



NEW SKILLS

TRAINING

City of Austin Economic Prosperity Commission

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AUSTIN METRO AREA

MASTER COMMUNITY WORKFORCE PLAN



WORKFORCE
SOLUTIONS Capital Area

Connecting People to Jobs

A proud partner of the [americanjobcenter](#) network

Economic Divide: Physical as well as Educational

Mayor Steve Adler: “We could spend time in this city trying to make things less expensive... Or, we could focus on **giving people more money to spend, and that happens through training and middle-skill development.**”

Judge Sarah Eckhardt: Create a “**common wealth**” of Austin by connecting qualified job seekers with good-paying middle-skill jobs.



The Solution

Improve talent, affordability, connectivity, and opportunity for all



Context:

How Did We Get a Strategic Plan for Talent?

April 2016: Mayor Adler and Judge Eckhardt commissioned workforce plan from Workforce Solutions

May 2016 – May 2017: Input and scoping sessions in the community

June 1, 2017: Austin Metro Area Master Community Workforce Plan launched



Community Engagement was Key

To build the Plan initially, Workforce Solutions 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:** Austin Community College (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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THE NEED

To make living in the Austin Metro Area more affordable by improving economically disadvantaged residents' access to better economic opportunities via employment

THE OPPORTUNITY

By 2021, the Austin Metro Area is projected to have more than 60,000 middle-skill job openings

THE APPROACH

To find and reach people where they are – whether they are considering a new career or feeling stalled in their current career. Engagement may begin before a resident considers enrolling in a targeted training program, while they are in training, as they are seeking new employment or when they are exploring upskilling opportunities with their current employer.



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THE AUDIENCE

14-17 year-old youth and 18+ adults living at or below 200% of the federal poverty level

THE REGION

10 county Austin-Round Rock MSA

THE INDUSTRIES

- Healthcare
- Information Technology
- Skilled Trades/Advanced Manufacturing

THE JOBS

Middle-skill occupations (those that require more than a high school diploma but less than a bachelor's degree) in the three target industries



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

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

30,000
enroll in
middle-skill
training



TRAINING: Equip workers with the skills they need to succeed

12,000
earn
middle-skill
credentials



PLACEMENT:
Connect employers
with local talent to fill
middle-skill jobs

8,000 placed



ADVANCEMENT:
Assist frontline
workers in acquiring
skills to advance into
middle-skill jobs

2,000 upskilled



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Skills Gap:

3 Industries Where Demand > Supply

Labor market analysis identified three industries in which employers face the biggest talent shortage:
Skilled Trades/Advanced Manufacturing, Healthcare & IT

MIDDLE-SKILL PROGRAM COMPLETIONS – AUSTIN-ROUND ROCK, TX MSA

Industry	Baseline 2015 Supply (Community-Based Orgs, ACC, Other Educational Institutions)	Minimum Expected Annual Job Openings (2016)	Maximum Expected Annual Job Openings (2016)	% Demand Met
Skilled Trades/ Adv Manufacturing	960	1,744	4,348	22-55%
Healthcare	2,066	2,238	4,631	45-92%
Information Technology	1,110	2,066	7,539	15-54%

Sources: National Center for Education Statistics, Interviews with local Community-Based Organizations, Texas Workforce Commission, The Conference Board, Help Wanted OnLine



Industry Engagement: Center of the Table



Industry Engagement: Start with Research

- 2017 Central Texas Manufacturing Workforce Study
- 2018 Manufacturing Education and Training Asset Mapping
- 2018 Tuition Assistance Utilization Study: A Focus on Healthcare Employers in the Austin Metro Area
- 2018 Workforce Solutions Capital Area Healthcare Industry Analysis
- 2019 TX Workforce Commission grant IT labor market analysis in partnership with the Austin Technology Council / Workforce Solutions Rural Capital Area



Industry Engagement: Support Existing Efforts



Ascension Seton

St David's HEALTHCARE



Baylor Scott & White
HEALTH



T.S.B.C.T.C.



