



Good Jobs for All Americans

Regional Workshop Las Vegas, Nevada #GoodJobsNGA #WeThe States

Wednesday, December 5th, 2018

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Armchair Chat: Good Jobs for All Americans

The Honorable Steve Bullock, Governor, Montana
Anna Gatlin Schilling, Vice President, National Engagement and Strategic
Communications, Strada Education Network
Moderator: Kirk Jonas, Director, NGA Center for Best Practices





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Workforce of the Future: Positioning State Economies for Success

Leah Jewell, Managing Director, Career Development and

Employability, Pearson

Hiram E. Chodosh, President, Claremont McKenna College

Moderator: Mike Bartlett, Senior Policy Analyst, NGA Center for Best

Practices





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Technology

How will technology impact jobs?

Skills

How will skill requirements change in the economy?

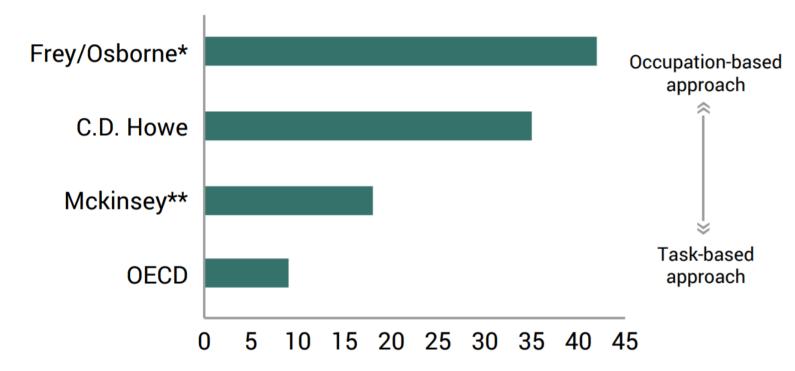
Work

How is the nature of work changing?

Demographics

How is the face of the workforce changing?

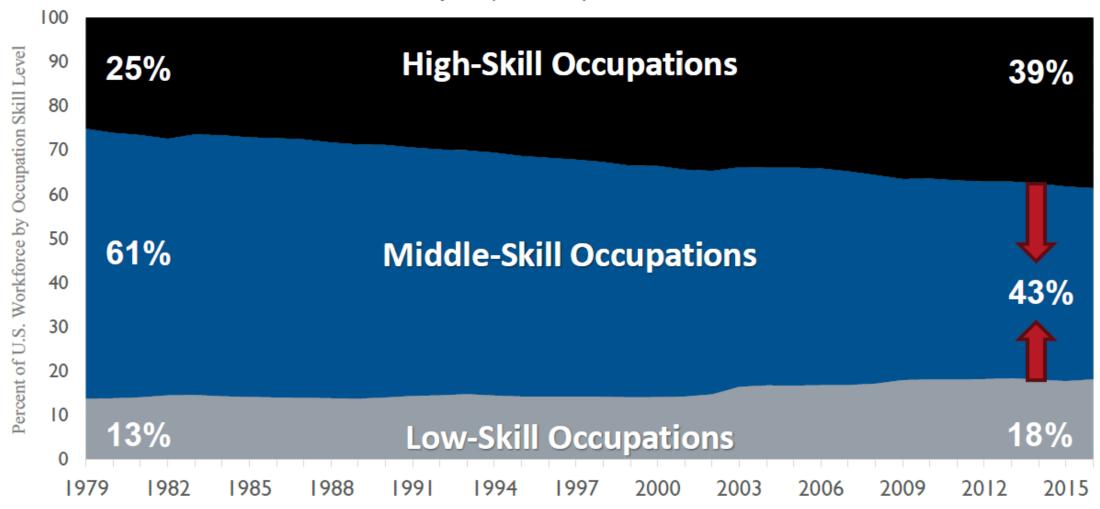
Estimates of the share of Canadian workers at <u>high risk</u> of being affected by automation in the next 10 to 20 years





Employment Shares by Skill Level

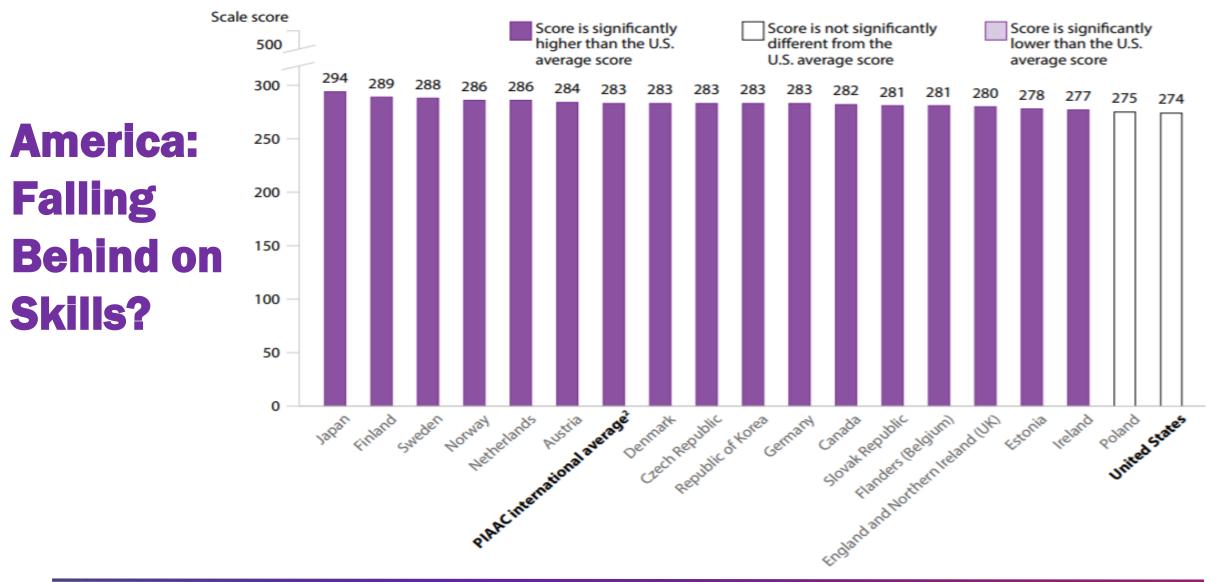
January 1979 - September 2016



SOURCE: The original chart is from "The Vanishing Middle: Job Polarization and Workers' Response to the Decline in Middle-Skill Jobs," by Didem Tuzemen and Jonathan Willis, Federal Reserve Bank of Kansas City, 2013. The original chart has been updated to begin in 1979 and end in September 2016. Data were provided by Didem Tuzeman.

