



CONNECTING LOCAL PEOPLE TO LOCAL JOBS

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**Economic Prosperity Committee
City of Austin**

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Inquiries Posed from Committee

- How does WFS predict demand for jobs far into the future?
- How does WFS assess future workforce readiness for those jobs?
- What are WFS programs for recruiting and resourcing members of that future workforce?
- What data resources do you recommend the EPC consider in assessing the local economy and crafting recommendations to Council?

PROJECTING FUTURE DEMAND



Targeted Industries and Occupations (TOL)

- Workforce Solutions Capital Area (WFS) must annually assess whether its **targeted occupations list** (TOL) is aligned with high-demand occupations for the Austin/Travis Co region and provides people with occupational median wages in Travis Co
- The TOL aligns with the Hire Local Plan's five focus industries: **Manufacturing, Healthcare, IT, Skilled Trades; and Mobility & Infrastructure**
 - **90%** of the occupations on the TOL fall into these industries
 - **The other 10%** are in Prof & Business Services (i.e., secretaries, accountants, bookkeepers) and are often found employed with companies in the five in-demand industries
- TOL includes occupations that require **middle-skill credentials**. These credentials lead to **career pathways** that customers can enter based on their current level of education and experience.

Targeted Occupation Criteria

CRITERIA	THRESHOLD
Current job openings (per Light Cast)	= or > 45
Projected job openings 2018-2028 (per TWC)	= or > 50
Occupational median wage	\$20/hour
Required education (consideration for occupations with entry-level postings for youth and adults that lead to a career pathway)	More than a high school diploma, but less than a 4-year degree (can include long-term on-the job training, such as apprenticeships or postsecondary, some college, no degree, and/or an associate's degree)
Focus industries	Goal of 90% of occupations in Advanced Manufacturing, Healthcare, IT, Skilled Trades and Mobility & Infrastructure from the Hire Local Plan
Local training outcomes	Compare graduation outcome data based on occupational training and other WFS programs
Local wisdom	Employers and/or industry associations provide feedback based on the demand of the occupation in the region

AUSTIN'S TOP 5 INDUSTRIES FOR QUALITY JOBS



HEALTHCARE

131,836

employed

\$68,011

avg. ann. salary



IT/TECH

107,600

employed

\$129,500

avg. ann. salary



SKILLED TRADES

100,859

employed

\$77,632

avg. ann. salary



MANUFACTURING

72,289

employed

\$119,760

avg. ann. salary



MOBILITY/INFR.

47,404

employed

\$60,869

avg. ann. salary

MARKET ANALYSIS FACTORS CONSIDERED

1. Rapid Entry

- Leads to immediate employment opportunities
- Has significant growth in our region

2. Improve Income and Reduces Poverty

- Provides living wages in Austin

3. Stability

- “Low Turnover”

4. Targeted/Focus Industry

- Based on input from stakeholders or existing sector partnerships to local knowledge, we have identified construction/trades, manufacturing, mobility, healthcare and tech are priority areas.

ASSESSING WORKFORCE READINESS + RECRUITING THE FUTURE WORKFORCE



ONE-STOP SHOP FOR EMPLOYMENT

Job Seekers

Your go-to source for no-cost job search & employment services

- *Find a job*
- *Build your resume & prep for interviews*
- *Career training scholarships*
- *Receive wraparound supports while you work or train*

Employers

We help businesses hire, train, & retain skilled workers

- *Finding talent*
- *Hiring events*
- *Employee skills training*
- *Layoff assistance/aversion*

Youth

We help youth (ages 16–24) complete their education & find and keep employment

- *Education support for GED, college or trade programs*
- *Career-case management support*
- *Career-readiness training & paid internships*
- *Job placement support & services*

Parents

We help parents pay for childcare so they can work or go to school

- *Childcare scholarships*
- *Choose a provider that meets the needs of your family*

NOTE We also work with childcare providers to achieve greater measures of quality & help prep children for success in kindergarten

HIRE LOCAL PLAN SUCCESS METRICS



INCREASE SKILLED LOCAL TALENT

Total # of completers

Total # of completers by sector

Share employed overall
and by sector

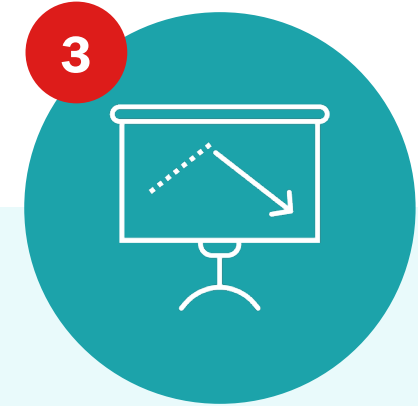


IMPROVE INCOME

Share of completers with
higher income

Amount of income change

Moved from one income
category to a higher category



REDUCE POVERTY

Total # brought out of poverty

Total # brought above a
living wage

Total number experiencing
stable employment

HIRE LOCAL PLAN STRATEGY OVERVIEW

A common agenda and framework for a more demand-driven, collaborative workforce system

