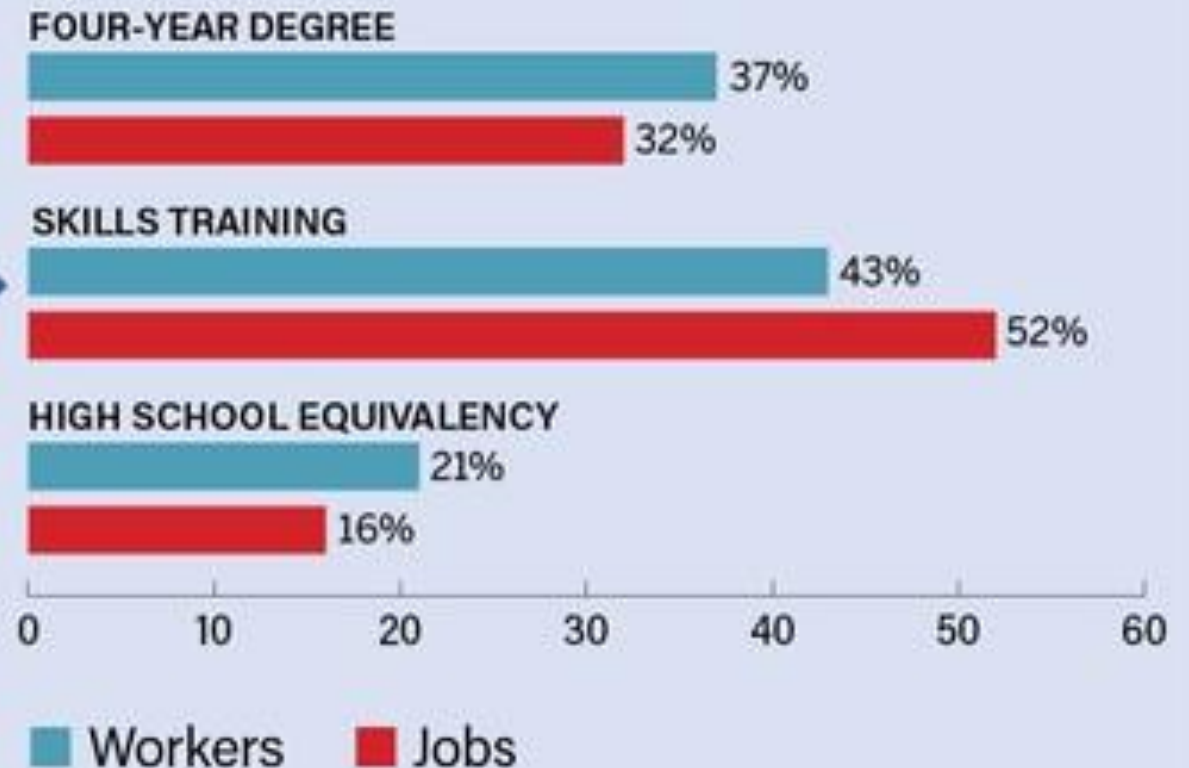
■ Four-Year Degree ■ Skills Training
■ High School Equivalency



SKILLS MISMATCH

But too few workers can access the skills training and education needed to fill in-demand jobs.

AMERICA'S JOBS AND WORKERS BY EDUCATION LEVEL, 2018





**Career and
Technical
Education (CTE)
is a valuable
resource for
developing
skilled talent.**





Future of Work



The pandemic brought home a new reality for business leaders:





Digital transformation is changing how people do their jobs...