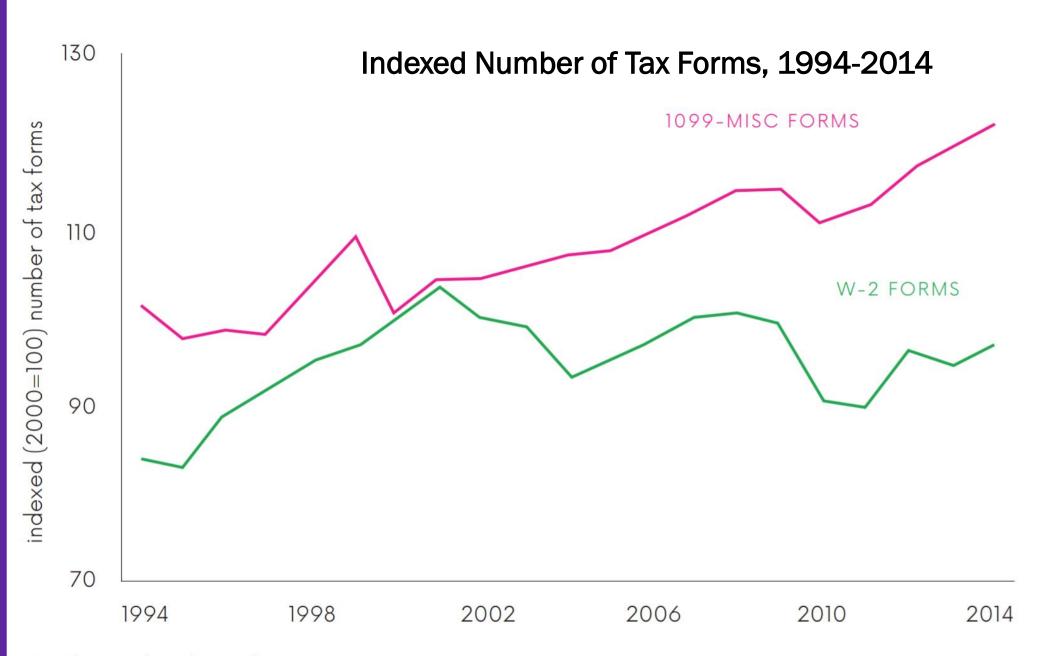


Figure 1-C. Average scores on the PIAAC problem solving in technology-rich environments scale for adults age 16 to 65, by participating country and region: 2012 and 2014¹



Source: NCES. Skills of U.S. Unemployed, Young, and Older Adults in Sharper Focus: Results From the Program for the International Assessment of Adult Competencies (PIAAC) 2012/2014





Note: The Vertical axis does not begin at zero.

Source: Dourado and Koopman 2015 calculations of IRS data

State Priorities from Pittsburgh: Workforce of the Future: Positioning State Economy for Success

- International trends local solutions
- Embody flexible thinking, adaptability, and entrepreneurial thinking
- States can serve as information brokers & coalition builders





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Workforce of the Future: Positioning State Economies for Success

Leah Jewell
Managing DirectorEmployability Solutions

@LeahJewell1



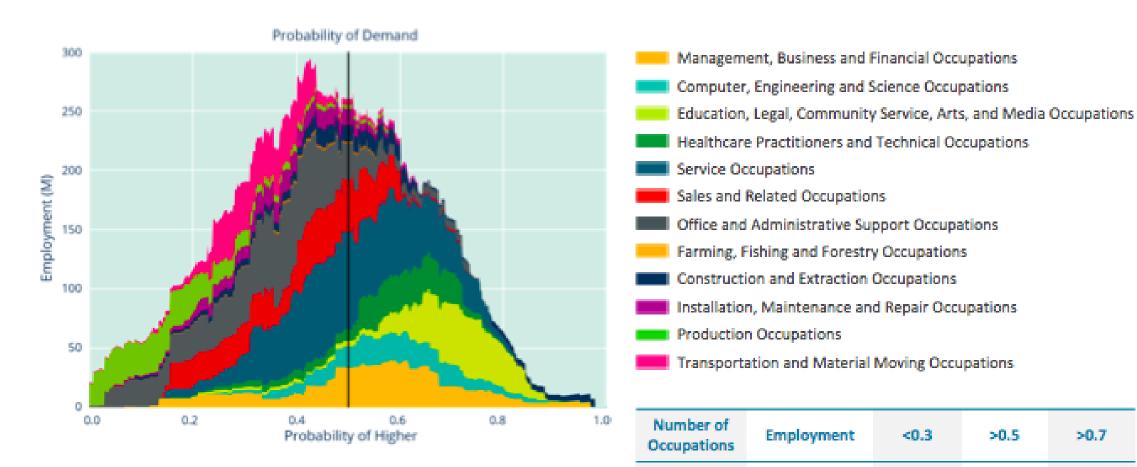


- Technological Change
- Globalization
- Demographics
- Environmental Sustainability
- Urbanisation
- Increasing Inequality
- Political Uncertainty



TOP LEVEL FORECAST - US

#ExecLF18 #FutureSkills





43.2%

>0.7

9.6%

772

135M

18.7%

US Top 10 O*NET features by correlation with occupations probability of growing in demand

Learning Strategies

2 Psychology

3 Instructing

4 Social Perceptiveness

Sociology and Anthropology

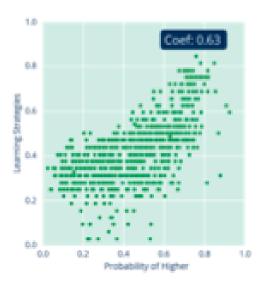
6 Education and Training

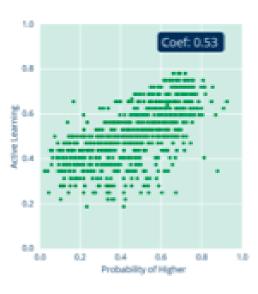
7 Coordination

8 Originality

9 Fluency of Ideas

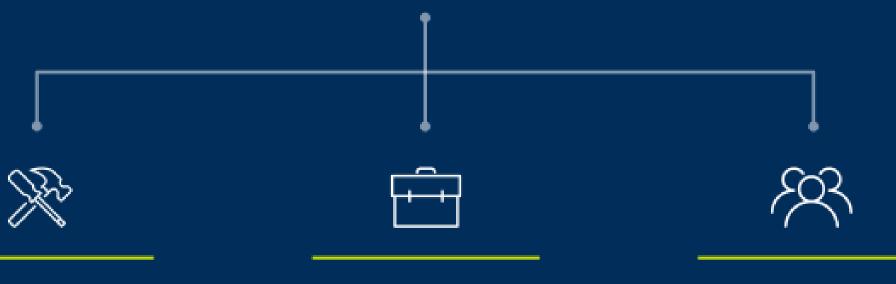
10 Active Learning







BIG THEMES



Need a mix of skills and knowledge

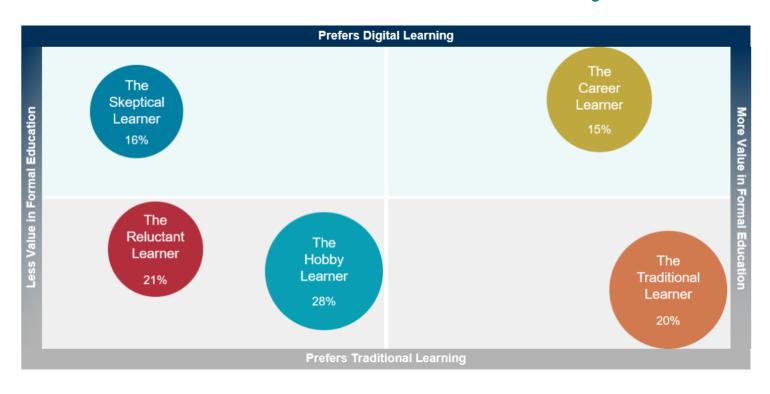
At least 6-7 jobs in a lifetimes

Employer involvement critical



Learner Segments:

Perceived Value vs Preferred Way of Learning



X-Axis: Perceived value of education relative to what they would spend on it

The difference in the degree to which they see the benefit of what they would spend in time (opportunity costs) and actual cost of a college education.