STRATEGY #1

AWARENESS & ENROLLMENT

Cultivate interest in high-demand, quality entry- and mid-level careers



STRATEGY #2

TRAINING

Equip workers with the skills they need to succeed



STRATEGY #3

PLACEMENT

Connect employers with local talent to fill quality entry-level jobs and good-paying mid-level jobs



STRATEGY #4

UPSKILLING

Assist frontline workers in acquiring skills to advance into higher-paying mid- and upper-level jobs



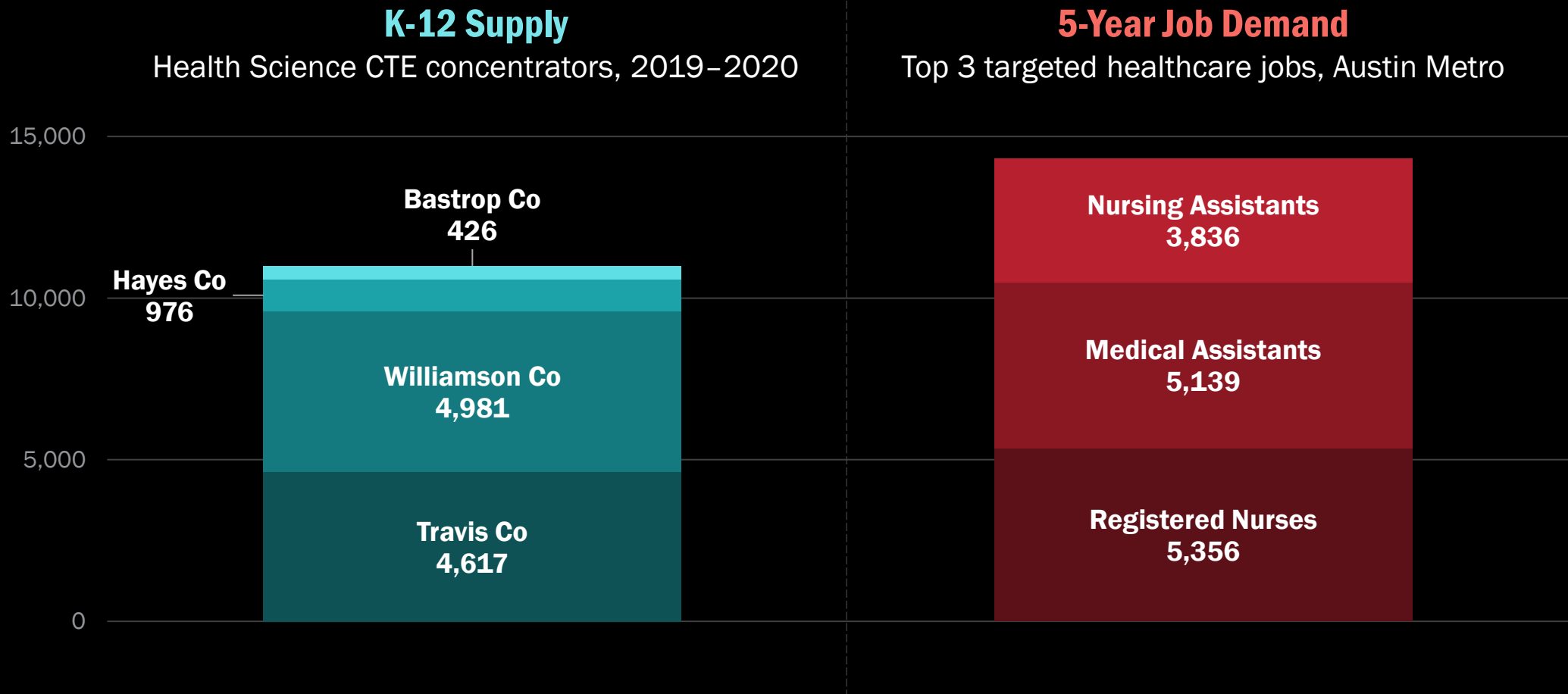
**Top Recruiting
Partners are Schools
and Community-Based
Organizations**