PLUMBERS & PIPEFITTERS
LOCAL 286
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Industry Engagement : Early Wins

- *Healthcare*: Pilot incumbent worker training with frontline staff at hospitals
- *Advanced Manufacturing*: Training & paid internship pilot with ACC, Austin Regional Manufacturers Association and 9 employers
- *Skilled Trades/ Advanced Manufacturing*: Enrollment and hiring campaign
 - Trade Up Texas Campaign: 1,800+ respondents
 - Trade Up Texas Showcase: 40 vendors; 13 apprenticeships; over 210 workers
- *Cross Sector*: K12 connections; Bridging the Talent Gap Survey



Research and Evaluation

Baseline

Identify outcomes and processes engaged in prior to the MCWP

Provide recommendations for improvement

Implementation

Review and verify new processes engaged in after start of MCWP

Provide implementation recommendations to enable seamless tracking of regional efforts

Evaluation

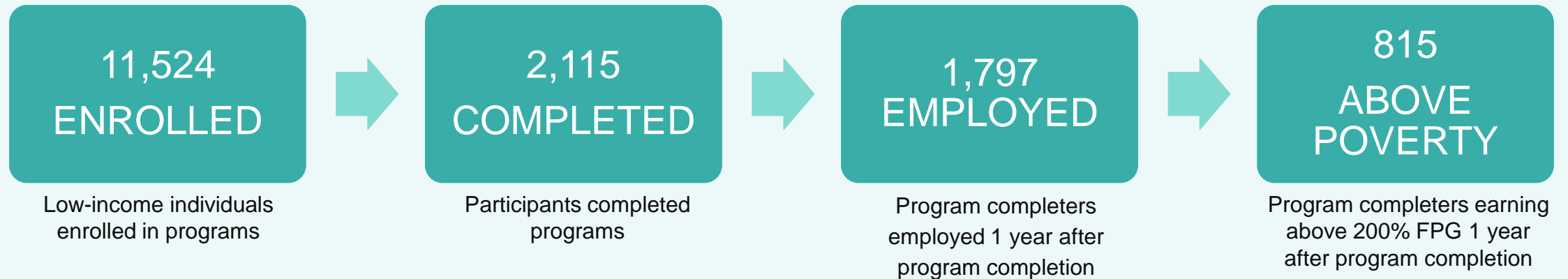
Use organization and admin. data to determine number of individuals pulled out of poverty

Intended to be iterative and inform ongoing decision-making



Baseline Findings (2013 – 2016)

3-year baseline period



Baseline Findings: Earnings Gains

Completers earned more money on average than prior to entering their program

Average Earnings **Gains** for Completers (2015-2016 Year)

- **\$26,460** for ACC Associate Degree
- **\$18,991** for ACC Credential with CBO support
- **\$15,356** for ACC Certificate
- **\$9,165** for ACC Short-term Credential
- **\$8,778** for CBO In-house Training Program



Earnings Gains = Earnings Year After Completing - Earnings Year Prior to Program Entry

Moving the Needle: Current Cross-Sector Efforts

- Bridging the Talent Gap Survey, co-led by Workforce Solutions and the Greater Austin Chamber, 144 companies surveyed; 7 companies to help upskill employees
- Workforce Solutions placed 50 Austin ISD teachers and counselors in externships this summer
- Workforce Solutions will serve 18,000 regional middle and high school students over 2 years with career counseling; coordinated with Greater Austin Chamber of Commerce and E3 Alliance
- Creating articulation agreements between Community-Based Organizations and Austin Community College
- Workforce Solutions will deploy new incumbent worker training funds



Early Wins for Providers

Skillpoint Alliance	Updated curricula to support electrical & healthcare employers
Goodwill Industries of Central Texas	Expanded WIOA approved courses; creating broader funding sustainability Expanding facilities for training and providing scholarships
American YouthWorks	Initiated Professional Networking Partnership (PNP) to expose students to employers and job shadowing prior to internships or hire
Austin Area Urban League	TX Workforce Commission grant to support training in advanced manufacturing, biotech/life sciences, and information technology
Capital IDEA	Recognizing non-traditional post-secondary routes to good jobs by supporting students in apprenticeship programs by paying for fees, tools, and additional training costs
Austin Community College	Created new position: President of Business Industry Partnerships to coordinate College's alignment with the Master Community Workforce Plan

Tony has lived in Austin since 2005, when his family moved here from California. Tony is hearing impaired, which makes searching for a job challenging. He was one of 14 people in a pool of 78 chosen to participate in the inaugural Certified Production Technician Training Program funded by Texas Mutual Insurance Company.

“When I was selected to participate in the program, **it was an amazing feeling to know that more doors would open up for me,**” Tony said.

Tony began participating in the program in February, and earned his CPT certifications and completed his paid internship in March. During the program, he attended classroom training 12 hours per week at Austin Community College’s Highland Campus and worked 200 hours for a paid internship at Community Impact Printing for 40 hours per week. He maintained excellence attendance at both the training and on the job.

For other job seekers exploring similar opportunities, Tony offers this advice: “For anyone who chooses to take training like the CPT program, stay motivated and energized until you’ve completed your courses. Your reward will be to accept full-time employment.”





Thank you

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