Y-Axis: Their preferred way to learn (y-axis)

Their preference for learning via digital vs. traditional methods (such as face-to-face or print).



Working adults are looking for more skills development opportunities, but...

72

know they need to go back to school

68

will enroll in a program within 5 years

80 %

say tuition and fees are a barrier

40

can't earn enough to pay off debt



Need Clearer Signals to Enable Effective Employer/Academia Collaboration

Benefits to mapping Job Descriptions to Skills and Capabilities

Employee

- What skills are needed for promotion
- What skills are shared among jobs
- What's the most effective way for me to train

Candidates

- What skills are needed
- More visibility beyond a degree
- potentially faster, cheaper pathways to a job

Schools

- What programs should be offered
- Will alternate pathways be acceptable
- Pathway from school to a job

Pearson

- Stackable credentials
- Partnership for lifelong learning

80% of companies offer some form of educational assistance



Only 3% of employees take advantage of programs



96% of programs fund less than 30% of cost of formal degree programs

Look at policies around payment and options

Measure ROI around career progression and retention



Scaling All Types of Work-Based Learning

73% of Students are EXTREMELY Interested in VIRTUAL PROJECT BASED INTERNSHIPS

Employer

- Broaden candidate pool
- Not limited by geography
- Reach more diverse candidates
- Year round help
- Compensation
- Lighter lift than formal apprenticeships

Student

- 1. Flexible hours
- 2. No relocation needed
- 3. Connect with mentors
- 4. Year round opportunity for work

Schools

- Integrate projects into courses
- Credit
- Tighter connection with employers





Discussion Questions:

• What, if any, priorities or key ideas are missing from the list from Pittsburgh?

 What <u>specific</u> policies are you implementing, or what might you implement to create a future-ready workforce? How would you advise a Governor?





#GoodJobsNGA #WeThe States Wifi:



Rural Resurgence: Empowering the Rural Workforce

Brian Dabson, Research Fellow, University of North Carolina Chapel Hill Marion Terenzio, President, SUNY Cobleskill Moderator: Dana Westgren, Policy Analyst, NGA Center for Best Practices





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State Priorities from Pittsburgh: Rural Resurgence

- Recognize that rural communities can look very different and need different solutions or investments in different types of infrastructure – let local input guide policy;
- Identify future jobs opportunities for rural workers, including work that can be done remotely;
- Engage and support existing rural employers by developing a business-friendly and entrepreneurial climate; and
- Bring together partners in communities like economic development organizations, and family foundations for seed funds.





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Strategies for Rural Workforce Development

Brian Dabson, University of North Carolina

National Governors Association

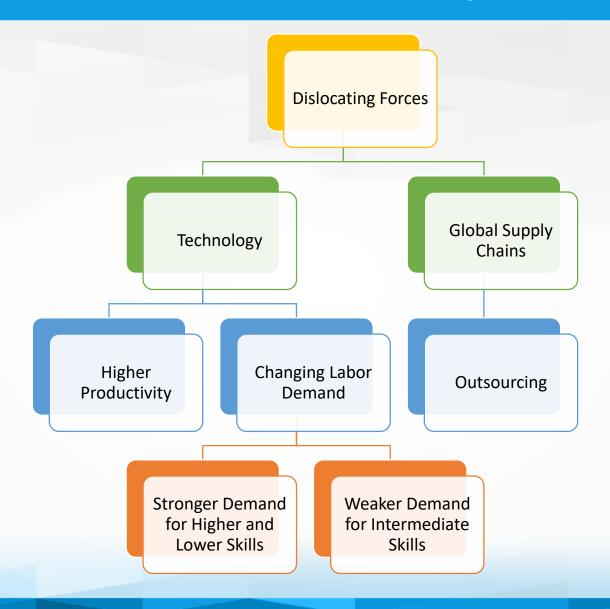
Regional Leadership Workshop

Rural Resurgence: Empowering the Rural Workforce

Las Vegas, December 5, 2018



Large scale forces are felt everywhere



But magnified in rural areas by...

Geography

- Low population densities and remoteness
- Reduced
 economies of
 scale, higher
 transport costs,
 less efficient
 services

Demography

- Older population: outmigration of young people, inmigration of retirees
- In-migration of lower skilled workers for specific industries

Competitiveness

- Smaller
 businesses with
 lower capacity to
 engage external
 markets
- Limited pool of workers with right education, skills, experience
- Fewer career progression and development opportunities for workers

Although rural areas greatly differ...

- Rural areas differentiated by:
 - Distance from metropolitan centers
 - Strength of their natural and cultural assets
- Economic/workforce development strategies must reflect these differences:
 - Rural communities within commuting distance focus on urban supply chains and upgrading workforce skills to meet urban needs
 - Rural communities beyond commuting distance focus on local assets and entrepreneurship

And economies are dynamic...

High Demand
Low Supply
SKILLS GAPS &
SHORTAGES

High Demand
High Supply
HIGH SKILLS
EQUILIBRIUM

Low Demand
Low Supply
LOW SKILLS
EQUILIBRIUM

Low Demand
High Supply
SKILLS
SURPLUS

After Green (2016)



And economies are dynamic...

Attract skilled workers, invest in existing workers

High Demand
Low Supply
SKILLS GAPS &
SHORTAGES

High Demand
High Supply
HIGH SKILLS
EQUILIBRIUM

Sustain economy, look for new opportunities

Invest in workforce, strengthen existing and attract new businesses

Low Demand
Low Supply
LOW SKILLS
EQUILIBRIUM

Low Demand
High Supply
SKILLS
SURPLUS

Encourage entrepreneurs, attract new businesses

After Green (2016)



Other trends also important...

New forms of employment

- Growth of temporary, freelance, contract work
- But familiar to rural workers– income patching

Telecommuting

- A potential boon for rural workers
- But requires high-speed broadband, higher level skills

Lifelong learning

- Continued learning and credentialing
- Paper
 qualifications
 less useful
 than
 demonstrable
 skills,
 knowledge

Goal of Rural Workforce Development

• Ensure that *all* workers have the opportunity and resources to enhance their economic circumstances through education and skill development

Goal of Rural Workforce Development

• Ensure that *all* workers have the opportunity and resources to enhance their economic circumstances through education and skill development

• Note: Their ability to apply newly acquired education and skills in their home communities will determine whether they stay or migrate

Three Components...