**Top Recruiting
Methods are Marketing
(fliers, social media) and
Word of Mouth**

**Recruiting for
training programs
is a multi-
pronged process.**



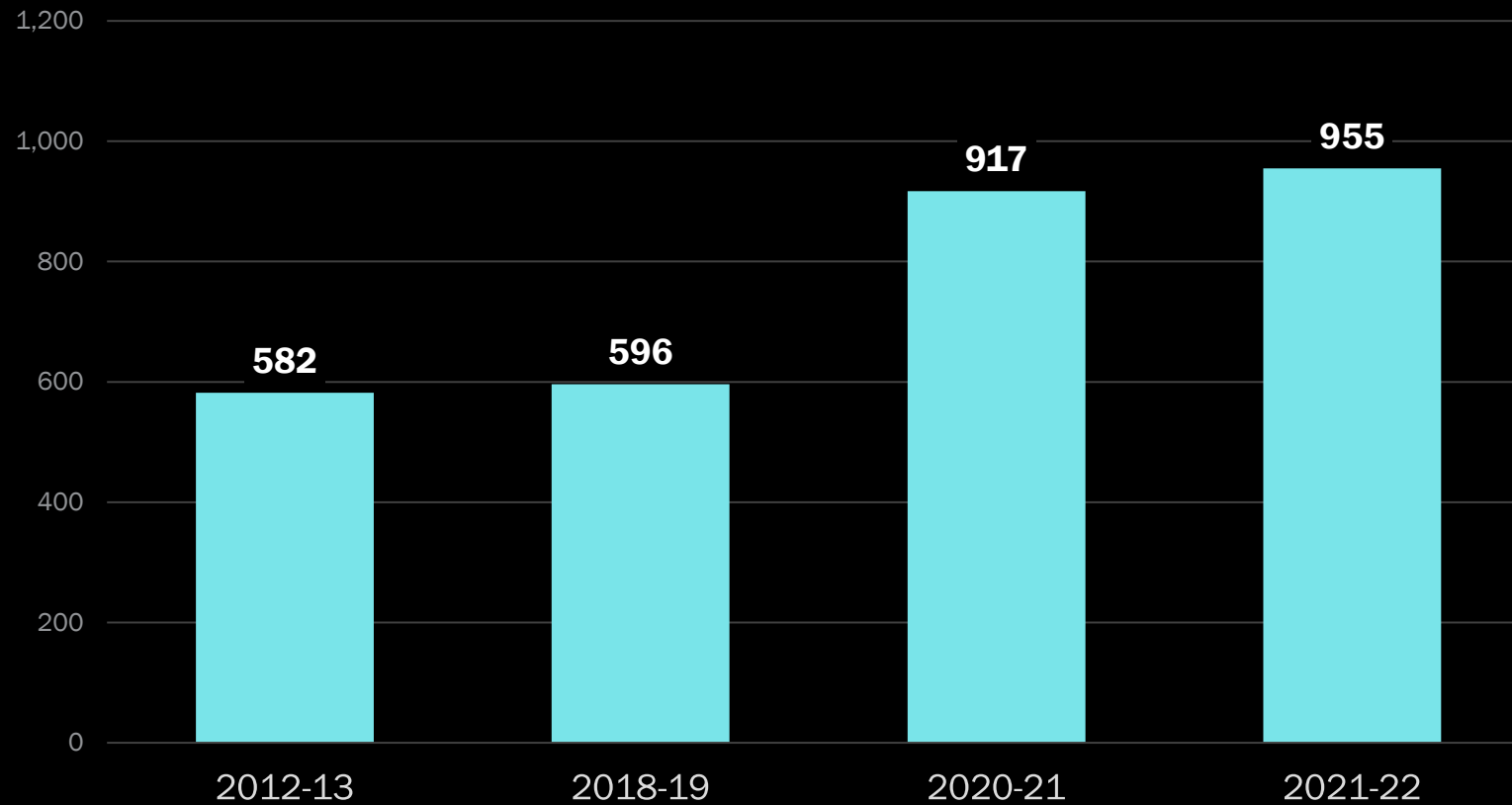
K-12 pipeline: A key solution to fill healthcare gaps



Nursing grads are increasing each year

Nursing Graduates, 10-Year History

Austin Metro



OF NOTE

5,356

Registered Nurse jobs
will need to be filled in
next 5 years

Programs vary in duration with little consistency.

Program Inventory - Duration



Source: CivicSol Analysis

Programs less than 3 months are flexible, offering Certificates, CTEs, Hands on training, and Pre-Apprenticeships

Programs longer than a year are almost exclusively earn-and-learn opportunities



When you have your electrical license, you can go anywhere. You have that freedom and skills that no one can take away from you.

Women can do this, and it is an amazing trade to be in.”

REBECCA YOUNG

Director and Electrical Instructor
at Lone Star CTT

DATA RECOMMENDATIONS





WORKFORCE SOLUTIONS CAPITAL AREA

Texas Talent Experts

- Labor Market Tools
 - TWC LMI (no-cost)
 - WFS Talent Insight Reports (no-cost)
 - JobsEq
 - LightCast

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