***...and* how education and workforce services are provided.**

Photo credit: Honeygrow/Kyle Huff

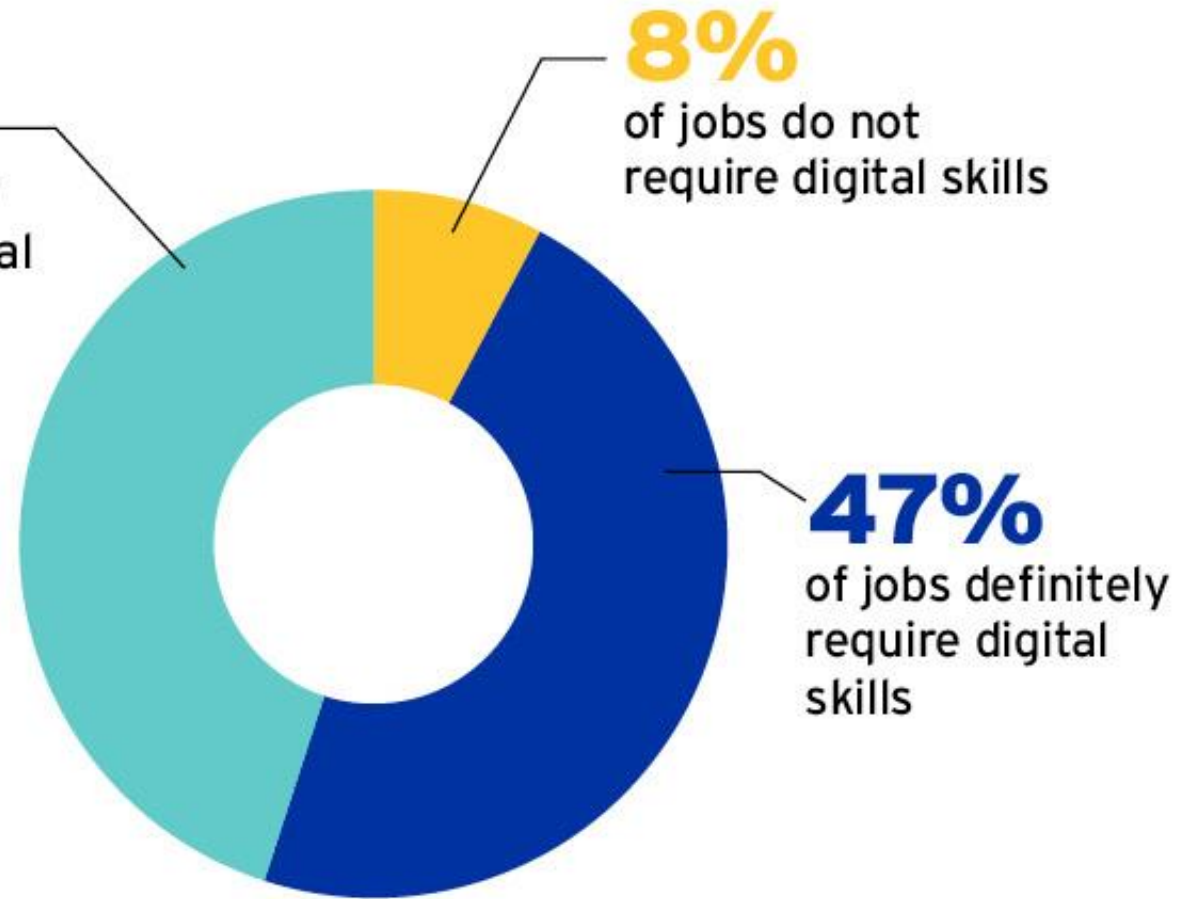


NSC's research has explored this digital transformation



**ACROSS
INDUSTRIES,
92%
OF JOBS
REQUIRE
DIGITAL
SKILLS**

45%
of jobs likely
require digital
skills



Source: NSC/Federal Reserve Bank of Atlanta analysis of 2021 job postings. Full report: *Closing the Digital Skill Divide*.



Agriculture workers using in-cab tractor technology.



Construction workers using mobile apps to submit work-order changes.

CLOSING THE DIGITAL SKILL DIVIDE HAS REAL PAYOFF FOR BUSINESSES



Providing workers with upskilling opportunities can help retention and save businesses **\$25,000-\$78,000** in turnover costs per employee



Cited in *Closing the Digital Skill Divide* (NSC/Federal Reserve Bank of Atlanta, 2023).



Racial equity imperative in the future of work

- **We know from research that workers of color disproportionately lack opportunities for building digital skills**
- **AND we also know that workers of color are often especially creative and ingenious adopters of technology**

Diverse teams create better products!



The future of work is here



Photo credit: Airbus

Three components in workforce remain the same:



- 1. Humans learn best in community**
- 2. Humans learn best on the job**
- 3. Workforce programming works best with good feedback loops**

**That was a big wave of information!
Let's pause for a moment.**





It's your turn!

**How are these
issues showing up
in your work?**





Why is policy important?