Distance Learning

- Access to curricula, specialized faculty
- Reduced travel time, lower costs, self-paced learning
- But must be integrated into workplace, academic, community contexts

Competency-Based Learning

- Helps employers, employees, and job-seekers better understand what knowledge, skills, capabilities are required
- Transferable credits irrespective of where and how learning takes place

Lifelong Learning

 Need for workers to keep on learning throughout work lives...not just when young

Six Prerequisites...

Connectivity

High-speed broadband

Innovation

Competitive niches

Entrepreneurship

• Integral to workforce development

Assets

Build on natural and cultural assets

Collaboration

Breakdown institutional barriers

Regionalism

Act regionally across jurisdictions

Brian Dabson
School of Government
UNC-Chapel Hill
dabson@sog.unc.edu



Connecting the Dots: Rural Resurgence in New York State

Government (National / State / Local) + Private sector + Education (National / SUNY / Cobleskill / K-12) = RURAL RESURGENCE



Government (National) + Private sector + Education (National / SUNY / Cobleskill / K-12)

NGA Rural Resurgence



Government (State) + Private sector + Education (National / SUNY / Cobleskill / K-12)

New York State

- The 13th largest economy in the world
- Produces the top 10 agricultural commodities
- 36,000 farms
- Access to water and land
- Top land grant system



Government (State)+ Private sector + Education (National / SUNY / Cobleskill / K-12) = Rural Resurgence

- Since 2011, \$62M in 82 farmland conservation easement projects
- \$30M dairy farms 2018
- The Working Farm Protection Act \$17M to protect water quality across NYS
- REDC (\$5.4 billion)
- Office of Workforce Development: Think with head and hands
- Broadband for All



Government / Agriculture and Markets

Rural Development One-Stop Shop

Four priority areas:

- access to land
- capital and financing
- business and technical assistance
- mentorship, training and apprenticeship opportunities
- Farm Worker Advisory Council co-chaired by, Commissioners Agriculture and Markets, and Labor
- Hemp Production 3,500 acres planted in 2018, 20 processors registered
- Six new Cuisine Trails NY Grown & Certified Agricultural Products



Government (National / State / Local) + Private sector + Education (National / SUNY / Cobleskill / K-12) = Rural Resurgence



Regional Economic

Development Councils



Government (National / State / Local) + Private sector +

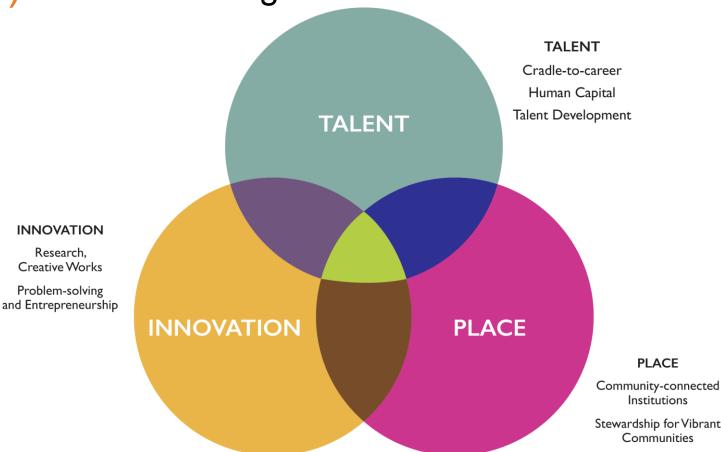
Education (National) = Rural Resurgence

In higher education, economic development means proactive institutional engagement

Association of Public &Land Grant Universities (APLU)

University Economic Development Association (UEDA)

http://www.aplu.org/library/highereducation-engagement-in-economicdevelopment-foundations-for-strategyand-practice/file





Government (National / State / Local) + Private sector + Education (National) = Rural Resurgence

Economic development requires:

- Effective institutions grounded in norms of openness,
- Tolerance for risk,
- Appreciation for diversity, and
- Confidence in the realization of mutual gain for the public and the private sector.

Higher education economic development "creating the conditions" for economic prosperity.



Education

In higher education, economic development –

Proactive institutional engagement

- Embed economic engagement, innovation, and entrepreneurship across institution.
- Value and promote scholarship across a continuum of discovery and application.
- Provide leadership as both conveners and active participants.
- Engage in regional innovation ecosystems.
- Identify and strengthen the institution's strategic competitiveness.
- Serve regional human capital and workforce needs.
- Contribute to the health and well-being of the community and people the institution serves.
- Facilitate 21st Century knowledge creation through interdisciplinary approach.
- Affirm that innovation and engagement, humanities, arts, social sciences, and STEM disciplines are all vital.
- · Innovate continuously in teaching and learning practices.



Education

American Association of State Colleges and Universities (AASCU)

Making Partnerships Work: Principles. Guidelines and Advice for Public University Leaders

http://www.aascu.org/policy/publications/Partnerships.pdf

Principles for Successful Partnerships in Higher Education

- Understand successful partnerships require a substantial investment of the president's time.
- Know why the institution wants to engage in a partnership.
- Involve many stakeholders in deciding whether to pursue a partnership
- Be certain to consult with all relevant governing boards.
- Ensure the partnership aligns with the institution's mission.
- Understand the partnership's full effect on the institution.
- Follow through continually to ensure a partnership is conducted well.
- Establish criteria for measuring results.
- Remain flexible.
- Plan for sustaining the success of the partnership through its lifecycle.



Government (National / State / Local) + Private sector + Education (SUNY) = Rural Resurgence

Chancellor Johnson has established four main themes for SUNY:

- Innovation and Entrepreneurship
- Individualized Education
- Sustainability
- Partnerships



Government (National / State / Local) + Private sector + Education (Cobleskill / K-12) = Rural Resurgence

Ensure all workers have the opportunity and resources to enhance their economic circumstances through education and skill development.

