

City Council Policy Workshop: Workforce Development

April 20, 2015



What is Workforce Development?

Workforce development is a human resource strategy focused on talent development. It is about preparing people with the skills required by employers so that they are competitive in the work place.

What is the Workforce Development System?

The workforce development system is a network of educational institutions, training providers and related service providers.

- Pre-K
- K-12
- Colleges/Universities
- Community-based Organizations/Nonprofits
- Labor Unions/Apprenticeship Programs
- Employer Sponsored Training
- Government Sponsored Programs

Primary Local Funding Sources

- City of Austin
- Travis County
- Workforce Solutions Capital Area

Basic Workforce Development Services

- Adult Basic Education (English as a Second Language, GED Preparation, Literacy Skills)
- Computer Literacy
- Occupational Training
- Work Experience, including Internships & Job Shadowing
- Life Skills Training
- Workforce Readiness (Work Habits/Ethics)
- Job Search Skills Training
- Entrepreneurial Skills Training
- Labor Market Information/Career Awareness
- Career Counseling/Planning
- Case Management
- Support Services

Changing Labor Market

- Labor market is undergoing a structural transformation
 - Globalization
 - Innovation/Changing Technology
 - Consumer Demand
 - Changing Demographics
- Transformation is resulting in:
 - New jobs
 - Job obsolescence
 - Higher levels of education/skills

Workforce Development Challenges

- Job growth has been disproportionate (largest growth at the high and low ends)
- Growing skills gap – uneven distribution of skills
- Population growth
- Aligning economic development, workforce development and education
- Infrastructure
- Resources
- Lack of unified/coordinated planning
- Scale

Promising Practices

- WERC (Workforce Education Readiness Continuum) – funded by the City of Austin. Eleven community agencies providing a continuum of services; common standards; common data base; transitional assistance.
- Austin Opportunity Youth Collaborative (AOYC) – over 2 dozen community organizations (public/private) working to better serve the needs of “opportunity youth” – youth ages 16-24 who are not engaged in education or work. Improving and coordinating existing services; eliminating barriers; leveraging resources.

Future Opportunities

- Better alignment/integration of workforce services
- Joint/unified planning
- Focus on needed services and outcomes over agencies and programs
- Greater employer involvement – identifying needs, providing internships (students, teachers & counselors), mentoring, sharing expertise
- Establishment of a local, sustainable source of funding
- Increased coordination between economic development, workforce development & education
- Economic development policies that support local hiring and training and middle skill job growth
- Campaign to create awareness/knowledge of the local labor market and its opportunities



www.wfscapitalarea.com