



WORKFORCE
SOLUTIONS **Capital Area**

Connecting People to Jobs

Austin / Travis County Master Community Workforce Plan

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Presentation Objectives

1. Share the Purpose and Goal of the Plan
2. Define middle-skill occupations and talent pipelines
3. Describe the Plan's strategic approach
4. Describe the Talent and Opportunity Network model
5. Describe client characteristics
6. Identify next steps



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Community Engagement is Key

To date, Workforce Solutions has sought input from:

- **Offices of Mayor Steve Adler & Judge Sarah Eckhardt**
- **Chambers of Commerce:** Greater Austin, Greater Austin Asian, Greater Austin Black, Greater Austin Hispanic, Greater Austin Gay and Lesbian, Austin Young, Pflugerville
- **Economic Development:** City of Austin Economic Development Department, Pflugerville Community Development Corporation
- **Community Based Organizations:** ACC, Goodwill, Austin Area Urban League, Capital IDEA, Skillpoint Alliance, CAPCOG, Ray Marshall Center, American YouthWorks, LifeWorks, CAN
- **Industry Associations:** Austin Regional Manufacturers Association, Healthcare Workforce Alliance of Central Texas, Austin Technology Council, Austin Chapter of the Associated General Contractors of America
- **Employer Feedback and Focus Groups:** Silicon Labs, Samsung and its onsite contractors/vendors, Brotherhood of Electrical Workers, Plumbers & Pipefitters Local Union 286, Central Health, St. David's, Seton, Intertech Flooring, Athena Manufacturing, Travis County HR Department, Dynamic Manufacturing Solutions



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10,000 local residents living at or below 200% of poverty will secure middle-skill jobs by 2021



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Middle-Skill Jobs Offer Pathways to Economic Prosperity

Middle-skill occupations require

- > High School Diploma or High School Equivalency; and
- < a 4-year degree from a university

Why middle-skill jobs?

- Ample opportunity (60,000+ job openings projected in the MSA through 2021)
- Relatively quick training in comprehensive career pathways
- Greatest growth in three key sectors: Skilled Trades, Information Technology & Healthcare

OPPORTUNITY SECTORS	
HEALTHCARE	13,546 openings over the next 5 years \$46,384 average annual salary
INFORMATION TECHNOLOGY	11,313 openings over the next 5 years \$91,148 average annual salary
SKILLED TRADES	13,840 openings over the next 5 years \$47,092 average annual salary

Source: JobsEQ



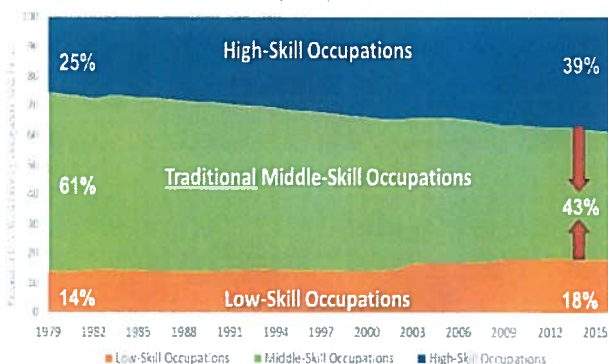
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The Shrinking Middle Class:

Job Polarization in the United States

Employment Shares by Skill Level

January 1979 - September 2016



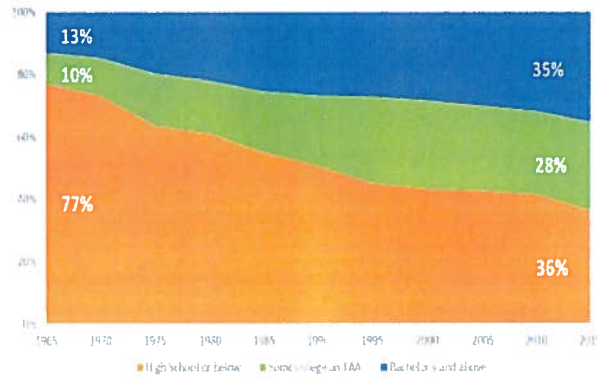
NOTE: Data are restricted to workers ages 16 to 64 who are not self-employed and are not employed in military, or agricultural occupations. SOURCE: The original chart is from "The Vanishing Middle: Job Polarization and Workers' Response to the Decline in Middle-Skill Jobs," Dilem Tuzemen and Jonathan Wills, Federal Reserve Bank of Kansas City, 2013. The original chart has been updated to begin in 1979 and end in September 2016. Data was provided by Dilem Tuzeman.