Rural Workforce Development

- Cradle-to-career
- K-12 pipeline
- P-Tech
- College in High School
- Applied learning
- Lifelong learning
- Micro credentials
- Competency based learning



Government (National / State / Local) + Private sector + Education (Cobleskill) = Rural Resurgence





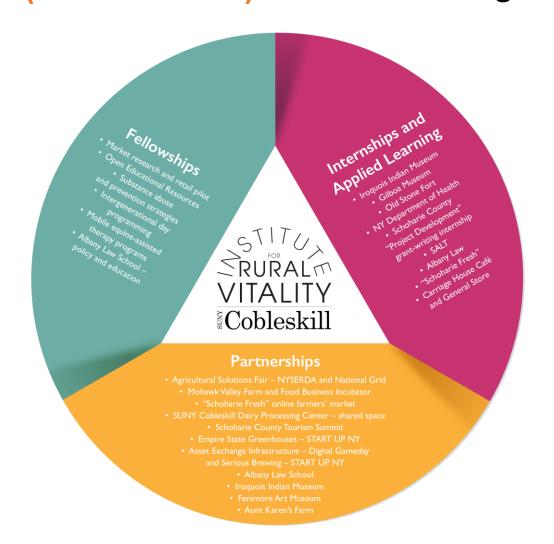
- Agricultural Solutions Fair with NYSERDA and National Grid
- Mohawk Valley Farm and Food Business Incubator with 30+ Incubatees
- "Schoharie Fresh" online farmers' market, marketing for 30+ area producers
- SUNY Cobleskill Dairy Processing Center, a shared space with incubator clients
- Carriage House Café and General Store, a student practicum site for market research

- Human Services Coordinating Council, SALT, and SCAAP internships
- Facilitators and venue for Schoharie County Tourism Summit
- Coordination for Schoharie County "Respect for All" campaign, and substance abuse prevention fellowship
- Alzheimer's research support
- Mobile equine-assisted therapy programs

- Partnered to develop and launch credit-bearing grant-writing course
- Pursuing START UP NY partnership with Empire State Greenhouses
- Managing START UP NY partnerships with Asset Exchange Infrastructure, Digital Gameday, and Serious Brewing

- Albany Law School partnership
- Albany Law fellowship, developing core educational materials and rural policy education
- Albany Law fellow working with SUNY Cobleskill student to conduct research about service deficits and needs specific to rural Northeastern U.S. communities
- Hosting contemporary stereotyping panel in partnership with the Iroquois Indian Museum and in cooperation with "Respect for All" campaign
- December 2018 planned exhibit at Fenimore Art Museum
- Partnership with Aunt Karen's Farm, an artist residency program
- Collaboration and internship opportunities with area museums

Government (National / State / Local) + Private sector + Education (Cobleskill) = Rural Resurgence





Center for Farm and Food Entrepreneurship

Center for Business
Development

Center for Community Advancement

Center for Rural Legal and Policy Services

Center for Arts and Culture

















Federal

State

Regional

Local

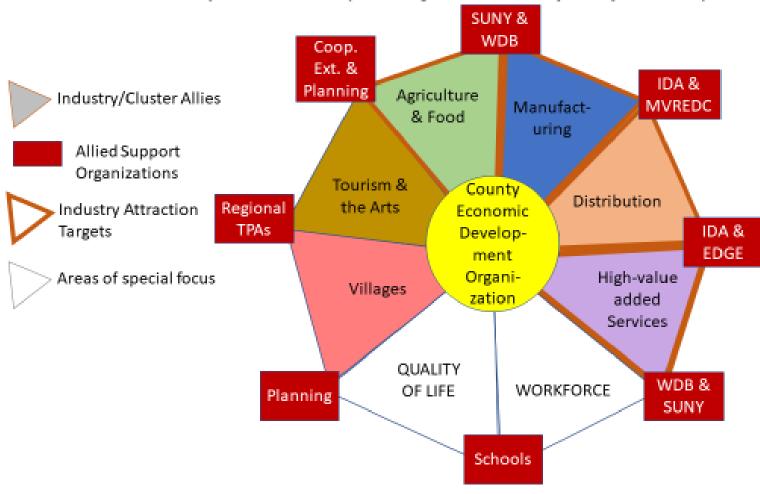
Inter-campus (SUNY)

Intra-campus

Global

Structure: THE SCHOHARIE COUNTY ECONOMIC ALLIANCE

County Economic Development Organization is Catalytic Projects Leader/Coordinator/Liaison





Government + SUNY System + SUNY Cobleskill + Food System Thinking =

County, Regional, State, National, and Global Impact

It takes a village

- + National Governors Association
- + NYS Governor Cuomo
- + AASCU
- + SUNY
- + SUNY Cobleskill
- = Rural Resurgence

Government + SUNY System + SUNY Cobleskill + Food System Thinking = Rural Resurgence

- Infrastructure
- Job Skills
- Careers
- Distribution Systems
- Block Chain
- Blocking Technology

- Drones
- Engineering
- GPS / Precision Agriculture
- Satellites
- Robotic Milkers



SUNY Cobleskill: Making our work relevant through vision, mission and applied learning

Grow, Sustain, Renew



Discussion Questions:

- Brainstorm where your state's rural communities fit in the skills equilibrium model. What solutions work for those specific communities? (See table handouts)
- What anchor institutions, like universities, exist in your rural communities? How can your state engage anchor institutions to support regional rural growth?





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Good Jobs for All Americans

Regional Workshop Las Vegas, Nevada

Thursday, December 6th, 2018

#GoodJobsNGA #WeThe States

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Second Acts: Reskilling Mid-Career Workers

Martha Ross, Fellow, Metropolitan Policy Program, Brookings Institution *Moderator: Meghan Wills*, Program Director, NGA Center for Best Practices





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Expenditures on Education and Skills Training, by Age and Source

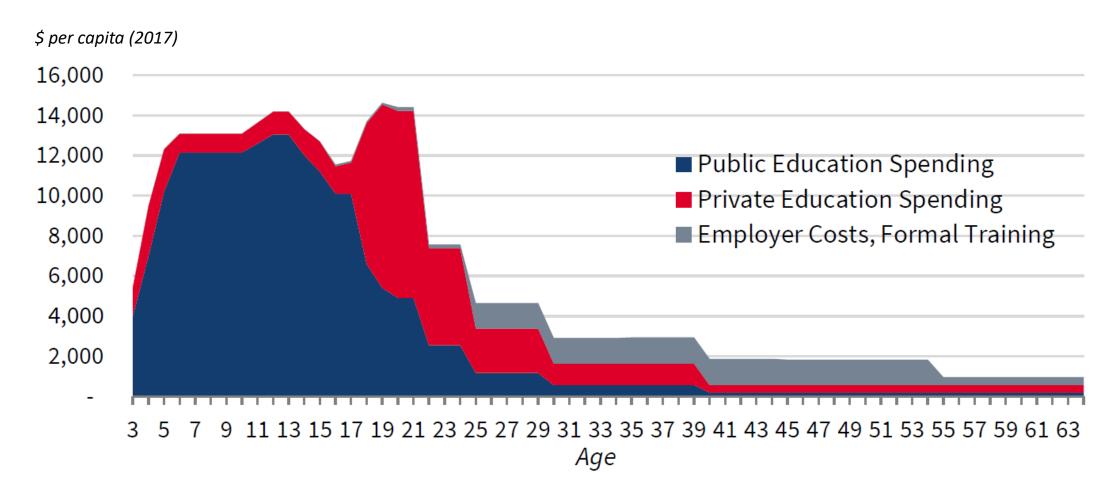
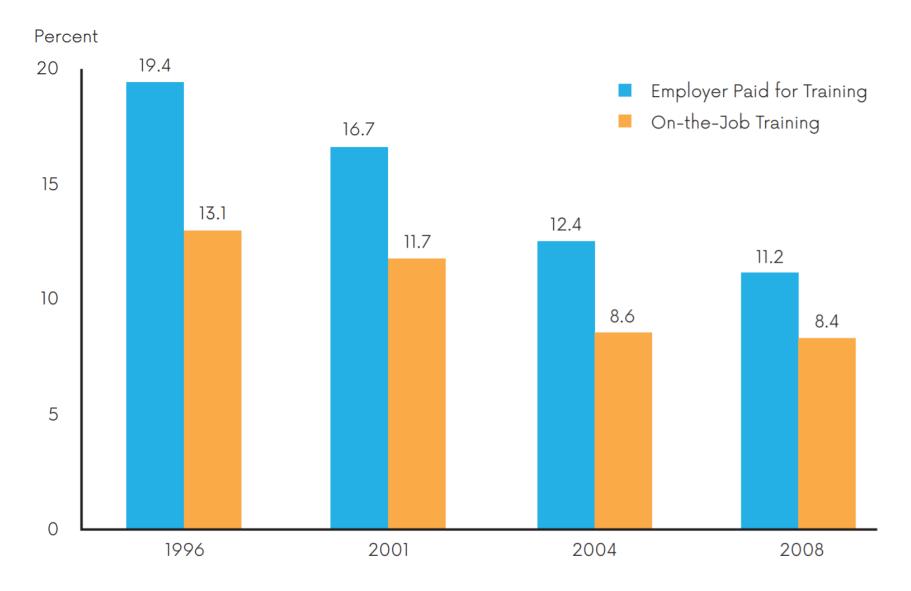