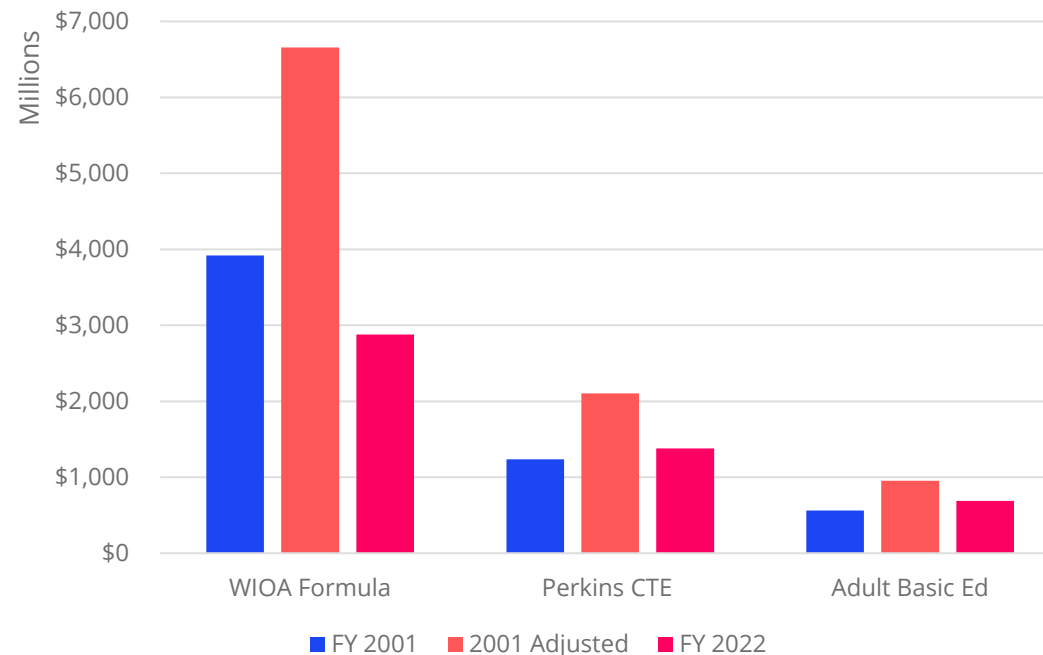




Overview of federal workforce funding

- In a word: underfunded

	FY 2001	2001 Adjusted	FY 2022
WIOA Formula	\$3,918,005,000	6,659,280,363	2,879,332,000
Perkins CTE	\$1,237,500,000	2,103,330,508	1,379,848,000
Adult Basic Ed	\$560,500,000	952,660,000	690,445,000





Okay but how...





Industry sector partnerships!



Stakeholders at the table include:

- **Local businesses**
- **Unions and worker organizations**
- **Community colleges**
- **Training providers**
- **Community organizations**
- **CTE/ K-12 stakeholders**

Industry partnerships help develop local and industry specific workforce strategies





When businesses engage in these partnerships they result in:

- **Greater organizational investment in training**
- **Lower recruitment and training costs**
- **Greater workforce retention & productivity**
- **Stronger connections to community partners**
- **New opportunities for upskilling & reskilling**
- **Access to supportive services**



So why is this work so hard?





Barriers to collaboration

- **Differing opinions on needed engagement**
 - *93% of educators gave employers a “B” grade or lower on their level of collaboration with community colleges. By contrast, 28% of employers gave themselves an “A” grade.*
- **Differing assessment on the readiness of students leaving educational institutions**
 - *80% of educators agreed with the statement, “My college is producing the work-ready graduates that employers need,” while only 62% of employers agreed that “Community colleges are producing the work-ready employees that my company needs.”*



Barriers to collaboration

- **Lack of transparency about hiring needs**
 - *Just one in four employers reported that they were transparent in communicating their hiring needs to educators.*
 - *Over 50% of business leaders could not assert that they knew for which skills they were hiring.*



Further, faster, together





**Let's have a quick show of hands.
How many of you are already involved in collaborating
with your education or training partners?**

MI Career Quest





Five elements to consider when looking to collaborate:

- 1. Shared vision & goals**
- 2. Data-driven decision making**
- 3. Centering learner voice**
- 4. Equitably designed and delivered programming**
- 5. Continuous improvement**



Shared Vision & Goals





Boston Healthcare Careers Consortium:



Boston
Healthcare
Careers
Consortium

Vision:

The Greater Boston area has an efficient and effective system where:

- **Job seekers and incumbent employees are successfully connecting to quality, career-oriented positions at the end of training**
- **AND employers are finding and developing the skilled workforce that they need to meet their vacancies, adapt to industry demands, and provide the highest quality, compassionate, culturally competent care.**



Data-Driven Decision Making





Virginia Infrastructure Academy

- **Launched in 2022 to coordinate the efforts of Virginia's 23 community colleges in infrastructure programming**
- **Steering committee:**
 - **VCCS workforce staff**
 - **Trade associations**
 - **Business/industry**
- **Successes:**
 - **Shared core competencies and specialized skills**
 - **Identification of what college does the work well & what is missing**
 - **Development of long term tracking systems**
 - **Provide wrap around supports**





Centering Learner Voice





Northern Arizona Good Jobs Network

- **Key elements of the initiative include:**
 - **Goal to ready individuals for in-demand jobs and increase wage growth**
 - **Secure and retain quality jobs in five rural Arizona counties.**
- **Phase 1: System Development**
 - **Help establish and develop a regional workforce training system**
 - **Identify skill needs**
 - **Develop hiring commitments from employers**
 - **Translate into effective training to employment models**