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Increasing Need for Higher Education in Current Economy

Texas Educational Attainment of Civilian Workforce
Age 25 and Older



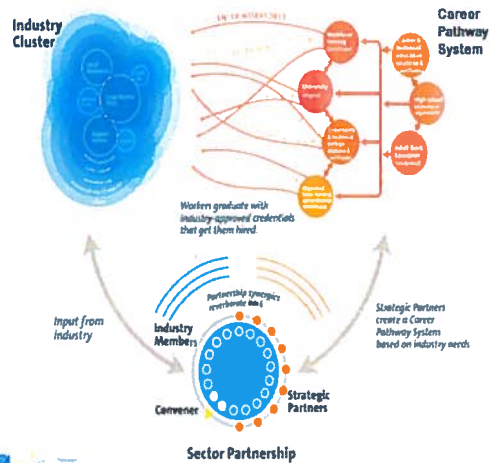
NOTE: These data are for the civilian workforce aged 25 and older. SOURCE: Center for Public Policy Priorities' analysis of Current Population Survey (CPS) data, IPUMS data, IPUMS CPS, University of Minnesota's www.ipeds.org



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TALENT DEVELOPMENT PIPELINES

Aligning Education, Workforce and Economic Development



Designs by



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CAREER PATHWAY SYSTEMS

Aligning Education, Workforce and Economic Development

1. **Linked and aligned programs that have well-connected education, training and support services informed by employer needs**
2. **Multiple entry points, or on-ramps including for those with limited education, English, skills, and work experiences (i.e., bridge programs)**
3. **Multiple exit points at successively higher levels of family-supporting employment and aligned with subsequent entry points**



SOURCE: "Shared Vision, Strong Systems: Alliance for Quality Career Pathways, Framework Version 1.0," Center for Law and Social Policy, June 2014



SECTOR PARTNERSHIPS

Aligning Education, Workforce and Economic Development



Designs by GENESYS



Strategic Framework





AWARENESS & ENROLLMENT: Cultivate interest in high-demand, middle-skill careers



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PRIMARY STRATEGIES


 1. AWARENESS & ENROLLMENT CULTIVATE INTEREST IN HIGH-DEMAND, MIDDLE-SKILL CAREERS	 2. TRAINING EQUIP WORKERS WITH THE SKILLS THEY NEED TO SUCCEED
<ul style="list-style-type: none"> 1.1. LABOR MARKET INFORMATION. Package and publish labor market and career information to support outreach activities 1.2. GENERAL AWARENESS. Design and execute campaigns targeted at key populations to raise awareness of high-demand, middle-skills careers 1.3. CAREER EXPLORATION. Provide meaningful career exploration opportunities for local residents entering the labor force or considering changing careers. Such opportunities could include career fairs, job shadowing, work based learning, site/workplace tours, and integration with career and technical education programs 1.4. CAREER NAVIGATION. Increase the use of career navigators in helping low-income students and workers define career directions and set career goals 	<ul style="list-style-type: none"> 2.1. ALIGNMENT. Centralize demand-side input to ensure that training curricula are aligned with regional employers' needs and a 21st Century workplace 2.2. CAPACITY. Grow capacity of regional training providers to meet the demand for middle-skills workers 2.3. ACCESS. Increase disadvantaged residents' access to middle-skill training 2.4. PERSISTENCE. Enhance disadvantaged students' persistence and completion rates
 3. PLACEMENT CONNECT EMPLOYERS WITH LOCAL TALENT TO FILL MIDDLE-SKILL JOBS	 4. UPSKILLING ASSIST FRONTLINE WORKERS IN ACQUIRING SKILLS TO ADVANCE INTO MIDDLE-SKILL JOBS
<ul style="list-style-type: none"> 3.1. COMPETITIVENESS. Increase the number of earn-and-learn opportunities in the region to expose employers to a broader range of candidates and improve candidates' employability skills 3.2. CONNECTIONS. Create opportunities for employers and students in middle-skill training programs to connect before program completion 3.3. LOCAL HIRING. Promote local hiring for middle-skill positions by facilitating the discovery of high-quality candidates 3.4. HIRING PRACTICES. Implement promising and evidence-based hiring practices to fill middle-skill positions 	<ul style="list-style-type: none"> 4.1. AWARENESS. Encourage the upskilling of frontline workers 4.2. CAPACITY. Support employers in upskilling their frontline workers through programming and technical assistance