Chart from Council of Economic Advisers. Data sources: OECD, U.S. Census Bureau, BEA, BLS, Association for Talent Development (2017), Carnevale et al. (2015), CEA Calculations.

Percent of Workers Receiving Employer-Sponsored or On-the-Job Training, 1996-2008



Note: Fraction of workers ages 18-65 recieiving training of any duration in the last year.

Source: Census Bureau, Survey of Income and Program Participation (Employment and Training Topical Module); CEA calculations

State Priorities from Pittsburgh: Reskilling Mid-Career Workers

- Public sector is an employer and should model effective practices
- Equip workers with skills needed for work in new and changing occupations
- Address non-skill barriers to employment
- Share success stories and use various marketing strategies



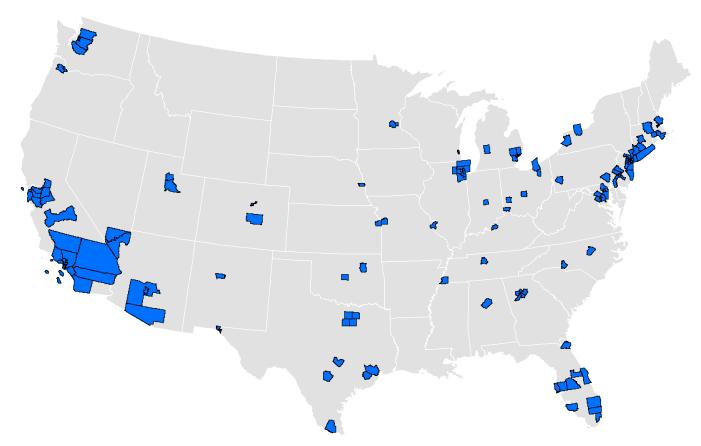


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MEET THE OUT-OF-WORK

Martha Ross Brookings Metropolitan Policy Program December 2018

Study jurisdictions include 130 cities and counties with populations over 500,000, accounting for 48% of the U.S. working-age population



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11.3 million adults aged 25-64

14% of all 25-64 year-olds in the study jurisdictions

Median age is 44

Study jurisdictions include 130 cities and counties with populations over 500,000, accounting for 48% of the U.S. working-age population

55% have a HS diploma or less

Racially diverse (plurality of whites)

14% report a disability

Study jurisdictions include 130 cities and counties with populations over 500,000, accounting for 48% of the U.S. working-age population

26% worked in the past year

32% are looking for work

37% in poverty



Segmenting the out-of-work

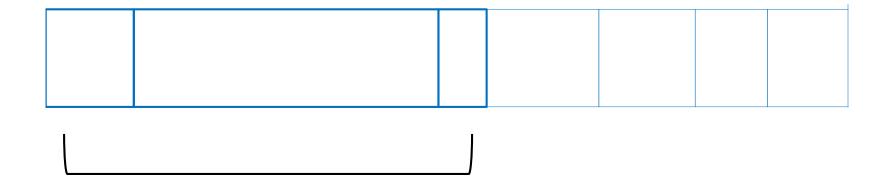
We clustered out-of-work adults into segments likely to benefit from similar types of workforce assistance, based on their likeness to each other across the following characteristics:

- Disability status
- Caring for children
- Work history in past year
- Poverty level

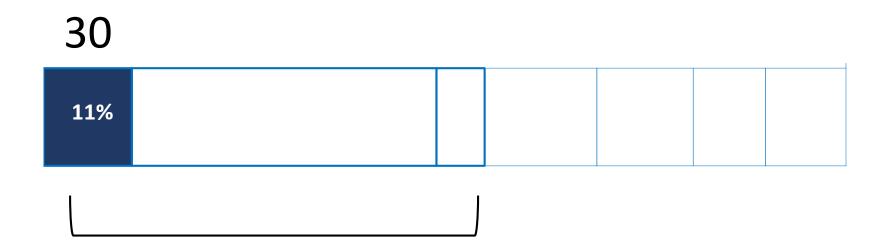
- Education
- Age
- Race/ethnicity
- English language learner

