American Workforce Policy Advisory Board

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Charlotte, NC
Develop a Campaign to Promote Multiple Pathways to Career Success

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Better prepare the American workforce to meet 21st century challenges
Develop a Campaign to Promote Multiple Pathways to Career Success

Mission
Companies, workers, parents, and policymakers have traditionally assumed that a university degree is the best, or only, path to a middle-class career. Employers and job seekers should be aware of multiple career pathways and skill development opportunities outside of traditional 4-year degrees.

Focus Areas

1. **Develop a National Marketing Campaign** to promote the growing number of multiple pathway opportunities to well-paying jobs for all Americans.

2. Develop recommendations to promote local, state, and federal policies, and employer and academic institution practices that sustain and expand multiple pathway opportunities.

Better prepare the American workforce to meet 21st century challenges.
Increase Data Transparency to Better Match American Workers to American Jobs

Co-chairs

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Better prepare the American workforce to meet 21st century challenges
Mission
High-quality, transparent, and timely data can significantly improve the ability of employers, students, job seekers, education providers, and policymakers to make informed choices about education and employment—especially for matching education and training programs to in-demand jobs and the skills needed to fill them.

Focus Areas

1. Break down data-sharing barriers to create a robust, real-time data foundation to spur innovation

2. Build on existing efforts to create an interoperable digital learning record that includes education attainment, non-traditional learning pathways, experience, professional affiliations, and other certifications to help job seekers attain high wage jobs

3. Improve skills-based ontologies so diverse data assets can speak a common, machine-readable language that helps us understand the skills needed today and anticipate the skills of the future

Better prepare the American workforce to meet 21st century challenges
Data Sharing Pilot Survey Key Results

What Did We Learn?

- Preliminary results from pilot survey
- Responses from 33 States
- Pilot survey sent to state and local personnel including CIOs, Agency Heads, General Counsels, Data Scientists, etc. with interest and expertise in workforce and education data sharing

- 84% Data sharing is extremely or very important
- 61% Extremely or somewhat difficult to share data
- 40% Cannot access strategic data assets
Data Sharing Pilot Survey Key Results
What Did We Learn?

Federal laws and regulations are the greatest barrier to data sharing

52%

Barriers
- “Data sharing regulations are often used as an obstruction to data sharing rather than parameters to work within.”
- “Inconsistent interpretations of legal and regulatory frameworks and fear of ‘getting it wrong’.”

Needs
- “Standardized data sharing arrangements designed by experts.”
- “Single agreed upon interpretations of specific federal regulations (HIPAA, ..., FERPA).”

Top barriers mentioned FERPA, HIPAA, TANF/SNAP, SSA
Modernize Candidate Recruitment and Training Practices

Co-chairs
Johnny C. Taylor, Jr., President & CEO, Society for Human Resource Management and Al Kelly, Chairman & CEO, Visa

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Sheree Utash, President, Wichita State University - Tech

Better prepare the American workforce to meet 21st century challenges
Modernize Candidate Recruitment and Training Practices

Mission
Employers often struggle to fill job vacancies, yet their hiring practices may actually reduce the pool of qualified job applicants. To acquire a talented workforce, employers must better identify the skills needed for specific jobs and communicate those needs to education providers, job seekers, and students.

Focus Areas

1. Improve the Labor Force Participation Rate
   a. Better identify untapped talent pools and locations
   b. Optimize employment opportunities for untapped talent pools

   a. Modernize occupational skills needed in job postings
   b. Improve the feedback loop between the in-demand skills used for hiring and the skills taught in our education and workforce system
   c. Identify and promote best practices for expanding and making more equitable the recruitment and hiring process

Better prepare the American workforce to meet 21st century challenges
Measure and Encourage Employer-led Training Investments

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Better prepare the American workforce to meet 21st century challenges
Measure and Encourage Employer-led Training Investments

Mission

The size, scope, and impacts of education and skills training investments are still not fully understood. There is a lack of consistent data on company balance sheets and in federal statistics. Business and policy makers need to know how much is spent on training, the types of workers receiving training, and the long-term value of the money and time spent in classroom and on-the-job training.

Focus Areas

1. Develop recommendations on national measures of employer-led training to quantify the impact of training, show the value to employees, and reveal the true value to the bottom line
   - Create a common framework for classifying training investments
   - Recommend a mechanism for collecting national data

2. Create a plan to institutionalize the Pledge to America’s Workers in order to expand and enrich this initiative to highlight employers’ investment in worker education and training
   - Define ongoing tracking and reporting mechanism for pledges
   - Identify a plan to transfer the pledge to a government agency, private entity, or public/private partnership

Better prepare the American workforce to meet 21st century challenges
How are employers training and developing their workforce?

- A majority (33%-53%) of employers offer skills training or development programs multiple times a year.
- Most (89%) of employers, regardless of company size, track employee participation in skills training programs.
- Small-sized companies are less likely to measure the impact of skills training on the employees (73%) and on the business (71%).
- Over 50% of employers track direct financial cost & indirect cost for all types of skills training or development programs.
- Employers categorized skills-related trainings as either job maintenance or up-skilling, suggesting that there lacks a cohesive framework for categorizing training types.

55% of employers do not offer apprenticeship programs to their employees, especially small and large-sized companies.

As expected, most employers offer skills-related & onboarding trainings multiple times a year, and offer compliance trainings once a year.