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STRATEGIES	OUTCOMES	TARGETS
AWARENESS & ENROLLMENT: Cultivate interest in high-demand careers	• Disadvantaged residents are more aware of middle-skill career opportunities & training options	• 30,000 disadvantaged residents enroll in middle-skill training programs
TRAINING: Equip workers with the skills they need	• More disadvantaged students complete training	• 12,000 disadvantaged residents earn a middle-skill credential
PLACEMENT: Connect employers with local talent	• More disadvantaged residents secure employment	• 8,000 disadvantaged residents placed in middle-skill jobs
ADVANCEMENT: Retain & advance frontline workers into middle-skill jobs	• More disadvantaged residents are upskilled and advanced in their workplaces	• 2,000 disadvantaged residents advance (raises, promotions) in jobs after upskilling

10,000 Goal

Note: These targets are cumulative: 10,000 placed/advanced over 5 years.




	AWARENESS & ENROLLMENT	TRAINING <i>Completion Rate, Students at 200% of Poverty & Below</i>	PLACEMENT	ADVANCEMENT
Baseline (Annual, based on 2015 data)	<ul style="list-style-type: none"> General Awareness Building (3% Awareness to Enrollment) Career Exploration (20-40%) Career Navigation (70-80%)¹ 	2,354 (39% persistence rate) ²	1,295 (55% employment rate after completion) ³	N/A
2017-2021 (5-year Goal)	<ul style="list-style-type: none"> General Awareness Building Career Exploration Career Navigation 140,000 reached 29,733 enrolled	12,675 (44% persistence rate)	8,317 (75% employment rate)	2,000 ⁴

¹ Conversion rates (awareness to enrollment) based on [studies](#) of similar marketing and outreach activities

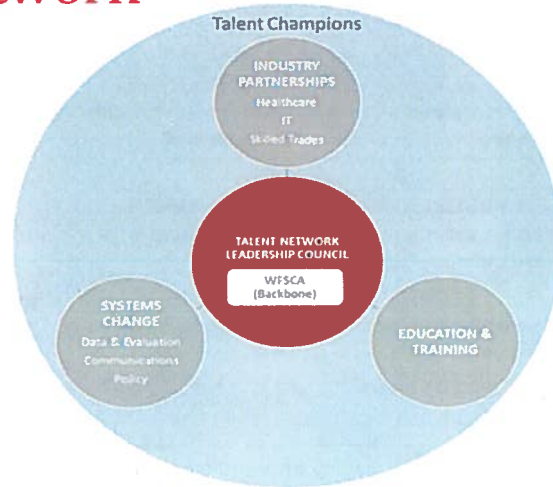
² Based on average completion rate reported by the [American Association of Community Colleges](#) and data on low-income completers from the [Community College Research Center](#).

³ Based on the weighted average of placement rates reported by the [Ray Marshall Center](#).

⁴ Some individuals received upskilling via ACC or another training provider and are counted in the Placement Strategy, while others received upskilling via in-house training from their employers. We will develop a system to de-duplicate outcomes for Placement and Advancement.



Talent and Opportunity Network



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Adult Students Need Supports



Community-based organizations, and Austin Community College (ACC), report that **most students must work and balance family responsibility** while taking classes.

- 83% of ACC students report needing to work at least part-time while in school.
- 97% of ACC students report having a dependent or parent to care for while in school.



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Student Demographics

- Providing more supports, such as childcare, will reduce attrition, especially for students who are mothers:
 - Caregiving reduces the time student parents spend on homework or studying, increasing the risk of dropping out
 - **68%** of mothers attending community college provide 30 or more hours of caregiving weekly, compared to 42% of fathers (American Association of University Women, "Women in Community College Access to Success," 2013 study)
- Supportive services like childcare will help increase the number of women who can enroll full time, complete training more quickly and find employment
 - More women than men enroll part time, 6 out of every 10 women enrolled in community college (AAUW study).

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What's Next:

- **Expand Business Engagement through Industry Sector Partnerships:** Build Skilled Trades/Manufacturing and Healthcare talent hubs
- **Launch:** Talent and Opportunity Network committees to support Plan Implementation
- **Coordinate Data Collection:** Partner with UT's Ray Marshall Center to develop a data aggregation and analysis system
- **Funding:** Identify public/private funding opportunities to support Master Plan Implementation

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THANK YOU

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