We identified 7 clusters, roughly categorized by age and education

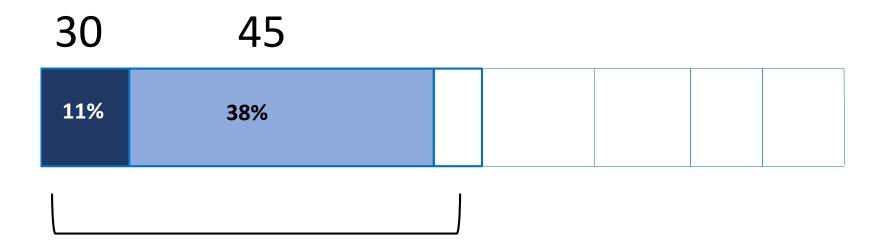




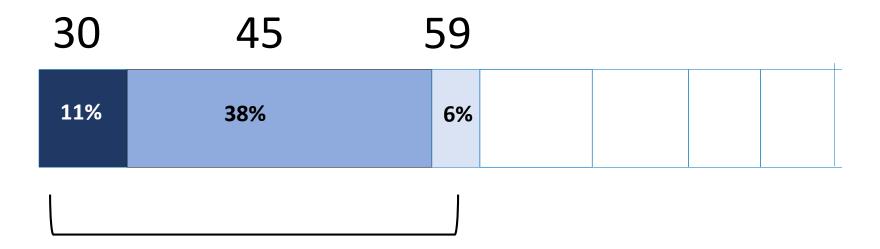
55%
HS diploma or less



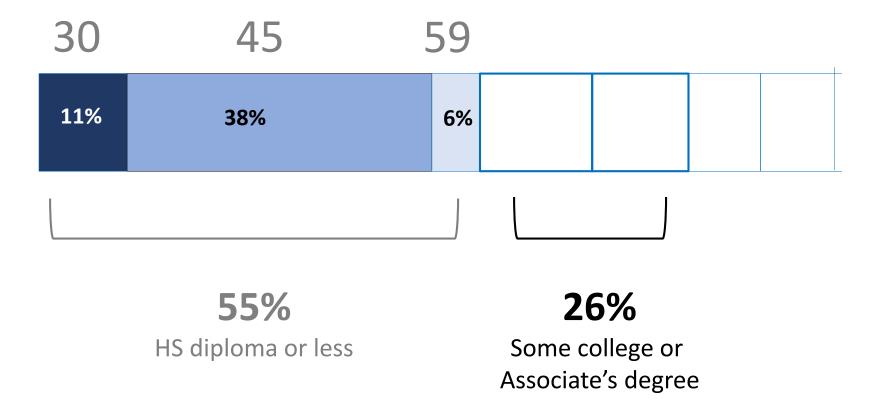
55%
HS diploma or less

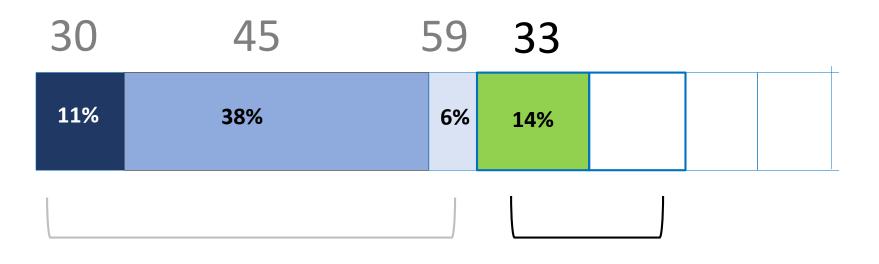


55%HS diploma or less



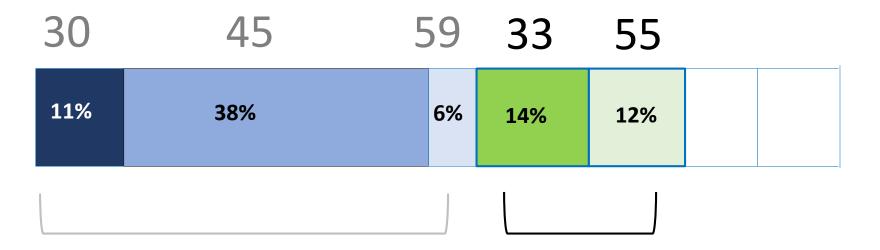
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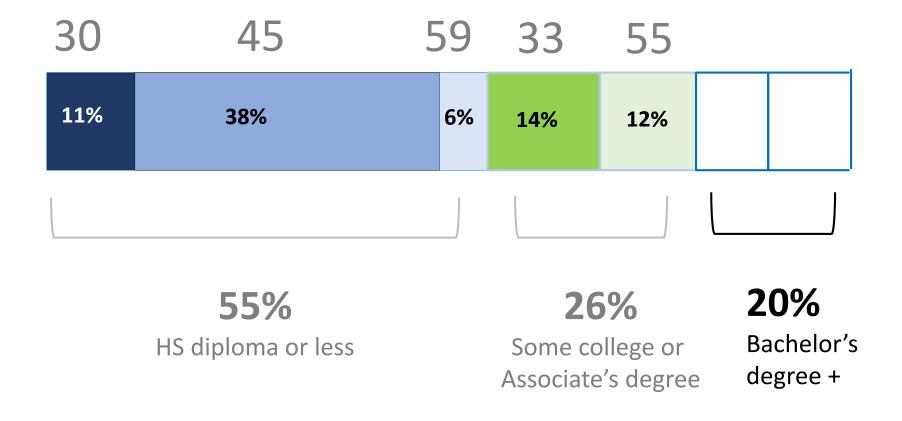
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HS diploma or less

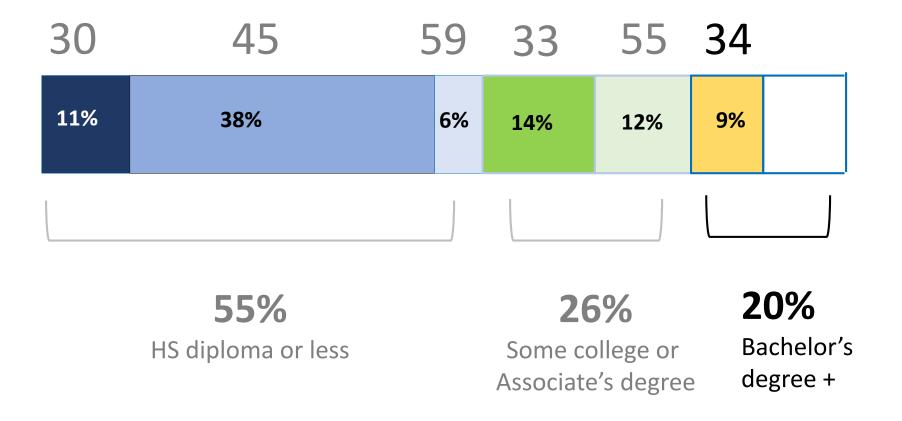
26%Some college or Associate's degree

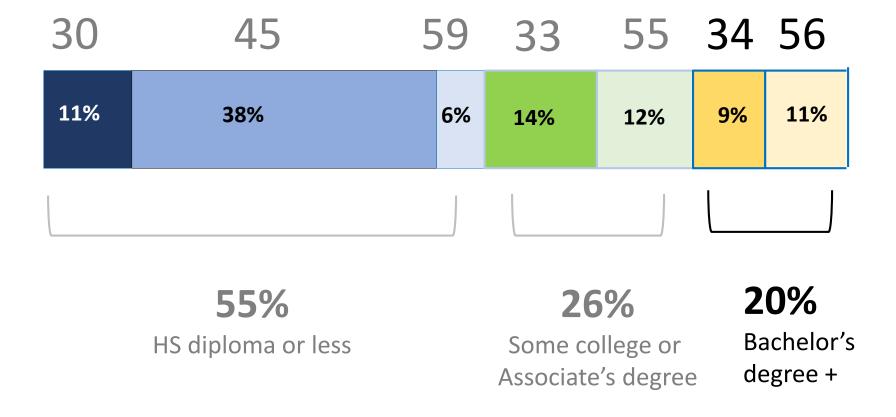


55%
HS diploma or less

26%Some college or Associate's degree







Evidence-based workforce solutions

Research and practice provide the following general guidance:

- Offer training & job placement that align with regional labor market needs & in-demand skills
- Provide guidance, counseling, and other appropriate supportive services to participants

What does it mean to be evidence-based?

