

# Positioning Workforce Development Programs to Drive Economic Prosperity

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Economic Development Department

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# Outline

- Defining Workforce Development 3
- Overview of Past Ecosystem Performance 4
- Reimagining City's Role in Workforce Development 5-9
- Goals in Pipeline 10
- Training Landscape: EDD's Current Investments 11-12

# Defining Workforce Development

The process of using programs or other educational opportunities like course work, apprenticeships, fellowships, or on-the-job learning to train existing and potential workers in the essential and hard-skills and tasks they need to be competitive in the global economy.

## Past Ecosystem Performance

- City Contract Performance
  - From 2020-2021, 38% completion rate with 33% of completers above poverty.
- Overall Ecosystem Performance
  - From 2018-2019, 27% completion rate with 36% of completers above poverty.

# 3-Year Strategy for Workforce Development: Reimagining the City's Role

## 3-Year Strategic Plan

1. Improve **communication and coordination** between City departments
2. Increase **capacity** of workforce development programs and training providers
3. Expand **availability** of workforce development services for residents and businesses
4. Build stronger connections with area **employers**

# 3-Year Strategy for Workforce Development

## 1. Improve **communication** and **coordination** between City departments

- a) Inventory workforce development programs Citywide (ongoing 2023)
  - Establish continuums of care between programs when possible.
- b) Commission study of workforce development participant outcomes specific to City of Austin contracts (achieved 2023)

# 3-Year Strategy for Workforce Development

## 2. Increase **capacity** of workforce development programs and training providers

### a) Fund capacity

- Case management and career coaching staff (achieved 2022)

### b) Expand or build data sharing system

- Capture all clients served with COA dollars (target FY24)

### c) Continue support for high-demand occupations

- Healthcare, Information Technology, Skilled Trades, Advanced Manufacturing (achieved 2022)
  - Career awareness campaigns (ongoing goal)

# 3-Year Strategy for Workforce Development

## 3. Expand **availability** of workforce development services for residents and businesses

- a) Relax income-based client eligibility thresholds
  - Transition eligibility from 200% FPG to 85% SMI (achieved 2022)
- b) Continue to fund wraparound services (achieved 2022)
- c) Develop additional Integrated Education & Training (IET) curriculum (ongoing goal)
- d) Work with CBOs to develop occupational training for creative industries (ongoing goal)
- e) Provide step-down assistance to avoid benefits cliff (ongoing goal)



# 3-Year Strategy for Workforce Development

## 4. Build stronger connections with local **employers**

- a) Be active in endearing employers to the ecosystem and helping providers maintain productive partnerships
  - Help small businesses access Texas Workforce Commission Skills Development Fund (TWC SDF) through ACC (ongoing goal)
  - Develop/designate a City-owned discretionary SDF (ongoing goal)
  - Initiate a "Skills-First!" Campaign (ongoing goal)

# Strategic Goals in Pipeline

## Strategic goals needing additional development:

- Develop/designate City-owned SDF for training for culturally significant, non-target industries.
  - Green Jobs, Circular Economy, Creatives, Childcare
  - Exploring Ch. 380 as potential mechanism
- Develop additional IET curriculum
- Career awareness campaigns for youth, young adults
- Step-down assistance for clients impacted by benefits cliff
- “Skills-First!” campaign

# EDD's Investments in Workforce Training

- Workforce Solutions Capital Area – RE:WorkNOW 2.0, \$6.6M, **800 clients trained, 10000 people outreached.**
- Capital IDEA – Concordia University Nursing Pilot, \$2M, **35 Nurses, 8 Dental Hygienists.**
- Capital IDEA – Healthcare and IT, \$3,742,580, **980 clients.**
- Skillpoint Alliance – Skilled Trades and Staff, \$864k, **200 clients, 2 FTEs.**
- ARMA – Advanced Manufacturing Pipeline, \$200k, **70 students enrolled, 400 outreached.**
- Austin Urban Technology Movement – IT, \$793,420, **50 clients.**
- UT Austin – Workforce Development Participant Outcomes Study, \$500k.

# EDD's Investments in Workforce Training

- Workforce Education and Readiness Continuum (WERC), \$498,822, **234 clients** served with EDD funds.
- Together for Children – Texas Childcare Leadership Academy, \$351,270, **60 clients served.**
- Workforce Solutions Capital Area – Jeanette Watson Program, \$1M, **apx 200 clients served.**
- Austin Film Society – Creative Careers, \$1.2M, **75 clients served.**

# Thank you!

For additional questions please contact:

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