Equitably designed &
delivered





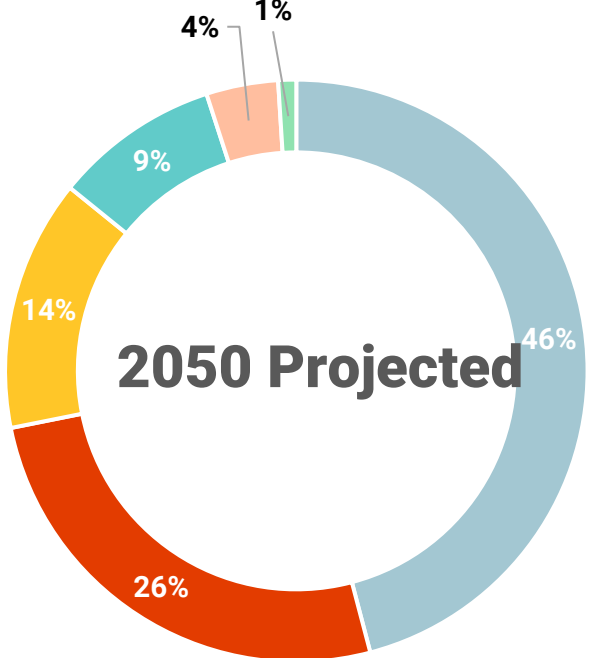
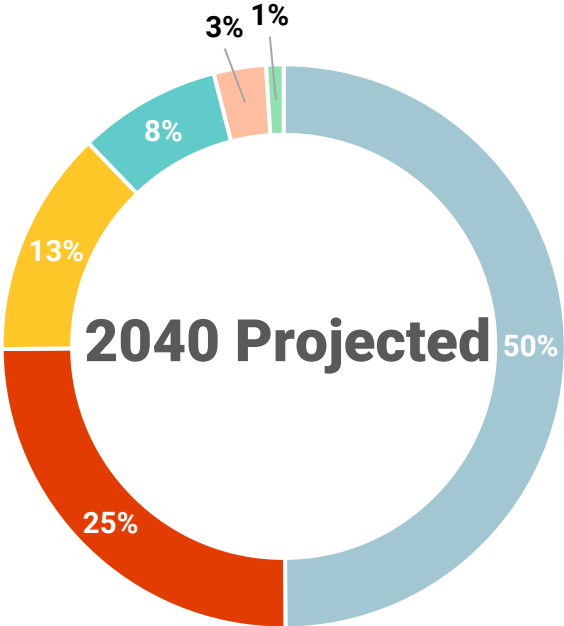
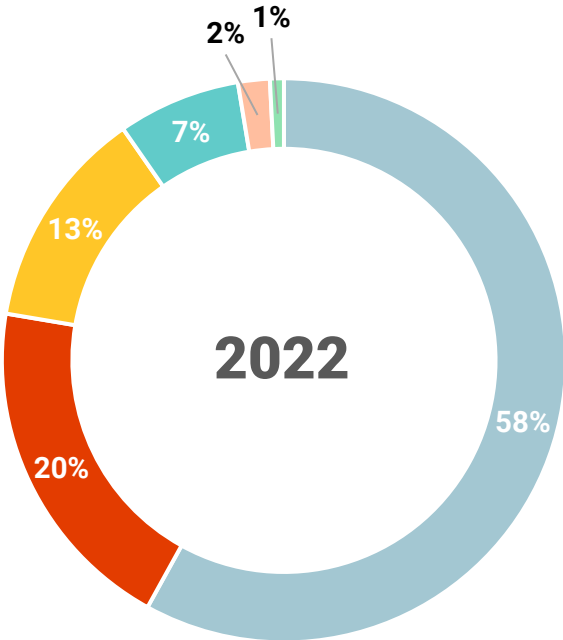
Syracuse BUILD

- **Launched in 2018 to prepare workers for repairs to Interstate 81**
- **11 week pre-apprenticeship program that feeds into apprenticeships**
- **Offers wrap around supports**
- **Utilizes nationally recognized curriculum (MC3)**
- **Of the 5 cohorts:**
 - **86 graduates**
 - **90% are Black**
 - **15% are women.**



People of color projected to become the majority of the "working-age" population by 2040

U.S. POPULATION BY RACE, AGES 18-64



- White
- Hispanic/Latinx
- Black
- Asian and Pacific Islander
- Two or more races
- American Indian and Alaskan Native





Racial workforce diversity is a key driver of America's economic growth



Continuous Improvement





Michigan Energy Workforce Development Consortium

- **Established in 2008 to address current and future workforce issues**
- **Industry led partnership of more than 50 stakeholders:**
 - **Industry**
 - **Education**
 - **Workforce**
 - **Veterans**
- **Accomplishments:**
 - **Successfully advocated the state to add an energy cluster in CTE**
 - **Development of P-12 curriculum driven by industry**
 - **Development of energy fundamentals certification**





**Take 3-5 minutes to chat with your neighbor.
What is ONE THING that stood out so far to you?**

Where to from here?



Ready?





Set?



Collaborate!





For more information



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