Not only random-assignment experiments! Look for programs with clear logic models, performance management systems that measure progress towards goals, and a commitment to performance improvement.

Bridge programs: Prepare people with very low math and reading skills for further education and training, sometimes in combination with occupational skills training.

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Transitional jobs programs: Short-term subsidized employment and supportive services for people with barriers to employment and very limited work history.

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Transitional jobs programs: Short-term subsidized employment and supportive services for people with barriers to employment and very limited work history.

Social enterprise: Mission-driven businesses that hire people with barriers to employment and limited work history to carry out the work of the business. Similar to transitional jobs programs, and also provide supportive services.

Two-generation programs: Link education, job training and career building for low-income parents with early childhood education for their children

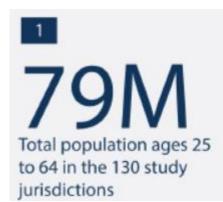
Two-generation programs: Link education, job training and career building for low-income parents with early childhood education for their children

Apprenticeships: Combine paid employment with on-the-job training and related classroom instruction

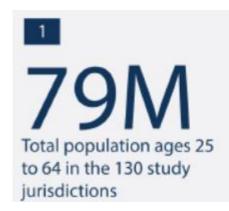
Two-generation programs: Link education, job training and career building for low-income parents with early childhood education for their children

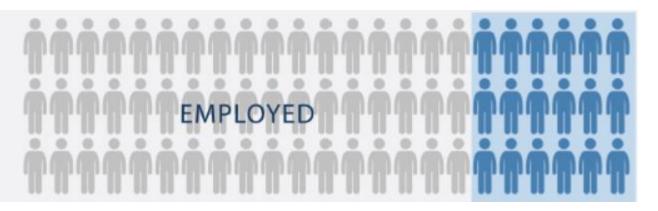
Apprenticeships: Combine paid employment with on-the-job training and related classroom instruction

ASAP (Accelerated Study in Associate Programs): Program to increase the graduation rate of low-income community college students seeking an Associate degree. Students must attend full-time and receive a range of academic, financial, and personal supports.



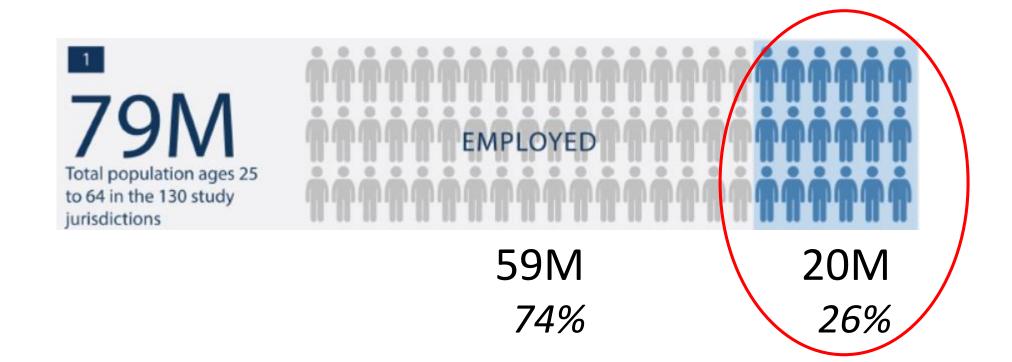






59M *74%*

20M 26%



79M
Total population ages 25 to 64 in the 130 study



are not working

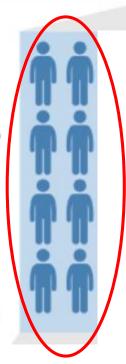
- People who are not working are either unemployed or not in the labor force.
- Unemployed (4M)

Individuals who want and are available for work, and who have looked for work in the past four weeks.

OF MILE (TOM)

jurisdictions

Individuals who are not working and have not looked for work in the past four weeks. They are a diverse group, including people who have chosen to engage in other activities like school and caretaking, but also people who may want to work but have given up looking.



79M
Total population ages 25

to 64 in the 130 study

jurisdictions

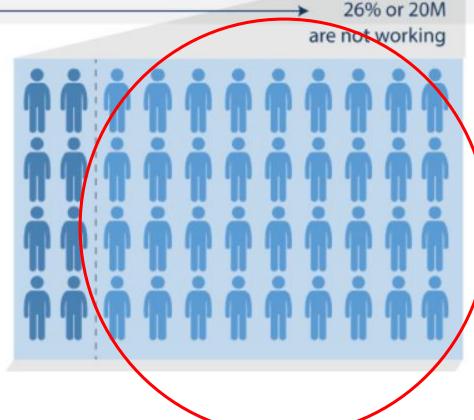


- People who are not working are either unemployed or not in the labor force.
- Unemployed (4M)

Individuals who want and are available for work, and who have looked for work in the past four weeks.

Not in the labor force or NILF (16M)

Individuals who are not working and have not looked for work in the past four weeks. They are a diverse group, including people who have chosen to engage in other activities like school and caretaking, but also people who may want to work but have given up looking.



People have many reasons for being out of the labor force, and not all forms of unemployment are equal





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Attending school or caring for others are alternative activities to employment



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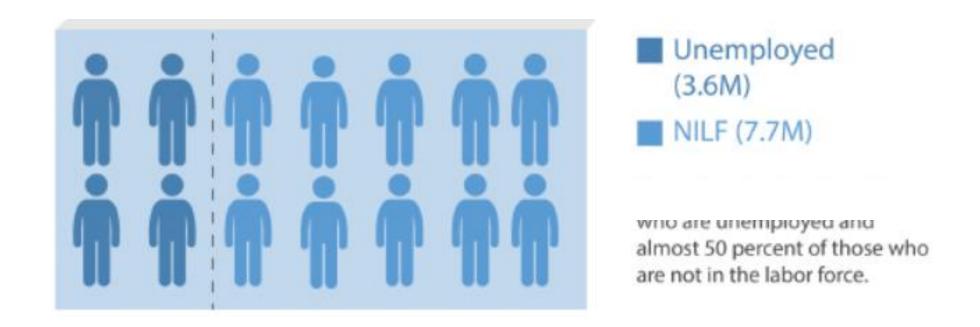


Attending school or caring for others are alternative activities to employment



Those receiving retirement or disability benefits are unlikely to return to pursue employment

To account for this, we subtracted ~10% of the unemployed and ~50% of those not in the labor force



Total out-of-work population = 11.3 million

Discussion Questions:

• What, if any, priorities or key ideas are missing from the list from Pittsburgh?

 What <u>specific</u> policies are you implementing, or what might you implement to support mid-career workers? How would you advise a Governor?





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Elevating Proven Solutions: Prioritization





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